

INTERDISCIPLINARY RESEARCHES IN

HUMANITIES AND SOCIAL SCIENCES

CONCEPTS, RESEARCHES
AND APPLICATIONS-2

EDITORS

PROF. DR. ABİDİN TEMİZER

PROF. DR. SEVİLAY ÖZER



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**Interdisciplinary Researches in Humanities and Social Sciences:
Concepts, Researches and Applications-2**

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PREFACE

The popularity of interdisciplinary studies has ballooned in recent years. Interdisciplinary studies allows for synthesis of ideas and the synthesis of characteristics from many disciplines. For this reason, this book is composed of articles from many disciplines from the social sciences and humanities and is made available to researchers.

The book contains 9 chapters from many fields of social and human sciences. We would like to thank the authors who contributed with the chapter. Hope the book will be useful

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VOLUME I

THE HYBRID WAR PERIOD IN THE ARAB-ISRAELI WARS

The Case of The 2006 Israel-Hezbollah War

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Introduction

The Arab-Israeli Wars are a series of wars that date back to the 19th century. With the establishment of the State of Israel in the Middle East in 1948, it spread to the entire Arab World. The reason for the ongoing Arab-Israeli War was the establishment of the State of Israel in the Middle East in 1948 (Morris, 2001, p.12).

UK government announced that it would withdraw its forces from Palestine as of May 15, 1948, upon the decision of the UN General Assembly dated November 29, 1947, numbered 181. Upon this statement, the Jews seized the lands given to them by the partition decision before the British retreat, and the Arabs took action to prevent this (Armajani, 2009, p.17).

UN Resolution 181 included the Taksim Plan. According to this, Within the scope of the Sharing Plan put forward by the UN General Assembly, it envisaged the establishment of two independent states, one Arab and the other Jewish, on the Palestinian lands with the end of the British mandate regime, and that Jerusalem would have

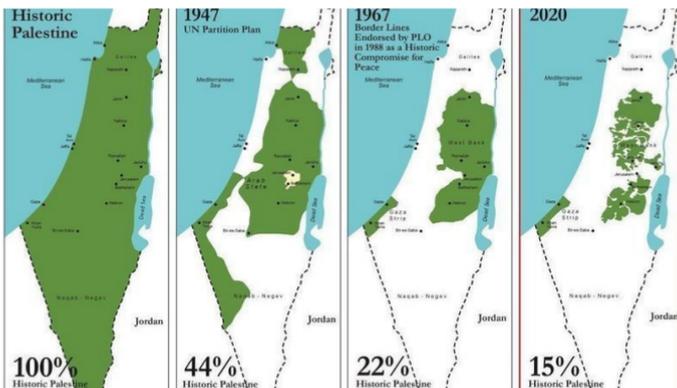
an international status under the auspices of the UN Trusteeship Council (Herzog, 1984, p.38).

On May 15, 1948, after the last British troops and the British High Commissioner left with a ceremony, the Arab League States, Egypt, Jordan, Syria, Iraq, and Lebanon armies began to enter the Palestinian territories. Thus, the First Arab-Israeli war began (Armajani, p.23).

After the war broke out, the United Kingdom and the United States, which blocked the Palestinian coast, took measures to prevent arms shipments to Palestine. However, the Soviet Bloc countries, which recognized the Jewish State two days later, sent weapons to Israel via an air bridge they had established (Herzog, p.43).

Since its establishment in 1948, Israel has experienced six wars with its Arab neighbors. These are the 1948 Arab-Israeli War, the 1956 Suez Crisis, the 1967 Six-Day War, the 1969-1970 War of Attrition, the 1973 Yom Kippur War, and the 1982 Lebanon Wars. When these wars are examined in detail, it can be stated that the results of the wars are generally in favor of Israel. After these wars, Israel did not fulfill the requirements of UN resolution 194 dated December 11, 1948, resolution 303 dated December 9, 1949, resolution 2253 dated July 4, 1967, and resolution 38/180 dated December 19, 1983 (Herzog, p.57). Therefore, we can say the UN sanctions on these resolutions were invalid.

Map 1



This map shows the changes in the land of Israel over time. The green color indicates the areas where Palestinians live. Source: <https://www.change.org/p/u-s-senate-oppose-annexation-of-palestinian-land>

When we look at the Israel-Hezbollah War that took place in 2006, we can see that the Arab side gained gains in a war with Israel for the first time, even if the final winner of the war cannot be stated precisely. Because in this war, Hezbollah effectively used Hybrid Warfare techniques as a new-generation warfare method (Aapo & Eronen, 2015, p.73).

Today, we often come across the expression Hybrid War. Conceptualizations of Hybrid Warfare and Hybrid Threats seem to have entered the global strategy and defense research literature in recent years. As it is known, this term was used for the first time by Frank Hoffman, a research assistant at the US National Institute for Strategic Studies, who is an expert on the Strategic Concepts of the Future, and later it was accepted and started to form the basis of modern military strategies. However, no specific definition of Hybrid Warfare is accepted by all countries and experts today (Akin, 2019, p.23).

Hybrid Warfare, which also practically means mixed Warfare. The common goal of all wars throughout human history is to win the war. The one who intimidates and kills the other side the most wins the battle. It is said that all means are permissible to win the war, even if the war consists of deception (Aaronson, 2011, p.112). By using all legitimate means against those who go to war, every effort and effort is made to defeat the enemy. This article will discuss the subject of Hybrid Warfare and Intelligence from an analytical point of view. The term “*hybrid warfare*” will be evaluated by detailing the “*2006 Israel-Hezbollah War Case*” (Alpar, 2015, p.12)

HYBRID WARFARE

Hybrid Warfare in peacetime is primarily waged by non-military means. These are briefly; diplomacy, political and

economic coercion, abuse of energy and other dependencies, subversive activities, use of criminal and terrorist organizations, and use of non-governmental organizations, media, and social networks. In addition, disinformation, manipulations, strategic communications, psychological operations, incitement of disgruntled groups, civil disobedience, intelligence operations, and cyber attacks are the main methods and tools used in this period (Hickman, 2018, p.77).

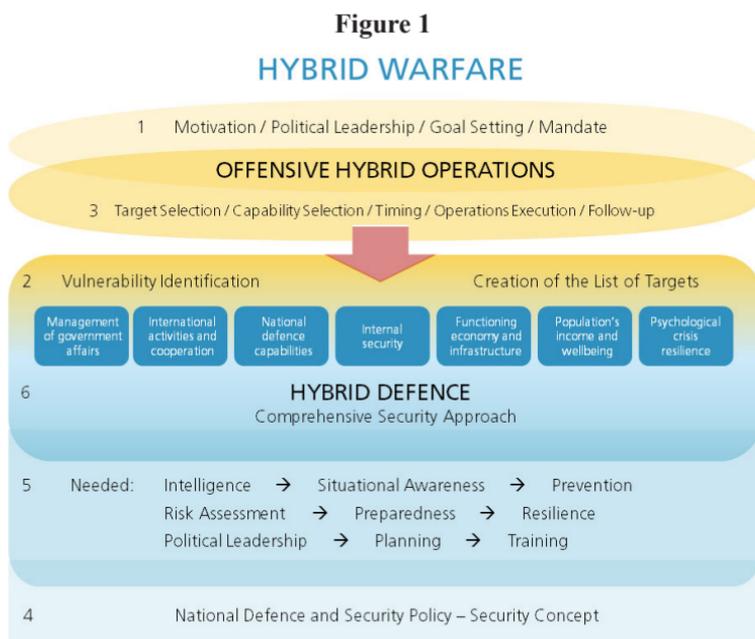
It is important to note here that the concept of hybrid Warfare might not be entirely new. On the contrary, many practitioners contend it is as old as war. Nevertheless, it has gained significant currency and relevance in recent years as states employ non-state actors and information technology to subdue their adversaries during or, more importantly, in the absence of a direct armed conflict (Arsalan, 2021).

The aim is to systematically direct all available resources most effectively and strikingly from a skillful hand to win the war. As seen here, although such a concept seems to have just entered into the images of war strategies, the methods, techniques, and practices of the Hybrid War have been used in almost all wars that have taken place throughout the history of humanity, as the human mind allows (Glenn, 2009, p.3). If we make an analogy, we can use the example of reheating a dish made before and forgotten in the fridge for a while, this new definition introduced by Frank Hoffman (Hoffman, 2007, p.33).

If we want to explain the definition in its simplest form, we can say that it is a mixed type of warfare. The basic strategy of hybrid warfare is the coordinated use of regular military forces and non-conventional warfare forces in the same war environment. To reach the determined target or to achieve the target, all forces, especially the National Power elements, must be synchronized and directed to the target from a single source. For this, hard and soft power are used according to their dynamic properties (Mattis, 2005, p.33).

Competent cadres are needed to manage this war effectively. This war has no moral values. The only goal is to win.

In short, hybrid warfare is a military strategy that uses political warfare and synthesizes conventional warfare, irregular warfare, and cyber warfare with other effective methods such as fake news, diplomacy, law, and foreign election interference (Mattis, p.34).



High-level view on hybrid warfare from offensive and defensive perspectives. Source: (Cederberg and Eronen, 2015)

Hybrid threats, operations, and warfare have been widely discussed among political decision-makers and security policy analysts, particularly during the past couple of years (Hickman, 2018, p.73).

The main arguments for hybrid warfare are foreign policy goals and the effective operation of intelligence elements in synchronization from a single source in achieving these goals.

FOREIGN POLICY OBJECTIVES AND INTELLIGENCE

The international goals a country seeks to achieve range from the most specific (resolving a border dispute) to the most general (increasing the country's influence). In the state-dominated international system, often between competing nations, foreign policy objectives are often self-interested. Less often, several countries may cooperate among themselves for goals (alliance behavior) or, less frequently, motivated by idealism (foreign humanitarian aid). When countries pursue goals that concern them, they follow their "*national interests*". In this context, governments need significant intelligence to pursue national interest policies (Arquilla, 2011, p.52).

First, it can be said that the main element of national interests is the "*national defense*" aimed at ensuring a country's citizens' physical safety and well-being. A second element is to provide the state's economic well-being as long as it is affected by the supply of resources, trade balances, monetary exchange rates, and other factors of the international political economy. The third element of national interest is to provide a favorable political environment. At the very least, this includes the ability for citizens of one country to choose their form of government and may also include promoting values (individual rights) and processes (democracy) in other countries that are aligned with the values and methods of others' own. Finally, the fourth element of national interest is ensuring national cohesion (Arquilla, p.53-54). This means avoiding foreign policies or other pressures (separatist movements that threaten civil war) and avoiding irreconcilable internal divisions or other conflicts that could tear the country apart.

States have various means of achieving their foreign policy goals. These tools include military vehicles, penetration and intervention, diplomatic tactics, and covert operations. While the

degree to which a country uses any of these tools can be expressed as its ability to force or persuade another government to behave in a desired way, it may vary according to the power these countries have (Anuța, 2016, p.41). In this sense, intelligence activities carried out in the foreign policy process are widely used by governments to implement foreign policy successfully. The intelligence activities carried out are mainly in the form of covert actions. Activities carried out this way can be a compelling alternative to tools such as war and diplomacy. Because open struggles can always face more reactions, and the return of this can be heavy on the states (Anton, 2016, p.511)

HYBRID WARFARE AND INTELLIGENCE

The most recent example of hybrid warfare and intelligence could be the “2006 Israel-Hezbollah War”. As is known, Frank Hoffman used the term hybrid warfare for the first time in 2006 to describe the tactics and techniques used by Hezbollah in the war between Hezbollah and Israel in Lebanon. Israel is a powerful state in a disputed geographic region that has historically been in a constant struggle against the Arab and Muslim populations of the Middle East. Israel generally has a predominantly Jewish people and is supported by a robust domestic economy, foreign revenue, and integrated organized lobbies. Israel’s military-industrial components are barriers in the Middle East region. However, its advanced land, air, and naval platforms continue to grow, making it a powerful and modern military force capable of internal and external defense on multiple fronts (Akin, 2019, p.11).

The fact that Israel, which does not have a definite policy of reconciliation or occupation, or in any way close to reconciliation, is one of the countries that spend most of its national income on intelligence shows the importance Israel attaches to its defense and security policies. In addition, the fact that almost all intelligence

personnel (except Arabs and Ultra-Orthodox Jews) served in the armed forces and later remained in the reserved class as operational intelligence personnel shows how militarized Israeli society is. Israel offers ready-made personnel infrastructure, expanded tactical alternatives, and the use of force and ready-to-use troops at every stage of political decisions (Armajani, 2009, p.71).

Israeli intelligence has been shaped by the basic mental infrastructure that the state is under constant siege and threat. This presents a strong defense and countermeasure reflex. In Israel, The General Security Service (Sherut ha-Bitachon ha-Kali –Shin Bet, domestic intelligence), the Intelligence and Special Missions Institute (ha-Mossad le-Modi'inule-Tafkidim Meydahadim-Mossad, foreign intelligence) and the Military Intelligence Service (Agaf ha-There are three central intelligence agencies, namely Modi'in-Aman. Israel also has an army and secret police operating under covert identities in the occupied territories (Kober, 2008, p.11).

The Tel Aviv-based and heavily staffed Mossad consist of eight units. The most comprehensive unit is the unit that carries out operative espionage activities and has agents operating under official or unofficial identities almost anywhere in the world. It also contributes to the intelligence process by liaising with the Political Actions and Liaison Office, allied intelligence agencies, and many countries where Israel does not have official diplomatic relations. In addition, they coordinate with the Department of Psychological Warfare (Loha-ma Psychologist - LAP), which gives interviews to its collaborating media units and sometimes to all media (Thomas, 2000, p.91).

Shin Bet, the internal security agency, is divided into three operational and five operational support units. One of these units, the Arab Affairs Unit, is responsible for countering terrorism and subversive acts and maintaining a list of Arab militants. Units were known as “*Henza*”; Secret identities and Aman Mista'averim Units in the West Bank, Gaza Strip, and some neighboring

countries. The Unit's mission in non-Arab affairs; By conducting counterintelligence, he infiltrates foreign services and diplomatic relations and maintains control and surveillance over immigrants arriving in Israel. The Protective Security Unit, on the other hand, deals with the security of Al-Al Israel Airlines as well as industry, government, and defense organizations (Kober, p.17).

Finally, the military intelligence agency Aman is estimated to employ around 7,000 people. It is responsible for comprehensive national intelligence assessments, daily intelligence reports, risk assessments, electronic intelligence, and counterintelligence in general. It is considered the Israeli intelligence community's largest and most influential organization. Like Mossad and Shin Bet, Aman conducts covert operations that often fall under the intelligence profession ((Kober, p.21).

Since its founding in 1948, Israel has experienced six wars with its Arab neighbors. These are; the 1948 Arab-Israeli War, 1956 Suez Crisis, 1967 Six-Day War, 1969-1970 War of Attrition, 1973 Yom Kippur War, and 1982 Lebanon Wars (Avnery, 1994, p.21). Considering the general situation in Israel before the Hezbollah-Israel war, there has been a change in the strategic approach of the Israel Defense Forces (IDF) to the war in the years up to 2006. After the IDF left Lebanon in 2000, it prepared for a possible future war with Hezbollah. Another critical step for the IDF; is the transition phase towards precision firepower theory and systematic operational design theories, two theories that emerged from the concept of network armed warfare. The systematic functional design aims to help decision-makers to think critically, systematically, and methodically about how war is conducted, focus on possible war scenarios, and provide task force commanders with appropriate background and background to know their enemies better (Cordesman, 2007, p.7).

Israeli intelligence discovered that following Hezbollah's development in southern Lebanon, Hezbollah gained opportunities and capabilities it did not have before. Despite this information, the

IDF did not make a clear plan to perceive the war in 2006. According to UN resolutions, since Israel's main aim was to disarm Hezbollah, this would preserve its military superiority and give it a significant advantage in destroying Hezbollah (Ze'ev, 2006).

To better understand the situation, looking at the Hezbollah side, in general, is helpful. Hezbollah used four strategies to reach and serve the community directly or indirectly. The first of these strategies included paying a salary to the family of someone who died fighting for Hezbollah, providing financial support to families in need, and providing health and education services, including vocational training and job opportunities. Funding for these services has been provided by institutions affiliated with Hezbollah or Iran. The second strategy was; Medical centers, pharmacies, and dental clinics were established in the Bekaa Valley and Beirut, providing adequate medical care through a health system based on Hezbollah. Hezbollah provided these services to needy Shiite families free of charge. Third, it included providing and indoctrinating educational services through Islamic and secular institutions. The combination of religious studies and military training was intended to enable many to become key Hezbollah agents upon graduation. Fourth, it included allocating and using media channels to inspire the public. For this purpose, Hezbollah used two effective communication channels, traditional and innovative (Kober, 2008, p.9).

As mentioned above, when military and terrorist activities are taken into account, it will be seen that Hezbollah's strategy is primarily to spread its influence to all sectors of Shiite society. These include the provision of social services and religious education, as well as the initiation and execution of operations to achieve goals shared by the entire Shiite community. Like social and religious services, it was used to support Hezbollah. Central to Hezbollah's strategic plan was the idea of creating a resistance society dedicated to defending and defending against Israeli aggression. The Shiite community accepted and adhered to the synergy between

Hezbollah's social and military elements. While this principle of a society of resistance has never been fully realized, it has been an essential part of Hezbollah's activities (Kober, p.11).

Before the 2006 war, it was operating in the region, trying to challenge Israeli power and thereby increasing its influence in southern Lebanon. The effective leader of the organization, Nasrallah, Hezbollah, adopted the two main objectives of organizing strong-armed militias focused on fighting against Israel and supporting the Shiite sect in Lebanon. As Hezbollah prepares to fight against the Israel Defense Forces (IDF), it has made an overall analysis of Israel's capabilities and combat readiness (Kober, p.13). For many reasons, the study concluded that Israel could not cope with the number of human casualties in previous wars. In addition, Hezbollah has determined that the IDF will rely heavily on its weapons. Missiles were one of the systems Hezbollah was preparing to use against attacks on Israel. Iran and Syria provided missile systems and other weapons and trained Hezbollah for their use (Cordesman, 2007, p.21).

HEZBOLLAH'S NEW WAR PRINCIPLES

Hezbollah has also developed 13 principles of warfare specifically designed to defeat a technologically advanced enemy and has an intelligence organization that is considered one of the world's most important intelligence agencies. These 13 principles show how seriously the organization takes and analyzes its enemy (Cordesman, 2007, p.23). These principles are:

- a. Avoid the strong, attack the weak (attack and retreat).
- b. Protecting your warriors is more important than causing enemy casualties.
- c. It is essential to do the task only when success is achieved.
- d. Confidentiality is essential to success. If you are detected, you will fail.
- e. Do not engage in a battle in a designated area. Instead, sneak away before the enemy gains positional advantage.

f. Reaching the target and discovering the enemy's weak points requires patience.

g. It is essential to move constantly so that the formation of a particular front line can be avoided.

h. It is essential to keep the enemy in a constant state of vigilance and to be able to calculate the probability of an attack from outside a fixed location.

i. The road to great victory passes through thousands of small victories.

j. It is essential to keep the morale of the warriors high and avoid ideas about the enemy's superiority.

k. To use the media accurately as a weapon in the war process.

l. Public support is a significant factor.

m. It is essential to inflict as much damage on the enemy as possible.

Picture 1



Source: The Times of Israel, 2022

Hezbollah, which established itself as another power in Lebanon, began to strengthen its position with the withdrawal of Israel from Lebanon in 2000. The Lebanese government left the southern region open to the influence of Hezbollah and laid the groundwork for Hezbollah's power to increase. Hezbollah has taken full advantage of Lebanon's lack of governance and has become

an active force within the state. In this way, Hezbollah effectively managed law enforcement in southern Lebanon and filled the vacuum of a security force that maintains societal stability. The ultimate goal of these capabilities was to challenge the Israeli presence in Lebanon. Hezbollah also embarked on comprehensive defense preparations to prepare for an inevitable future confrontation with Israel on Lebanese territory. In this sense, Hezbollah's basic military philosophy has been GNH. Based on the Muslim Resistance, this concept and concept means that Hezbollah fighters play a role in civil and military strategy (Cordesman, p.25).

The war began on July 12, 2006, with the kidnapping of two Israeli soldiers. Within 24 hours, the Israeli Air Force launched an airstrike that hit targets in Lebanon, including Beirut International Airport. The Israel Defense Forces launched a contingency plan after 48 to 72 hours of bombardment and continued its attacks on Hezbollah to rescue its abducted soldiers. Hezbollah then responded effectively with short- and medium-range missile defenses targeting northern Israel. The general situation deteriorated shortly after the conflict started, and many western countries, especially the USA, decided to evacuate their non-essential personnel and civilians from Lebanon as of July 18 (The Guardian, 2008).

Picture 2



Source: <https://www.theguardian.com/world/2008/jan/30/israelandthepalestinians.marktran>

On July 22, the Israeli Land Forces invaded Lebanon and began to spread the war more widely, trying to recover the losses Hezbollah inflicted on Israel. He had about 10,000 soldiers in the south. However, after three weeks of ground fighting, Israeli forces could not advance more than four miles on land. The Israeli armored unit sought to break through Hezbollah resistance by going into the strategically important Wadi Salouqi valley, occupying a position that effectively divided southern Lebanon. But more than twelve Israeli tanks were destroyed by the defending Hezbollah with a combination of anti-tank rockets, anti-tank mines, and improvised explosives. When the offensive in the valley failed, the fighting ended two days before the armistice. Israel had to decide on a ceasefire on August 14, 2006, due to international public reactions and internal pressures after brutal rocket attacks on civilian targets (Kober, p.33).

CONCLUSION

The Israeli-Hezbollah War has had a brutal cost to Lebanon in both lives and economic damage. It has been less costly to Israel in lives than in resources, but its longer-term strategic effect may be to encourage asymmetric attacks that do far more damage in the future (Cordesman, 2007, p. 51).

An estimated 1,200 people were killed in the conflicts, and more than a million people were forced to migrate to southern Lebanon and northern Israel. According to sources, 114 IDF soldiers were killed by Hezbollah, and a significant amount of Israeli military equipment was damaged or destroyed, including up to 10% of Israel's main battle tanks. In addition to severe material losses, more than 40 Israeli civilians were killed and nearly 4,000 injured. On the other hand, it is estimated that Hezbollah's observed military capacity has been halved, and many militants have been killed. In addition, around 1,000 Lebanese civilians are said to have

died and over 4,000 injured, with an estimated \$4 billion in building and infrastructure loss (Cordesman, 2007, p.9).

The table below shows Hezbollah's anti-tank systems in the 2006 war. These weapons were procured from Iran and Syria, and these countries gave the personnel who would use these weapons training.

Table 2. The Hezbollah's Anti-tank Threat

System	Minimum/ Maximum Range (meters)	Penetration (mm) (behind ERA)	Guidance System	Warhead
AT-14 Kornet-E	2/5,000	1,200 (1,100)	SACLOS/laser	Tandem shaped charge (HEAT)
T-13 Metis-M	80/1,500	1,000(900)	SACLOS/wire	Tandem shaped charge
AT-7 Metis	40/1,000	460	SACLOS/wire	Shaped charge
AT-5 Konkurs	75/4,000	925	SACLOS/wire	Tandem shaped charge
AT-4 Faktorias	70/2,000	480	SACLOS/wire	Shaped charge
AT-3 Malyutkas	500/3,000	400	SACLOS/wire	Shaped charge
Milan	400/2,000	352	SACLOS/wire	
TOW	600/3,700	800	SACLOS/wire	
RPG-29	460	750 (650)	Manuel	Tandem shaped charge
RPG-7	500	330	Manuel	Shaped charge

The Hezbollah anti-tank threat, Sources: <http://www.janes.com>; www.army-technology.com; <http://www.fas.org>.

Notes: ERA = explosive reactive armors; SACLOS = semi-automatic command line-of-sight guidance; HEAT = high-explosive anti-tank warhead.

In this war in South Lebanon in 2006, Israel as a state actor on the one hand, and Hezbollah was a non-state actor on the other. This war has been examined as an example of “*hybrid warfare*” by more than one author in the literature. A modern army at Israel’s disposal, although Hezbollah is characterized as a non-state actor, some capabilities that are generally attributable to traditional states have been displayed. In addition to the qualities that a form can say, the social opportunities and welfare activities provided by the organization are an alternative within the state. By allowing the organization to be a guerrilla warfare organization, they enabled it to display a feature that distinguishes it from other types of organizations. Hezbollah was not expected to be successful against Israeli soldiers. However, after the 33-day war, Israel could not achieve the anticipated success, and Hezbollah took control of southern Lebanon (Cordesman, 2007, p.34).

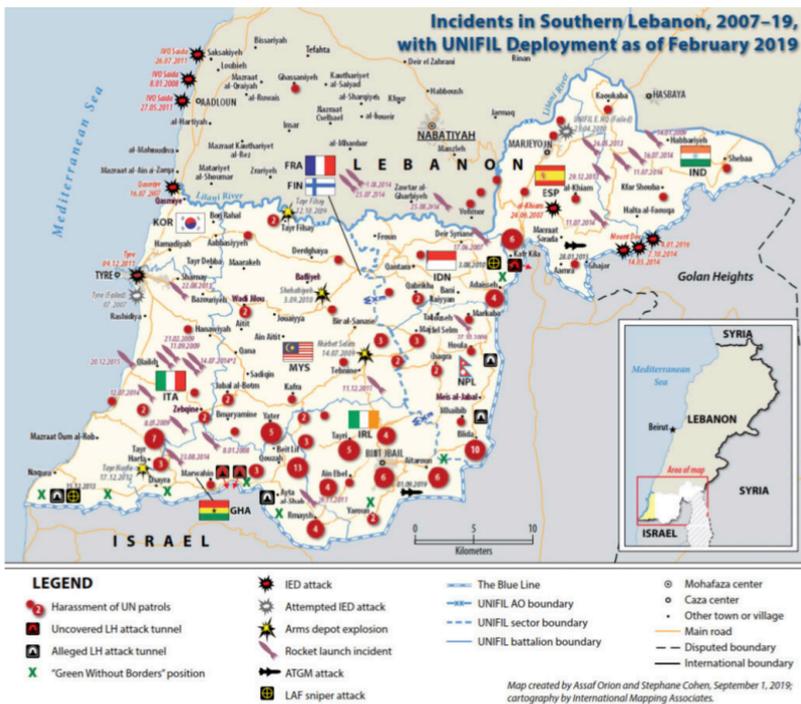
Although there are criticisms of the definition and terminology in the field of strategic studies, today, the world is faced with a new type of war brought about by the imbalance of military power between core states and non-state actors and other developing dimensions. As a result, parties can use various elements of hybrid warfare for their national interests and survival measures (Cordesman, p.35).

When the Hezbollah terrorist organization is analyzed as a hybrid power, it has some strong characteristics related to the war between Israel and Hezbollah in 2006. One of the first principles of hybrid warfare is this: The composition, abilities, and effects of a hybrid power have unique content. In this context, it is understood that the war studied has a unique content in the context of the temporal, geographical, socio-cultural, and historical framework (Kober, 2008, p.15).

Lebanon’s weak central government and conflicting opposition groups have allowed Hezbollah to exist effectively and easily and to maintain and develop its militant status and freedom

of action. Lebanon itself is not only a cultural and demographic mix of Eastern and Western societies, it is also the source of Syria, Iraq, Iran and Lebanon. It also includes a Shia Muslim population density extending as far as Bahrain. This Shiite crescent serves to unite the Shiite Muslim population in Lebanon by providing a solid base of support that will not be devoid of external support in Hezbollah in Lebanon, as well as in Syria and Iran. Additionally, the ideology supported by Hezbollah has extended to the Lebanese diaspora around the world, providing sympathy and support for the organization (Kober, p.16).

Map 2



Following the Second Lebanon war in 2006, UNIFIL was re-deployed and expanded - its forces now number 15,000 people with a US \$500m budget - and its mandate redefined and enlarged:

“To assist the Lebanese armed forces in taking steps towards the establishment between the Blue Line (the border with Israel) and the Litani river of an area free of any armed personnel, assets, and weapons other than those of the Government of Lebanon and UNIFIL deployed in this area” (Porat, 2019).

It is understood that there is a certain ideology that gives strength within the hybrid organization. This ideology is of course linked to the strategic context and is based on the socio-cultural and religious identity of the hybrid power. This rising power is redefining existing rules in a strategic context. In this sense, Hezbollah supports an Islamic Revolution ideology based on its role as an anti-militarist militia and also a Shiite protector in both Israel and Lebanon. This has helped Hezbollah grow and control it as a non-dominant actor in Lebanon, and has developed supportive relationships both internally and externally, and facilitated Hezbollah's opportunities to expand its reach. In this sense, Hezbollah did not only fight physically on the battlefield. During the war, he had to carry out an extensive propaganda campaign against Israel. Through its radio and television stations, Hezbollah and its leaders have successfully positioned themselves as the new vanguard of resistance to Israel in many Arab and Muslim communities. This situation has left the Arab world and some parts of the international community with the perception that Israel, which has the largest military and intelligence power in the region, has been defeated by Hezbollah, a non-state actor (Porat, 2019).

This end of the war cannot be explained by Hezbollah's hybrid tactics alone. On the other hand, the performance of Israel, which has strong intelligence and defense power, is also very important. The behavior of the armed forces during the war appears to have revealed certain weaknesses that contributed to the collapse of Israeli deterrence. First, while Israel has the world's leading intelligence agency, its intelligence execution processes are believed to be incomplete. Because Israeli intelligence, despite all its existing

infrastructure, did not have enough information about Hezbollah's weapon power (missiles, rockets, heavy anti-tank weapons, etc.) and their locations and Hezbollah's fortification system in southern Lebanon (Ze'ev, 2006, p.71).

Israel knew that Hezbollah received heavy weapon support from Iran and Syria. Hezbollah used conventional and unconventional weapons such as missiles, uncrewed aerial vehicles, armed drones, and improvised explosive devices during the war. It has also used decentralized cells of guerrillas and army-style units that communicate via encrypted communication channels and monitor the movements of Israeli soldiers with thermal imaging cameras (Cordesman, 2007, p.82).

Another factor Hezbollah used to its advantage was that it had ample time to develop a strategy against Israel. Sources also mention the successful intelligence campaign carried out by Hezbollah. It appears that Hezbollah has invested in intelligence and monitored communication calls between the Israel Defense Forces and succeeded in deciphering radio traffic, demonstrating the ability of non-state actors to investigate and fix vulnerabilities in modern armies. Moreover, taking advantage of the strategic misunderstandings of the Israeli authorities and the fact that they failed to notice some intelligence filters, Hezbollah has developed and implemented operational and tactical measures appropriate for security purposes (Cordesman, p.83).

Modern information technologies enable an event to reach millions of viewers and listeners. In this sense, Hezbollah also made a conscious effort to export the war through the media and to put pressure on Israel from the international community. As a result, This war in Southern Lebanon has revealed significant weaknesses in the attitude of the Israel Defense Forces. However, Hezbollah suffered more damage than the Israel Defense Forces and faced many problems, being defeated many times tactically during the 33-day conflict. Despite its military and economic advantages, the

Israel Defense Forces could not achieve its operational and strategic goals for Hezbollah. In this sense, Hezbollah was seen as the winner of the war and, with its synergetic effects, gave it a clear advantage over its traditional rival (The Times of Israel, 2022).

It is another essential argument that needs to be examined in the Ukraine-Russia War on Hybrid War and Intelligence. As a result, The globalization process, which complicates the problems, has led to the emergence of more actors and forced states to invest more in security systems in an asymmetrical environment. In addition, the fact that the intelligence agencies, which form the core of the coercive power of each state, should be in active coordination with the armed forces of every state has emerged (Ze'ev, 2006, p.17).

Despite the asymmetrical challenges, intelligence work must evolve and update. Surveillance and reconnaissance tools are most needed during wars, especially human intelligence capabilities. In addition, the country should be able to gather and combine information from a broader range of sources and establish systems to share information with services, government, and partners. The force required to provide these capabilities must be balanced and diverse, not a single task force (Ze'ev, p.18).

The growth of military forces, special forces, and intelligence agencies and the transformation of general-purpose troops into professionals should be more agile as soon as possible. The discrete functions implied by the division of the intelligence process into collection, integration, analysis, and dissemination reflect the concepts, practices, and organizational dynamics of an earlier era (Kober, 2008, p.17).

What will define successful 21st-century intelligence professionals is the ability to effectively combine all process elements with supporting policymakers and operational commanders seamlessly. Today, the bureaucratic walls separating all units with the operative, tactical and strategic missions that serve the same purpose are rapidly collapsing (Kober, p.18).

In the future, this revolutionary forced evolution will necessarily remove the artificial and dysfunctional distinctions between strategic, operational, and tactical intelligence sources, operations, and intelligence. A similar situation was seen in the USA after September 11, 2001 (Mattis & Hoffman, 2005, p.33).

Hybrid warfare is not new, not unique. However, we must also accept that it is valuable when analyzing our present. The idea of hybrid warfare provides the operationalization of the broader concept of asymmetric warfare required. We can also use another term to refer to this new type of warfare, with Asymmetric warfare being the apparent alternative. However, Hybrid war concepts and threats are appropriate to be used in literature where they are more concrete and inclusive. To evaluate the subject in a good and understandable way, we can say that hybrid warfare has both passive and active stages (Glenn, 2009, p.7).

The concepts and analytical frameworks used to understand hybrid warfare and Hybrid threats help us analyze current threats and situations and improve our ability to make sound judgments. Because today, there is a perceived multi-faceted continuous threat environment. This threat environment is always in a gray zone in the war and peace environment of the Hybrid war concept. This region is not just a risk associated with too much risk aversion; it also reminds us that we shouldn't underestimate our opponent's intentions, worst-case scenarios, and escalating war risks (Bond, 2007, p.42).

As a result, Hybrid warfare is a dish that's already been made and forgotten in the cupboard for a while. For the sake of the survival of the country and nations, this dish, whose recipe has been forgotten, should be prepared by updating it again and served hot.

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VOLUME II

BRIEF NOTES ON GLOBALIZATION

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1. Introduction

The globalization phenomenon, which has been employed to refer to the changes and transformations in the world as of the last quarter of the twentieth century, points to a dynamic and multidimensional process. The historical development of the globalization phenomenon, which involves economic, military, environmental, political, cultural, ideological, scientific, and technological dimensions, was initiated within the framework of the developments after 1960. After this period, the developments in information and communication technologies and some political and economic factors accelerated the globalization process. It is seen that the studies conducted on globalization, whose popularity is increasing with each passing day, involve many disciplines, especially social sciences. However, despite its popularity and the extensive literature on this subject, the globalization phenomenon, which does not have a consensus definition, is employed in different ways to describe a process, policy, and even ideology. It is possible to collect the approaches to understanding and examining globalization, which is

a difficult and slippery concept, into three categories as Extreme Globalists, Skeptics, and Transformationalists. In the present study, in which the Transformational Approach was adopted, the purpose was to provide brief information on globalization approaches and the history of globalization after trying to clarify the concept of globalization.

2. On the Concept of Globalization

Today, globalization appears as a “magical” concept employed by all parties of scientific and political debates. Everyone, for or against, refers to this “magical” concept as “proof” to strengthen their positions and infers different meanings from it. In other words, the field preferred to refer to the globalization process varies according to the positions of those who use the concept. For example, Marxists focus on economic standardization, liberals on services, goods, and capital flows, and others focus on cultural globalization (Koçdemir, 2004: 344-346; Kartal, 2007: 253). Therefore, globalization is not a concept on which consensus has been reached with sharp borders (Günsoy, 2006: 8). Globalization, which is an elusive and slippery concept, is employed in different ways to describe a process, policy, and even ideology. The main problem with globalization is that it is not one single process, but rather a complex of processes that sometimes overlap and intertwine, and sometimes contradict each other (Heywood, 2011: 189). In the eyes of many people, globalization is simply the transfer of power or influence from local communities to the global arena. Of course, this is among the well-known outcomes of globalization. Nations are losing some of the economic power they used to have in the process of globalization. However, there are also opposite results. Globalization indicates not only an upward process but also a downward phenomenon by creating new pressures in the direction of local autonomy (Giddens, 2000: 25).

In today's sense, there are different opinions on the use of the globalization concept, which expresses both an upward and downward change/erosion in the nation-state. Although the origin of the word "globalization" dates back centuries ago, the first person to use this word in its current meaning in the literature was Canadian writer Marshall McLuhan. When expressing his ideas about the end of the print culture in the 1960s, McLuhan argued that communication technologies, especially television, made the world a global village with similar feelings and that this global economic system should be defended. This concept, which was employed for the first time in the literature in McLuhan's "Explosions in Communication" (1962), was also used by the famous futurologist Alvin Toffler in his works "Future Shocks" (1979) and "the Third Wave" (1980) (Cebeci, 2011: 36; Oskay, 2000: 216; Hasanoglu, 2001: 72). The circulation of the concept in the political arena coincided with the coming to power of the "New Right" governments that were represented by Ronald Reagan and Margaret Thatcher in the 1980s. As one of the leading names in the marketing discipline, Theodore Levitt pioneered the definition of the concept in economic terms and used it as "globalization of markets". Those who dealt with globalization from a culturalist perspective were sociologists such as Mike Featherstone, George Ritzer, and Jean Baudrillard, all of whom were famous in their fields. No doubt, these perception efforts made in different fields show how diverse the spheres of influence of the globalization process are (Aktel, 2001: 196; Kaya and Talas, 2003: 7).

Globalization (Dikkaya and Özyakışır, 2008: 1), which is meant to characterize the developments that gained momentum and created a wide sphere of influence, especially as of the 1980s, is a process that includes many dimensions of equal importance (e.g., economic, military, environmental, political, cultural, ideological, scientific-technological). The economic dimension of globalization includes the long-distance flow of goods, capital, and services, as well as

information and perceptions accompanying market exchange. The military dimension of globalization refers to long-distance networks of interdependence in which power, threats, and promises exist. The environmental dimension of globalization refers to the long-distance transport of substances that are harmful to human health and well-being, or biological materials e.g., pathogens and genetic material in the atmosphere or oceans (Keohane and Nye Jr, 2014: 98-99). The political dimension of globalization refers to a process in which a state loses its power to provide absolute sovereignty over a certain piece of land with an increased interplay of management systems, foreign interventions, and interaction based on democracy, with increased non-governmental organizations, human rights, and freedoms, language, religion, ethnicity, flag, etc. of the nation-state, based on a monolithic and uniform structure at the level of political-cultural symbols with changes and international super-organizations coming to the forefront (Çelik, 2012: 69). The cultural dimension of globalization, on the other hand, can be depicted as a process through which information, goods, and images that are produced in one part of the world enter a global trend that tends to “flatten” the cultural differences among nations, regions, and individuals (Heywood, 2011: 191). The ideological dimension of globalization is shown by liberalization and integration of global markets as a natural phenomenon that takes individual freedom and material development further in the world, and that, globalization, which is a historical necessity, is inevitable and irresistible, driven by markets and technologies rather than individuals, and the formation of a public opinion toward the acceptance of neo-liberal claims that market and democracy are synonymous terms (Steger, 2006: 133-149). Finally, the scientific-technological dimension of globalization is made up of the goods, services, information, and similar social elements produced more cost-influentially, creating efficiency through flexibility and speed on the factors of production and organization, leading to lower costs through positive internal

economies, and, people who produce them, are people around the world with complementary factors that facilitate and accelerate their connection with each other (Yalçınkaya, 2016: 92-94).

In the globalization process, which is based on these dimensions, it is seen that economic and social relations take place on a worldwide scale, and fast and cheap communication and transportation opportunities offered by new technologies make it possible for trade with the global financial network to operate, and facilitate the togetherness of individuals, groups, companies, and governments. In other words, the globalization process involves large areas that are increasingly becoming a part of the world system; and ideas, innovations and policies, and political and social relations go beyond national borders and affect other individuals (Yılmaz, 2007: 133). The subject of globalization, whose size and scope can be briefly expressed in this way, is in fact, the growing mobility beyond borders. The mobility of commercial goods, the mobility of information and communication products and services, and the mobility of people can be listed in this context (Robins, 2014: 287). Globalization, which also refers to cross-border mobility, can be considered a flexible process since it is multidimensional, allowing it to be described from wherever one looks. As a matter of fact, in today's world, where more than one identity is adopted and internationalization gains importance in many areas, it is very difficult to make a common definition of globalization, which shows multidimensionality with very rapid technological developments, quite evident international communication and mutual interaction compared to yesterday, with many new actors at the national and supranational level, a global market forms in terms of production and consumption, and political and cultural multi-dimensional and multi-level relations (Koray, 2005: 13).

Considering the multidimensional and variable nature of globalization, an attempt can be made to define it as follows: "*A process or set of processes in which the transformation in the*

spatial organization of operations is embodied in terms of volume, intensity, speed, and effects, social relations and networks that create flows and networks with the efficiency, interaction and use of authority among continents and regions". In this context, flows refer to the movements of physical objects, people, symbols, and news in time and space; and networks, on the other hand, refer to regulated or stereotyped interactions between independent agents, intersections of activities, or power centers (Held et al., 2014: 89). As a result of globalization, with another definition, the developments in transportation, communication, and information processing technologies, globalization can be expressed as a social process in which the differences that emerge from spatial distances on social and cultural arrangements disappear (Kutlu and Eşkinat, 2002: 232).

No doubt, the deepest meaning of the idea of globalization is the ambiguous, elusive, and self-directed nature of world affairs along with the absence of a center, a control desk, a board of directors, and an administrative office (Bauman, 2014: 69). In short, the globalization phenomenon, where disorder, mutual interaction, and transitivity are high, refers to a process in which national cultures, national economies, and borders are dissolved/eroded or changed, and social life is affected by global forces (Hirst and Thompson, 2007: 26). With these characteristics, it can be argued that globalization is a process that erodes local, regional and national borders in information, communication, interaction, communication, transportation, and financial markets, and increases economic, cultural, social and political dependence between countries (Zencirkıran, 2017: 281). In this process, the concept of distance disappears in many areas, information and technology come to the forefront for the first time as the source of power, the understanding of free trade is accepted all over the world at an increasing pace, the international system based on the "actorship" of states is changing, and the similarity between countries in cultural, political and social fields is increasing (Şahin,

2009: 25). However, it is an indisputable fact that globalization is a process in which heterogeneity is on the agenda as homogenization, localization as universalization, traditionalization as modernization, difference as well as the “self” come to the forefront, and not the opposition of these formations, but on the contrary, the simultaneity and contradictory coexistence of these formations (Keyman, 2000: 26). Based on these definitions and explanations, it is concluded that globalization is a phenomenon emphasizing that economic, social and political activities have reached world scale in terms of scope and that there is an increased level of interdependence between states and societies that constitute the modern world community (Held and McGrew, 1993: 262).

3. On Globalization Approaches

By following Held et al., it is possible to classify globalization approaches as “Extreme Globalists”, “Skeptics” and “Transformationalists” (Bozkurt, 2000). Among these, Extreme Globalists describe globalization as a real phenomenon whose outcomes are felt almost everywhere. Most globalization analyses of Extreme Globalists focus on the changing role of the nation-state arguing that individual countries are no longer able to control their economies with the huge growth in world trade (Giddens, 2013: 95). Although Extreme Globalists think that the nation and nation-state will remain in the background in the face of globalized economic and social processes, it is seen that many of them argue that the nation-state does not have a chance to survive (Şahin, 2009: 65). Extreme Globalists also argue that markets are more powerful and operate more rationally when compared to nation-states. In this context, they also claim that the decisions of foreign capital, portfolio investments, and multinational companies are more influential when compared to national economic regulations in the spatial organization of economic power and wealth. They argue that

the G7 Group, International Monetary Fund, World Bank, World Trade Organization, and other intergovernmental organizations that serve the liberalization of trade, investment, and factor markets are among the actors supporting this order (Michael, 2011: 6). They also say that not only the economic power of nation states is eroded in the process of globalization, but also many people are condemned to inadequate living conditions and unemployment and social exclusion increased in the globalization process, where union and welfare systems collapse, and cultural uncertainty, conflict, and violence tend to increase (Günsoy, 2006: 18).

Skeptics, on the other hand, consider concepts such as denationalization or globalization of markets as an exaggerated interpretation of the current economic condition in the whole world. Opposing the view that globalization causes a serious restructuring in world economic relations, skeptics also emphasize that the dominance of nation-states over world economic activities continues (Fıkırkoca and Kalemci, 2011: 180). Therefore, skeptics emphasize that the vast majority of economic activities still take place within and not across national borders, and large amounts of international trade and cross-border capital movements are not a novel issue (Heywood, 2013: 38) arguing that the level of current global flows is also at the same rate or lower than in the classical gold standard period. They also state that most of the international activities increasing gradually reflect the independent regional organizations and increasingly bear their characteristics around the reality of regionalization rather than a global nature (Dikkaya and Özyakışır, 2008: 17). In this context, when worldwide trade is taken as reference, they think that most exchanges take place at some point, not at the global, but at the regional level. The European Union, Asia-Pacific Economic Cooperation Forum, and other regional organizations can be mentioned as examples of this (Parjanadze, 2009: 81). This approach, which seeks an answer to the question of “*What is global in globalization?*”, involves constructing an a

priori model or an abstraction for a global economy, global culture, or world society, evaluating how well contemporary trends fit in this respect (Held and McGrew: 2014: 11).

In the third approach, Transformationalists state that the globalization phenomenon is still the dominant force reshaping and structuring modern societies and the world order, and determines the speed of common social, political, and economic changes (Rennen and Martens, 2003: 137). Although the Transformationalist Approach, which was adopted in the present study, accepts that globalization restructures the authority and power of nation-states, it rejects the Extreme Globalists' thesis that "*The sovereign nation-state is coming to an end*" and the Skeptics' thesis that "*Nothing has changed*" (Kaya, 2009: 11). Transformationalists accept that the nation-state has undergone significant changes in the globalization process. In this context, they also argue that the national economy and politics are not as effective as they used to be, and are less able to maintain their national authenticity and cultural homogeneity. In this context, they are united in the idea that nation-states, whose powers and functions are now narrowed in the face of the dominance of markets and multinational companies, must be brought into harmony with global laws to regain their former powerful status. Transformationalists suggest restructuring and creating new institutional structures in international financial institutions in terms of economics. In this way, they also claim that the infrastructure that provides and protects global stability at the global, regional, and country levels will be established (Germeç Tanrıverdi, 2017: 33-34).

4. On the History of Globalization

It is seen that the comments regarding the historical development of globalization are mostly performed in line with the triple perspective brought to the literature by David Held et al. Among

these, according to the Skeptical Approach, which is critical of the globalization process, the historical development of globalization dates back to the beginning of human history (Cebeci, 2011: 382). The theorists who advocate the Extreme Globalization Approach examine the historical development of globalization starting around the 15th-16th century. In the Transformational Approach, in which globalization is considered the main political force behind the rapid social, political, and economic changes reshaping modern societies and the world order (Kaya, 2009: 11), the historical development of globalization is initiated within the framework of the developments after 1960. As of this period, three main factors that led to the acceleration of globalization can be mentioned, which are the enormous advances in information technologies, the collapse of the Soviet Union (Şahin, 2009: 43), and the developments that started with the structural crisis of capitalism in the 1970s.

The prevalence of information technologies has led to the loss of the old sense of the “distance” concept in the world, which had its first impact on financial markets in the context of globalization and accelerated the development of global financial markets. In this process, information technologies, which became widespread by becoming cheaper at an extraordinary speed, made it possible to access information from anywhere in the world in a very short time. Of course, this continues at a normal speed. At this stage, it is inevitable for countries that have the opportunity to produce and develop information and communication technologies to transmit the information they shape in line with their political, economic, and social interests to large masses (Gezgin, 2005: 10-11). The end of the Cold War and the collapse of the Socialist Bloc were also very effective in the acceleration of the globalization process. After the collapse of the Soviet Union, the bipolar balance with the USA on one side and the Soviet Union on the other was disrupted. The Soviet Bloc collapsed as a result of its inability to compete when it faced the globalizing world economy and technology, which, not only

increased the confidence in the liberal market economy (Dumanlı Kürkçü, 2013: 3) but also eliminated the threat of alternative order that faced capitalism. At this point, it would be useful to mention the crisis of capitalism in the 1970s and the subsequent events. The shock that started in the world markets in the early 1970s with some speculations against the dollar and mainly on coins, gold, and raw materials continued with the collapse of the Bretton Woods System and reached its peak with the oil crisis in 1973. The rise in oil prices with the crisis led to a large income transfer to oil exporting countries (OPEC). This pushed oil-importing countries into an intense recession. The fact that the stagnation went along with inflation dragged the world into stagflation (Kazgan, 2000: 92-93). Neoliberal policies were followed all over the world after the 1980s for capitalism to be released from the crisis experienced in the 1970s. In this context, practices and procedures such as privatization, financial liberalization, the market economy, and liberalization of foreign trade were brought to the forefront to avoid state intervention in the economy. It is seen in this period, when international capital movements reached significant dimensions, that many developing countries joined the global markets (Dikkaya and Özyakışır, 2008: 10-11).

5. Conclusion

Globalization, which is not a concept on which a consensus has been reached and the boundaries of which are quite clear, is a process that involves economic, military, environmental, political, cultural, ideological, and scientific-technological spheres. Approaches that try to define globalization and explain its causes and outcomes, which deal with growing mobility across borders, are grouped into three categories. According to Extreme Globalists, the privilege and sovereignty of the nation-state are decreasing gradually in the globalization process, and the global market is becoming ahead of

national policies. Skeptics, who are the exact opposite of Extreme Globalists, argue that globalization does not reorganize world economic relations or erode the role and power of nation-states. Based on the fact that globalization is an inevitable situation, the Transformationalists, who neither oppose nor take sides like the Extreme Globalists, seek to find a moderate way to argue that the nation-state, which has changed many dimensions, has the power to restructure its authority and power in the process of globalization, the effects of which cannot be disputed in the shaping of modern societies in our present day. According to the Transformational Approach, which was adopted in the present paper, the historical development of globalization is initiated within the framework of the developments after 1960. In this context, it can be argued that the developments in information technologies, the collapse of the Soviet Union, and the structural crisis of the capitalist accumulation process in the 1970s accelerated the globalization process. The globalization phenomenon, which is accelerated by these factors, constitutes one of the most discussed issues of recent years. Today, it is almost impossible not to refer to the globalization phenomenon in explaining the causes and outcomes of political, economic, and social events. It is seen that globalization takes place at the focal point of all theories aimed at making sense of developments.

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VOLUME III

PREDICTABILITY OF CORRECTIONAL OFFICERS' PSYCHOLOGICAL RESILIENCE, DISTRESS TOLERANCE AND PERCEPTION OF BURNOUT ON SECONDARY TRAUMATIC STRESS*

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1. Introduction

From past to present, experts have used various research methods to examine individuals who encounter sudden and unexpected adverse situations. While some individuals are not affected by these situations, some of them are. Traumatic experiences are events that occur suddenly and unexpectedly, create fear, anxiety and panic, disrupt the daily routine and damage the processes of making sense of life. The attitudes and behaviors of

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individuals who are directly or indirectly exposed to traumatic experiences can be affected by such experiences. Not only those who have experienced the trauma, but also other people who are in contact with the trauma victim, imagine the trauma as if they were experiencing the trauma in their mind and experience processes similar to the psychological processes and reactions experienced by the actual victim (Kaptanoğlu, 1997; Levin et al., 2011; Yehuda & McFarlane, 1995). Situations that demonstrate themselves with symptoms of fatigue and dysfunction along with the psychological tension and burden of the event brought about by knowing about a traumatic experience experienced by another person are defined as secondary traumatic stress (Figley, 1995).

Secondary traumatic stress symptoms are similar to clinical symptoms experienced by individuals directly exposed to trauma. The most common symptom of secondary traumatic stress is anxiety. However, the behaviors and attitudes of the person may change depending on the level of being affected by trauma (Creamer & Liddle, 2005; Kaptanoğlu, 1997). Sabin-Farrell and Turpin (2003) state that there are individual differences in the appearance of secondary traumatic stress symptoms. These individual differences are demographic characteristics, professional experience and case load.

In a study conducted with professionals working with trauma victims; it has been observed that individuals who have experienced trauma in the past and who think that this trauma has not been resolved experience more intense secondary stress reactions compared to individuals who perceive their trauma as resolved (Hargrave, Scott & McDowall, 2006). Sprang, Craig and Clark (2011) stated that women cope with secondary traumatic stress symptoms more difficult than men. Cornille and Meyers (1999) revealed that whether the personnel working in the child protection service were exposed to a trauma before, working hours and the physical conditions of the workplace are also factors affecting the secondary traumatic stress level.

Many studies show that firefighters, police officers, emergency and rescue service workers, social workers, child protection service workers are at risk for secondary traumatic stress (Cornille and Meyers, 1999). The common feature of these occupational groups is that all of them work with victims of trauma. It is known that correctional officers who are the sample of this study also work with the group with high prevalence of traumatic experiences (suspects, accused, detainees, convicts, convicts and obliged persons in the penal execution system). There are many studies demonstrated that traumatic experiences are related to crime. For example, Dierkhising et al. (2013) found that 90% of adolescents who committed crimes had at least one childhood trauma in their study in the USA. In another study, it was seen that people who were abused in childhood were twice as likely to develop violent behaviors compared to those who were not abused (Maxfield & Widom, 1996).

Penal institutions officers are likely to be exposed to traumatic events experienced by prisoners through listening. In other words, it is thought that officers working in the penal institution will indirectly experience the traumatic experiences of the prisoners. Smith, Bride, Oh, King and Catrett (2011), in the study conducted by the staff involved in the penal system, found that 81% of the participants experienced at least one of the symptoms of PTSD, 55% of them at least two, and 39% of them at least three. Similarly, Levin et al. (2011) found that lawyers working with trauma victims showed higher levels of PTSD and secondary traumatic stress symptoms, depression, burnout, and functional impairments compared to other support staff.

The person may feel distressed due to the uncomfortable negative affect and psychological arousal caused by traumatic experiences. This may be the result of cognitive or physical conditions, but distress also shows itself as an emotional state (Simons & Gaher, 2005). One of the functions of emotions is to create a private space for the individual to cope with the difficulties

they experience (Nesse, 2000). What is meant by the private space is the distress tolerance, which is used as a coping strategy. Simons and Gaher (2005) are defined as the ability of a person to maintain her balance in the face of the quantity and quality of the source of distress and to endure a disintegration or defeat, all of which are the power to endure distress. Simons and Gaher (2005) described the distress tolerance are the ability to maintain balance and to withstand a disintegration or defeat against the quantity and quality of the source of distress. The concept of distress tolerance refers to the capacity of the individual to withstand internal (cognitive and emotional) or external (physical) negative conditions, the self-perceived competence of the individual, and behaviors aimed at coping with distressing internal stimuli that occur through different stress sources (Leyro, Zvolensky & Bernstein, 2010). People with high level of distress tolerance react to the factors that cause distress (Zvolensky , Vujanovic , Bernstein & Leyro , 2010).

Distress tolerance includes cognitive, affective and behavioral characteristics (Zvolensky, Leyro, Bernstein, & Vujanovic, 2011). Cognitive dimension involves the awareness of cognitions and the ability to rearrange cognitions (Schraw & Moshman, 1995). It is thought that strengthening the cognitive structure can also increase the distress tolerance. Teaching skills based on cognitive awareness and thought regulation reduces the individual's automatic negative emotions caused by stress and anxiety and gains problem-solving skills that can be useful for the difficulties they may encounter; as a result, individuals' distress tolerance increases (Broderick & Frank, 2014).

While direct or indirect exposure to traumatic events can be easily overcome for some individuals, these experiences cause emotional damage in some individuals (McFarlane and Yehuda, 1996). This situation may be closely related to psychological resilience, which is another variable of the study. Bonanno (2012) described psychological resilience as not the absence of stress

reactions behind the difficult life event, but as the reaction during or after the event is relatively temporary, lighter, and having persistent abilities for the person to continue to function. In other words, psychological resilience is a very important factor for an individual to adapt to daily life more easily after a traumatic event and to cope with post-traumatic symptoms (Zara, 2011). While psychological resilience was considered as an innate personality trait in the early times, it is now understood that it is a feature that can be learned and developed over time as well as genetic and environmental factors (Friborg, Hjemdal, Rosenvinge & Martinussen, 2003).

The fact that individuals are affected by the same negative experience at different levels indicates that there are some factors affecting psychological resilience. Research have shown that psychological resilience is related to individual features such as positive self-efficacy (Bernard, 2004), cognitive flexibility (Hayes, Van Elzaker, & Shin, 2012), optimism (Kumpfer, 1999; Luthar, 1999), self-regulation (Ruiz & Perete, 2015), emotion regulation (Thompson, 1994), internal locus of control (Magnus, Cowen, Wyman, Fagen, & Work, 1999) and secondary traumatic stress level (Deniz Pak, Özcan, & İçağasioğlu Çoban, 2017).

Another variable of this study is the burnout level of the correctional officers. It is known that prisoners have a high level of mental coercion due to their physical conditions, being a closed environment, having a structure away from communication tools and working with people who have committed crimes in society. These reasons increase the likelihood of correctional officers' burnout. Burnout is defined as the chronicity of stressors in the workplace and the continuous reaction, emotional exhaustion, depersonalization and low personal accomplishment (Maslach, Schaufeli, & Leiter, 2001). Boudoukha, Altintas, and Rusinek (2013) reported that prison staff in France showed high levels of PTSD symptoms, high levels of burnout, physical and psychological reactions due to stress, and secondary traumatic stress reactions such as re-experience,

avoidance, increased arousal or depersonalization. Compared to other public institutions, the fact that correctional officers goes through some security measures while entering the workplace and that their communication with the outside world is limited within the institution is another stressor for employees. According to the Maslach Burnout Model (2001), burnout is considered in three dimensions: Emotional exhaustion, depersonalization and insufficient personal accomplishment. It is thought that people who experience burnout may be more affected by negative factors and thus, they may be affected more from being in contact with people who have experienced negative life events than those who do not experience burnout, and this situation will play a role in secondary traumatic stress.

When the literature was reviewed, it was seen that the studies focusing on correctional officers and on traumatic situations they were exposed to due to their work were insufficient. In addition, although there are separate studies in the areas of secondary traumatic stress, distress tolerance and psychological resilience discussed in this study, no study was found in which these variables were performed together. For these reasons, in this study, it was aimed to determine whether secondary traumatic stress levels of correctional officers are predicted by psychological resilience, distress tolerance, perception of burnout and being attacked by prisoners. For this purpose, the following questions were sought.

1. Is there a significant relationship between secondary traumatic stress and psychological resilience, distress tolerance and burnout perceptions of correctional officers working in penal institutions?

2. Is secondary traumatic stress of correctional officers predicted by

a) Strength to Endure Distress and Its Sub-Dimensions (Tolerance, Regulation, Self-efficacy)

b) Psychological Resilience and Its Sub-Dimensions (Cultural and contextual resources, Relational resources, Familial resources, Individual resources)

c) Perception of Burnout

d) Cases of Assault by Prisoners?

2. Method

The research was organized in relational scanning model. While beginning the study, first of all, the permission of the ethics committee and the necessary institutional permissions for the applications were obtained.

2.1. Population and Sample

The population of the study, penitentiary institutions in a province in Turkey; Open Penitentiary Institution, Women's Closed Penitentiary Institution, Child and Youth Penitentiary Institution, 1-2-3 T-Type Closed Penitentiary Institution and a total of 1249 staff working in these institutions.

The sample of the study was determined by using easily accessible case sampling, one of the purposeful sampling methods, which are not random sampling methods. Out of total staff, 550 staff members were reached, but 112 did not return, and 48 were excluded because they did not answer most of the questions. As a result, 390 correctional officers that are 72 of them were women (18.5%) and 312 of them are men (81.5%) involved in the study.

2. 2. Data Collection Tools

In the study, Personal Information Form, Secondary Traumatic Stress Scale, Distress Tolerance Scale and Psychological Resilience Scale for Adults were used. In addition, it was aimed to measure perception of burnout by including a question asking participants

to rate their professional burnout perception level between 0 and 10.

2.2.2. Secondary Traumatic Stress Scale (STSS)

Secondary Traumatic Stress Scale was developed by Bride, Margaret, Yegidis, and Figley (2004) and adapted into Turkish by Yıldırım, Kıdak and Yurdabakan (2018). STSS is a five-point Likert-type assessment tool consisting of 17 items. The scores that can be obtained from the scale range from 17-85 (Bride et al., 2004). A high score is interpreted as a high secondary traumatic stress level. The scale has three sub-dimensions: avoidance, emotional violation, and arousal. In order to say that there are PTSD symptoms, at least one of the expressions in the emotional violation sub-dimension, at least three of the expressions in the avoidance sub-dimension, and at least two of the expressions in the arousal sub-dimension should be marked 3-4-5 (Yıldırım et al., 2018).

The Cronbach alpha (α) internal consistency coefficient calculated for the reliability of STSS is $\alpha = .91$ for the total scale. Looking at the subscales, $\alpha = .78$ for avoidance; $\alpha = .82$ for arousal and $\alpha = .84$ for emotional violation. In this study, Cronbach alpha internal reliability coefficient of STSS was found as $\alpha = .93$ (high).

2.2.3. Distress Tolerance Scale (DTS)

Distress Tolerance Scale was developed by Simons and Gaher (2005) and adapted to Turkish by Sargın et al. (2012) in order to be used to measure individual variables in individuals' capacity to distress tolerance. Distress Tolerance Scale (DTS) is a five-point Likert-type assessment tool, consisting of 15 items. DTS is evaluated by the sum of the scores corresponding to the answers given, and the increase in the score obtained

from the scale indicates that distress tolerance also increases. The scale has three subscales: Tolerance, Regulation and Self-Efficacy.

The Cronbach alpha (α) internal consistency coefficient calculated for the reliability of DTS (Sargin et al., 2012) is $\alpha = .89$ for the whole scale; $\alpha = .90$ for the tolerance scale; $\alpha = .80$ for regulation subscale and $\alpha = .64$ for self-efficacy subscale. In this study, the reliability of DTS was found as $\alpha = .88$ (high).

2.2.4. Psychological Resilience Scale for Adults

Psychological Resilience Scale for Adults, based on the Child and Adolescent Psychological Resilience Scale which is developed by Liebenberg, Ungar and Vijver (2012), was created by Arslan (2015). In this process, the scale was first translated into Turkish and validity and reliability studies of the translation form of the scale were made. It is a scale that makes it possible to examine psychological resilience in a multidimensional way.

Psychological Resilience Scale for Adults is a five-point Likert type scale consisting of 21 items. From this scale, the lowest 21 and the highest 105 points can be obtained. In addition, it is assumed that as the scores obtained from the scale increase, the psychological resilience of the individuals also increases (Arslan, 2015). The scale includes 4 subgroups. These: 1) Relational Resources, 2) Individual Resources, 3) Cultural and Contextual Resources and 4) Familial Resources.

The Cronbach alpha (α) internal consistency coefficient calculated for the reliability of Psychological Resilience Scale for Adults was a $\alpha = .85$. Looking at the subscales, $\alpha = .74$ for relational resources; $\alpha = .71$ for individual resources; $\alpha = .64$ for cultural and contextual resources and $\alpha = .79$ for familial resources. In this study, the reliability of the Psychological Resilience Scale was found as high as $\alpha = .91$.

2.3. Analysis of Data

Before starting the analysis of the data, it was examined whether the data met the assumptions of the parametric tests. The parametric assumptions sought in this study are the assumptions of normality variances being homogeneous and participants being independent from each other. Köklü, Büyüköztürk and Çok-Bökeoğlu (2007) state that the coefficient of skewness between -1 and +1 indicates that the distribution does not deviate excessively from normal. The distribution was accepted to be normal, as it was observed that the skewness coefficient was between -1 and +1 in the analyzes performed on the data of the variables. In addition, it was observed that the variances were homogeneous.

The Pearson Product Moment Correlation Coefficient was calculated to determine whether there was a relationship between the secondary traumatic stress of the participants and distress tolerance and sub-dimensions, psychological resilience and sub-dimensions, and burnout. Multiple linear regression analysis was used to determine whether these variables predicted secondary traumatic stress levels. Stepwise multiple linear regression analysis technique was used to determine which variable predicted secondary traumatic stress more. The variable indicating the status of being attacked by prisoners is coded as a dummy variable.

3. Results

3.1. Findings regarding the relationship between the secondary traumatic stress levels of correctional officers and their psychological resilience, their distress tolerance and their perceptions of burnout: The relationship between correctional officers' secondary traumatic stress levels and other variables and Pearson Product Moment Correlation coefficients were calculated and Table. It is given in 1.

Table 1 Correlation Values Showing the Relationship Between Secondary Traumatic Stress Scores of Correctional Officers' Distress Tolerance, Psychological Resilience and Perceptions of Burnout

Variables		Secondary Traumatic Stress
Distress Tolerance		
Tolerance	r	-, 52 **
Regulation	r	-, 23 **
Self-sufficiency	r	-, 31 **
Distress Tolerance Total	r	-, 51 **
Psychological Resilience		
Cultural and Contextual Resources	r	-, 15 **
Relational Resources	r	-, 23 **
Familial Resources	r	-, 23 **
Individual Resources	r	-, 15 **
Psychological Resilience Total	r	-, 22 **
Perception of Burnout		
Burnout	r	, 47 **

As seen in Table 1, it was observed that there was a moderately significant negative correlation between correctional officers' secondary traumatic stress scores and psychological resilience, total scores of distress tolerance and its sub-dimensions as tolerance and self-efficacy. It is seen that there is a positive and moderately significant relationship between secondary traumatic stress scores and the perception of burnout. In other words, as the level of traumatic stress increases, the level of distress tolerance and psychological resilience decreases, and the level of burnout perception increases.

3.2. Findings on the prediction of secondary traumatic stress levels of correctional officers: a) The ability to explain the secondary traumatic stress levels of correctional officers by their psychological resilience, their distress tolerance, the perception of burnout and the situation of being attacked by prisoners was tested with regression analysis. Analysis results were given in Table 2.

Table 2 *Distress Tolerance and Sub-Dimensions, Psychological Resilience and Sub-Dimensions, and Perception of Burnout and Assault by Prisoners, and the Power of Explaining Secondary Traumatic Stress Symptoms*

Variable	B	Standard Error_B	β	t	Binary r	Partial r
Constant	57.73	4.37		13,20	-	-
Tolerance	-, 76	,11	-, 37	-6.87	-,27	-, 33
Regulation	-, 22	, 18	-, 06	-1.25	-, 05	-, 06
Self-sufficiency	, 07	, 30	, 01	, 22	, 01	, 01
Cultural and Contextual Resources	, 13	, 26	, 03	, 51	, 02	, 03
Relational Resources	, 08	, 23	, 02	, 35	, 01	, 02
Familial Resources	-, 28	, 26	-, 08	-1,10	-, 04	-, 06
Individual Resources	, 13	, 21	, 04	, 622	, 02	, 03
Burnout	1.29	, 18	, 30	6.99	,27	, 34
Being Assaulted by Prisoners	-5,624	1.12	-, 21	-5,02	-, 19	-, 25

R = , 66^a R² = 43 F = 31.91

* p < 0.05.

According to the regression analysis, the participants' distress tolerance and sub-dimensions (tolerance, regulation, self-efficacy), psychological resilience and sub-dimensions (cultural and contextual resources, relational resources, familial resources, individual resources), perceptions of burnout and being attacked by prisoners' variables explain 43% of the variance in secondary traumatic stress scores. Considering the β and t values regarding

which variables predict secondary traumatic stress, Tolerance ($\beta = -.37$; $p < .05$), Burnout ($\beta = .30$; $p < .05$) and being attacked by prisoners ($\beta = -.21$; $p < .05$) significantly predicted secondary traumatic stress scores.

When the beta (β) value is examined, it is observed that the relative importance order of the predictor variables are listed as tolerance, burnout and being attacked by prisoners. According to these results, it is possible to say that the variables of tolerance to endurance, burnout and being attacked by prisoners are more important in predicting the secondary traumatic stress symptoms of people working in penal institutions.

When the beta (β) value is examined, it is observed that the relative importance order of the predictor variables is listed as tolerance, burnout and being attacked by prisoners. According to these results, it is possible to say that the variables of tolerance to distress tolerance, burnout and being attacked by prisoners are more important in predicting the secondary traumatic stress symptoms of people working in penal institutions.

b) A stepwise linear regression analysis was conducted to determine the extent to which the correctional officers contributed to the prediction of the secondary traumatic stress symptoms of psychological resilience, distress tolerance, the perception of burnout and the situations of being attacked by prisoners, and the results are shown in Table 3.

Table 3 *Stepwise Linear Regression Analysis*
Table for Prediction of Secondary Traumatic Stress

Predicted Variable	Model	Predictor Variables	B	Sh	β	t	p	R	R ²
Secondary Traumatic Stress	1	Constant	72.48	3.10		23,40			
		Tolerance	-1.06	, 09	-, 52	-12.01	, 00	, 52	, 27
	2	Burnout	1.54	, 18	, 36	16.96	, 00	, 62	, 39
	3	Being Assaulted by Prisoners	-5,52	1.10	-, 21	-4.99	, 00	, 65	, 43

Total: R² = .43, F = 95.27, p < .05

In Table 3, it is seen that the stepwise multiple linear regression analysis was completed in 3 stages and the variables of tolerance, burnout and being attacked by prisoners are important predictors of secondary traumatic stresses of correctional officers. In the first stage, only the tolerance explains 27% of the total variance (R = , 52, R² = , 27, p < , 05). In the second stage, when the burnout perception variable was included in the model, the explained variance increased to 39% (R = , 62, R² = , 39; p < , 05). In the third stage, when the variable of being attacked by the prisoners was included in the model, the explained variance increased to 43% (R = , 65, R² = , 43; p < , 05). As a result, the model consisting of three stages explains 42.5% of the total variance. In this context, it is possible to say that the variables that most predict the secondary traumatic stress of correctional officers are tolerance (27%), perception of burnout (12%) and being attacked by prisoners (3.5%), respectively.

4. Discussion

4.1. Discussion of findings regarding the relationships between the secondary traumatic stress level of correctional officers and their distress tolerance, psychological resilience and perception of burnout:

It has been found that there is a negative significant relationship between the secondary traumatic stress levels of correctional officers and their distress tolerance and psychological resilience, and a positive significant relationship between the perception of burnout. In other words, as the level of traumatic stress increases, the level of distress tolerance and psychological resilience decreases and the level of burnout increases.

Many studies (Gawrysiak et al., 2015; Marshall-Berenz, Vujanovic, & MacPherson, 2011; Vujanovic, Farris et al., 2013; Vujanovic, Niles et al., 2011) conducted with individuals who are directly exposed to trauma with distress tolerance, while secondary traumatic stress less research has been found. Among them, Boey (1998) found that nurses with high level of distress tolerance refer to avoidance behavior less frequently. Using less avoidance behavior can be considered as a clue that secondary traumatic stress levels will also be low. Ortlepp and Friedman (2002) found that self-efficacy, the sub-dimension of distress tolerance, was associated with secondary traumatic stress levels. The results of these studies are in line with the findings of our study. Continuous exposure to negative stimuli can be seen as a factor that can weaken a person's distress tolerance. It can be interpreted that correctional officers who are constantly intertwined with negative stimuli have a decrease in their level of distress tolerance over time and therefore demonstrate secondary traumatic stress symptoms.

In this study, there are some studies supporting the finding that as the secondary traumatic stress levels of correctional officers increase, the psychological resilience levels decrease. Working with different occupational groups, Gottesman (2008) and Austin, Pathak, and Thompson (2018) found that participants with high psychological resilience showed less secondary traumatic stress symptoms. Hegney, Rees, Eley, Osseiran-Moisson, and Franci (2015) found similar results in their study with nurses and found

psychological resilience as a key variable affecting secondary traumatic stress level.

Tosone, McTighe, Bauwens, and Naturale (2011) found in their study that psychological resilience plays a mediating role in the relationship between secondary traumatic stress and traumatic life events. It can be said that psychological resilience also affects the variables that are directly related to it, and it is even one of the key factors for secondary traumatic stress. Roden et al. (2017) found that low psychological resilience and having a traumatic experience are factors that increase the level of secondary traumatic stress. Harker et al. (2016) and Temitope and Williams (2015) found that psychological resilience is one of the predictors of secondary traumatic stress. There are also studies showing that secondary traumatic stress decreases as psychological resilience increases (Deniz Pak et al., 2017; Erdener, 2019; Tansel et al., 2015; Yağmur & Türkmen, 2017).

Aydın and Egemberdiyeva (2018) concluded in their study with university students that high psychological resilience causes less exposure to traumatic experiences, an increase in adaptation skills, and coping with distress. McCain, Mustard, and McCuaig (2011) reached a conclusion that was not similar to the results of this study. In their study, they found that despite having high psychological resilience, doctors experienced high levels of burnout and showed signs of secondary traumatic stress. This is thought to be due to workplace conditions and their use of non-adaptive coping strategies. Traumatic experiences can have traumatic effects on a person's life due to their sudden and unexpected nature. Individuals with high psychological resilience can better tolerate negative emotions, take stronger behavioral steps and take responsibility for their actions.

Another finding of the study is that there is a positive significant relationship between secondary traumatic stress and the perception of burnout. Burnout includes situations such as emotional

exhaustion, depersonalization, and low personal accomplishment (Maslach & Zimbardo, 1982). In the literature, there are many studies examining the relationship between secondary traumatic stress and the perception of burnout. These studies show the existence of a relationship between secondary traumatic stress and burnout (Baysak, 2010; Çakıroğlu, 2018; Demirci, 2019; Deniz Pak et al., 2017; Gürdil, 2014; Johnson & Hunter, 1997; Meadors, 2010; Saraçoğlu Eroğlu & Arıkan, 2016; Stereud, Hem, Lau, & Ekeberg, 2011; Temitope & Williams, 2015; Van der Ploeg & Kleber, 2003; Yeşil et al., 2009;).

In addition, Cieslak et al. (2014) found a statistically significant and strong relationship between secondary traumatic stress and burnout in their meta-analysis study. Figley (2002) found that counselors experiencing burnout had low stress management and were more vulnerable to secondary traumatic stress. Shoji et al. (2015) found that there is a one-way relationship between secondary traumatic stress and burnout and that burnout poses a risk for the development of secondary traumatic stress. Considering both the findings of this study and the findings obtained from previous studies, it can be said that prisoners of penal institutions accommodate individuals who have committed crimes and that correctional officers constantly work with people who have traumatic experiences can cause secondary traumatic stress by increasing burnout.

2.2. Discussion of Findings Regarding the Predictors of Secondary Traumatic Stress Levels of Correctional Officers

In the study, it was found that 43% of the participants explained their secondary traumatic stress levels by variables consisting of distress tolerance, psychological resilience, perception of burnout and being attacked by prisoners. In addition, the variables that predict the secondary traumatic stress of correctional officers are tolerance (27%), burnout perception (12%) and being attacked by prisoners (3.5%), respectively.

Although there are many studies the relationship between secondary traumatic stress and these variables examined in the study, direct studies on the prediction of secondary traumatic stress could not be reached. However, from a theoretical point of view, connection can be established. For example, with tolerance, which is the sub-dimension of distress tolerance, it demonstrates how much trouble individuals can endure and how much trouble they can overcome (Sargin et al., 2012). Based on this, tolerating emotional distress can be seen as a coping method that can be used in the face of secondary traumatic stress.

It is observed that the risk of being subjected to violence is higher for those who work in supervision-control tasks and emergency response teams, which are also among the works carried out by correctional officers (Mohr & Shalat, 2005). It is known that being subjected to violence in the workplace leads to a decrease in motivation, performance and stress (Yıldız, Kaya, & Bilir, 2011). In another study, Schwartz (2008) concluded that work environment, work stress, overtime and total working time in the profession are important predictors of secondary traumatic stress. Altekin (2014) concluded in his study that burnout is the strongest predictor of secondary traumatic stress. The lack of studies on the secondary traumatic stress levels of prison staff creates difficulties in interpreting the findings. In addition to this difficulty, the lack of direct studies conducted increases the importance of the findings obtained from this study.

5. Conclusion and recommendations

As a result of the study, there was a negative relationship between the level of secondary traumatic stress and distress tolerance and psychological resilience; positive significant relationship between the level of burnout. In addition, it was determined that distress tolerance, psychological resilience, burnout and being

attacked by prisoners explain 43% of the secondary traumatic stress symptoms, and the variables that predict the secondary traumatic stress level are tolerance as the sub-dimension of distress tolerance, burnout and being attacked by prisoners, respectively.

Preventive measures can be taken to prevent post-traumatic stress symptoms by holding case meetings at regular intervals by prison staff, receiving supervision support where they are lacking, receiving training on their exposure to secondary trauma, and informing other staff on this issue. In addition, it is emphasized that doing physical exercise, relaxation and breathing exercises, receiving social support from the family and the environment, giving importance to self-care, and orientation towards artistic and sports activities can be protective from secondary traumatic stress (Saakvitne, 2002; Killian, 2008). It is recommended that secondary traumatic stresses experienced by correctional officers can be examined with different variables, in-service trainings can be organized for the personnel and additionally, preventive and protective psychosocial service models are developed in institutions.

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VOLUME IV

THE EFFECT OF CYBER DATING ABUSE OF UNIVERSITY-LEVEL STUDENTS ON RELATIONSHIP BELIEFS

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1. Introduction

The World Health Organization defines violence as “The intentional use of physical force or power, threatened or actual, against oneself, another person or against a group or community, that either result in or have a high likelihood of resulting in injury, death, psychological harm, maldevelopment or deprivation (WHO, 2014).

Although to a lesser extent, violence is defined as something against the body of individuals, coming from another source and causing pain to the individual (Aydemir, 2014). When the concept is explained in detail, it is considered as risking someone else’s life, causing injury, maldevelopment, and disability. Dating was defined

as a dyadic relationship involving meeting for social interaction and joint activities with an explicit or implicit intention to continue the relationship until one or the other party terminates or until some other more committed relationship is established (Straus, 2004). Individuals may experience conflict in their daily lives, and this can sometimes happen between partners with whom they are in a romantic relationship. To resolve this, partners may occasionally try to find solutions through violence (Atakay, 2014).

Romantic relationships form an important part of most individuals' lives. Having a romantic relationship increases the individual's belief in physical attractiveness; develops self-worth. In addition, it offers individuals the opportunity to recognize the opposite sex and develop problem-solving skills (Bakır & Kalkan, 2019b; Baker & Carreno, 2016).

At the present time the prevalence of cyber dating is increasing (Caridade, Braga, & Borrajo, 2019; Stonard, 2020). Based on the results of Lara's research on 1,538 Chilean high school and university students (Lara, 2020) cyber dating behaviors are common practices among young Chileans, with around three quarters of that population reporting being victims or aggressors. (Patar & Akcinar, 2021). In addition, adolescents' frequent use of ICTs is leading to an increase in behaviors of aggression and control over the partner through these technologies (Cava, Buelga & Carrascosa, 2022; Calvete, Fernández-González, Orue, Machimbarrena & González-Cabrera, 2021; Ortega-Barón, Montiel, Machimbarrena, Fernández-González, Calvete & González-Cabrera 2020), although less is known about this reality, and there are fewer intervention programs for its prevention in educational contexts (Branson & March, 2021; Galende, Ozamiz-Etxebarria, Jaureguizar & Redondo, 2020).

According to Bandura (1986), individuals learn the violence concept via social learning theory, and they increase the frequency of the application of violence as they get positive responses (Set, 2020). Knowing in advance how individuals will behave under

violence may significantly reduce the frequency of experiencing it (Özcebe, 2002).

Considering the groups that experienced violence, the concept of dating violence, which is encountered frequently in romantic terms, has been the subject of research. Dating violence is a situation in which the partners exhibit verbal, sexual, emotional, and physical violence or show attitudes that may include violence towards each other and limit each other's lives in a romantic relationship. Dating violence in close relationships is frequently encountered among the other types of violence and puts the individual's life in a highly dangerous situation (Polat, 2017). Khubchandani (2010) has stated that one of the partners tries to dominate over the other and maintain this position along with this violence. Recently, the use of the internet has become indispensable in the lives of individuals with the development of technology. Social media platforms and online dating services have begun to appear more frequently. Additionally, shopping, gaming, and knowledge-sharing websites have brought many people together on these different platforms. At this point, because of the increase in the frequency of communication and reaching more people, individuals are also exposed to the cyber state of violence.

Using the internet brings some such as cyberbully, cyber dating abuse and sexual abuse. Children's records and access to age-inappropriate content are other concerns in terms of security and privacy issues (Moore & Ellsworth, 2014;). Shariff (2008) stated that cyberbullying is seen as a form of verbal, written, and visual bullying; resources like messaging through written communication channels in online platforms can be recorded, thus reproduced, and become permanent. Cyber violence can be seen in many forms. For example, threatening messages sent for entertainment, sharing information against personal rights, making inappropriate comments, uploading pictures to any social media platform without permission, spam and persistent messages, fake social media

accounts opened to hurt someone, etc. may occur in the lives of individuals (Cyberbullying Alert, 2011). According to research conducted, 69% of adults stated that they witnessed mean and cruel human behaviors in social media (Lenhart, Madden, Smith, Purcell, & Zickuhr, 2011).

Even if the individuals cannot see each other face to face, they can communicate at any time and are able to interfere in each other's lives from a distance. At this point, in addition to cyberbullying, a new concept has entered the literature with the frequent use of technology in daily life. Zweig, Lachman, Yahner, and Dank (2014) stated that cyber dating abuse is a phenomenon that means that one of the spouses follows the other via social media or the other technology channels, keeps them under control, and disturbs the other in romantic relationships (Kalkan, 2019).

Cyberdating abuse may appear as a sub-form of emotional violence. At this stage, the situations seen in emotional violence could also be observed here. One of the partners' humiliating, mocking, watching, or even threatening the other could be given as examples. The difference of cyber dating abuse is that it could be performed faster and reachable to anyone in a short time in addition to the emotional violence and the individual could perform this violence anytime (Yilmazer, 2020).

There are three types of dating violence: physical, psychological, and sexual (Price et al., 1999; Saltzman et al., 2002). There are studies investigating whether dating violence also occurs online (Zweig, Dank, Yahner & Lachman, 2013; Morelli, Bianchi, Chirumbolo & Baiocco, 2017; Lu, Ouytsel & Temple, 2021). Digital media provides novel opportunities to control, harass, threaten, and stalk romantic partners. These abusive behaviors can, for example, include accessing a romantic partner's private messages without permission, excessively calling or messaging to monitor romantic partner's whereabouts, or demanding passwords to a partner's electronic devices (Caridade & Braga, 2020; Caridade et al., 2019; Zweig et al., 2014).

Dating violence has shown negative effects on individuals. Unhealthy relationships can start at an early age and last long a lifetime. The individual cannot differ the “normal” behaviors from “abnormal” which is considered violent. Some of the individuals who realize it could fear telling the situation to their families or relatives because they are afraid of their partner. Violence is a social problem between relationships (Nacar, 2020). When looking at the studies, dating violence experienced during the developmental period makes the individual more disappointed and influences adversely their coping skills in life (İftar & Güler, 2020).

As a result of this, individuals may experience depression and anxiety. In addition to unhealthy habits, smoking, drug, and alcohol use; anti-social attitudes, self-limiting, lying, the tendency to violence, and thinking about suicide may be possible to observe (CDC, 2020). The symptoms and behaviors observed in individuals may be short or long-term (Akis, 2019). According to the Turkish Language Association, relationship means “Mutual interest, bond, relation, contact between two things. Contact, connection” (Turkish Language Association).

In compliance with Brehm, Kassin and Fein (2002), the definition of an intimate relationship is examined as emotional commitment, mutual bonding, and meeting more than one emotional need between two adults (cited in Unguder, 2017). When looking at the components of a relationship, it could be discussed it is comprised of three things: intimacy, passion, and commitment. These three components may occur in more than one and various ways. The presence of these essentials contributes to a long-term relationship. Thus, it can be said that it has a positive effect on the individual’s feeling safe and establishing intimacy in other relationships (Sternberg, 1986). Sullivan and Schwebel stated that an individual’s beliefs in relationships need to be determined if the relationship is counted as healthy and successful (Unguder, 2017). The individuals start a relationship with a phenomenon they have created in their

minds at the beginning. When these beliefs are considered, it can be reviewed how the partner will be in the relationship, what he/she expects from the partner during the relationship process and how he/she perceives the events.

Mosher and Danoff Burg (2010) reviewed college life as an important period in which relations deepen and the individual develops an identity. In this period, there are multiple challenging and developmental tasks that the individual needs to complete. During the completion of these tasks, intimate relationships have a major role to increase communication developed in social relations and overcome this period without obsession. As these important positions affected by intimate relationships are considered in detail, social and emotional development, being successful and happy, friendship and family relations can be given as examples (Unguder, 2017).

The vast majority of individuals emphasize the concept of marriage. The romantic relationships that started during the university period create shapes in the individuals' minds for their marriage plans. In a study, more than 52% of female students stated they would like to meet their future husbands in college (Glenn & Marquardt, 2001).

At this stage, the decision of marriage and beliefs about relationships have an important place in the individual's life. By that, many studies have been conducted about the status, quality, and importance of the relations that individuals have experienced in their adulthood period, and these researches reveal the factors which should be considered while evaluating romantic relationships (Sağkal & Özdemir, 2018).

There are studies in the literature about how mental schemas affect relationships. Every researcher regards the subject from different perspectives. However, there can be seen a correlation between the beliefs and expectations about the relationships in the individuals' lives and the problems they experience in their romantic relations (Tuncer, 2019).

Beck (year needed) stated that the underlying thing is mental schemas (Küçükçelik, 2015). These beliefs are considered as harsh and comprehensive judgments made by the individuals both themselves and against other people, which have been influencing the person since childhood, affecting and developing as he/she experienced something and started to form according to as she/he communicated with others throughout the individual's life. As a result of these judgments, the individuals' beliefs and behaviors towards themselves and other people change. According to Eidelson and Epstein (1982), the definition of beliefs about relationships is considered as a set of expectations and thoughts that the individual determines during romantic relationships. Sprecher and Metts (1989) consider that people develop opinions in advance about what kind of relationship they expect (Küçükarslan & Gizir, 2013).

All kinds of factors that individuals experience in their relationships during university life affect their ideas about future relationships and push them to change their beliefs. In this developmental period, there are healthy relationships as well as the ones that may lead up to negative results in the individual's life. At this point, it is seen that the effect of the technological era has risen dramatically on the lives of individuals. Considering romantic relationships and ways to start them, it is now easier to meet others from online platforms with the use of the internet. The integration of technology into our lives more and more has started from the childhood era and now continues throughout the lifespan. Hence, it can be said that the type of violence which is called cyber violence has become so normal that it has been going on in people's lives for years. Considering the individuals who are exposed to this kind of abuse from an early age, mental schemas have begun to be formed to normalize them. The individuals have started to meet over the internet and maintain a distance relationship in college time. The cyber violence exposed since childhood affecting the individuals in a relationship is accepted as normal. In the light of these insights,

this study aims to determine the interaction of the dysfunctional beliefs of the individual by combining dating violence with cyber violence and to investigate the effect on future relationship beliefs.

2. Method

2.1. Model of the research

This study aims to determine the effect of university students' exposure to cyber dating violence and relationship beliefs related to this and to examine the relationship between variables. In this scope, the research model was determined as the relational screening model. Data was collected from university-level students aged 18-24 over the internet using Google Forms. Consent was taken from the participants that voluntarily participated in the study while answering the questions. The names of the students were not taken so it was ensured that there was confidentiality.

2.2. Population Sampling

The number of students in total in the research was 320, 103 of whom were males and 217 females. The age distribution of the participants was as follows: 22 persons aged 18 and under, 31 persons aged 19, 42 persons aged 20, 59 persons aged 21, 101 persons aged 22, 43 persons aged 23, and 22 persons aged 24 and above.

Table 1. Gender and age

		Age							Total
		18 and under	19	20	21	22	23	24 and above	
Gender	Male	4	9	18	22	28	12	10	103
	Female	18	22	24	37	73	31	12	217
Total		22	31	42	59	101	43	22	320

2.3. Data collection

After the necessary permissions were obtained, the scales to be used were added to Google Forms and arranged on the internet. Then, the link to the form was sent to those who would voluntarily participate. Filling out the form took almost 10-15 minutes and 320 people were reached within a week.

2.3.1. Data collection tools

A. Cyber Dating Abuse Scale (Cdäs)

There is more than one type of attitude scale in the literature to measure dating violence. However, it seems there is no appropriate attitude scale to measure the cyber form of dating violence. This scale was developed by Borrajo, Gâmez-Guadix, Pereda, and Calvete (2015) The format of scale used 6-point Likert-type items. Scoring the items is in the form of questioning how often and how many times the behavior specified in the scale is repeated during the relationship. These are “1- Never happened; 2- Not in the last year but happened before; 3- Rarely: Happened once or twice; 4- Sometimes: Happened between 3-10 times; 5- Frequently: Happened 10-20 times; 6- Always: More than 20 times.” The scale is divided into two: perpetrators and victims of cyber abuse. The scale divided into a two-factor structure is reviewed as Direct Aggression and Monitoring/ Control. The original scale is English and was translated by four instructors who were fluent in both English and Turkish. During the translation process, a one-way translation method was used (Bakır, & Kalkan, 2019a).

B. Relationship Belief Scale (Rbs)

This scale was developed by Romans and DeBord in 1995 to measure dysfunctional beliefs about relationships and romantic relationships. It was adapted into the Turkish language by two faculty members at Mersin University, Department of Educational

Sciences. At first, the original scale consisted of 71 items. After the validity examination studies, it changed into 37 items and a 5-point Likert-type rating system from 6-point Likert type. This analysis was carried out using confirmatory factor analysis. The statistical data obtained were found to be appropriate and there was no harm in using it. 37 items were divided into 6 sections as “We must be completely open and honest with each other.”, “We must be able to read each other’s minds.”, “We must do everything together.”, “We must meet each other’s needs completely.”, “We must be able to change each other.”, and “Romantic idealism.” (Gizir, 2012).

3. Findings and comments

3.1. Cronbach’s Alpha Coefficient

According to the measurements, the Cronbach Alpha Coefficient of the RBS was calculated as .96, and for the CDAS, it was calculated as .90.

Subproblem 1: Do Relationship Beliefs and Cyber-Dating Violence and sub-scores differ significantly by gender?

Table 2. Relationship beliefs scores by gender t-test result

	Gender	N	X	SS	t	df	p
Relationship Beliefs	Men	99	121,28	27,38	4,53	311	,000*
	Women	214	105,95	27,97	4,57		

*p<.05

According to the independent samples t-test results performed to determine whether the Relationship Belief scores differed significantly by gender or not, a statistically significant difference was found in favor of women between the mean scores of Relationship Beliefs according to the gender ($p < 0.5$). Relationship Beliefs score for women was 105.95, while for men it was 121.28 (Table 2).

Table 3. CDAS scores by gender t-test result

	Gender	N	X	SS	t	df	P
Cyber Dating Abuse Scale	Men	99	70,69	22,67	3,05	311	,002*
	Women	214	63,17	18,98	2,86		

*p<0.5

According to the independent samples t-test results performed to determine whether the CDAS scores differed significantly by gender or not, a statistically significant difference was found in favor of women between the mean scores of Cyber-Dating Violence according to the gender (p<0.5). Relationship Beliefs score for women was 63.17 whereas for men it was 70.69 (Table 3).

Subproblem 2: Do Relationship Beliefs and CDAS and their sub-scores differ significantly according to age?

Subproblem 2a: Do Relationship Beliefs Romantic Idealism sub-scores differ significantly by age?

According to the Relationship Beliefs Romantic Idealism sub-scores, when compared to age, the average scores were; 17.27 for 22 people who are 18 and under, 17.06 for 31 people who are 19 years old, 15.76 for 59 people who are 21 years old, 16.37 for 98 people who are 22, 14.43 for 42 people who are 23 and 16.95 for 21 people who are above 24 years old.

Table 4. Relationship beliefs romantic idealism by age / one-way anova results

	Source of Variance	Squares Total	df	Squares Average	F	p	Significant Difference
Relationship Beliefs Romantic Idealism	Between Groups	581,667	6	96,945	2,904	,009*	18-20, 19-20,
	Among Groups	10214,026	306	33,379			19-23, 20-21,
	Total	10795,693	312				20-22, 20-24

*p<0.5

As a result of the One-Way Variance Analysis, it was determined that Romantic Idealism scores differed significantly by age. The Scheffe test was used to determine at which ages this difference was. The Scheffe test is used to compare all linear combinations between groups. If the group numbers are high, it is a kind of post hoc test that ignores the possibility of keeping the margin of error under control and ruling out the possibility that the number of observations in the groups is equal. According to the test result, a statistically significant difference was found as in favors: 18 years old ($X=17.27$) between 18-20 ages; 19 years old ($X=17.06$) between 19 and 20-23; 22 ages ($X=16.37$) between 20-22 years old; 24 years old ($X=16.95$) between the ages of 20-24 (Table 4).

Subproblem 2b: Do CDAS sub-scores differ significantly by age?

As a result of the One-Way ANOVA, as the sub-scores of the CDAS scores were examined, it was determined there was no statistically significant difference by age (Table 5).

Table 5. CDAS sub-scores by age one-way anova result

	Source of Variance	Squares Total	df	Squares Average	F	p
CDAS Sub-Scores	Between Groups	941,915	6	156,986	,369	,898
	Among Groups	130041,568	306	424,972		
	Total	130983,482	312			

$p > 0.5$

Subproblem 3: Is there a significant relationship between Relationship Beliefs and CDAS and its sub-scores?

Table 6. Correlation analysis between relationship beliefs and CDAS result

	Relationship Beliefs	Cyber Dating Abuse
Relationship Beliefs	1	,116*
Cyber Dating Abuse	,116*	1

* $p < .01$

As a result of the Pearson correlation analysis conducted to determine the relationship between Relationship Beliefs and CDAS and its sub-scores, a low-level positive and significant correlation was found between Relationship Beliefs and Cyber-Dating Violence scores ($r=.116$; $p<.01$) (Table 6).

Subproblem 4: According to the order of decisions, is there a significant relationship in the relationship perceived according to the CDAS Direct Aggression Practice (DAP) sub-scores?

Table 7. CDAS DAP Scores According to The Order of Decisions in the Relationship Perceived - One Way ANOVA Results

	Source of Variance	Squares Total	Sd	Squares Average	F	p	Significant Difference
Order of Decision in the Relationship	Between Groups	164,067	4	41,017	2,463	,045	Totally Agree -Disagree
	Among Groups	5128,961	308	16,652			
	Total	5293,029	312				

* $p < .01$

As a result of the One-Way ANOVA, the CDAS DAP scores showed a statistically significant difference according to the Order of Decisions in the Relationships Perceived. The Scheffe test was used to determine which groups had this difference. According to the results of this test, a statistically significant difference was found between those who answered, “Totally Agree ($X=14.33$)” and those who answered, “Disagree ($X=11.88$), in favor of those who answered as “Disagree” (Table 7).

Subproblem 5: According to the order of decisions, is there a significant relationship in the relationship perceived according to the Cyber-Dating Abuse Monitoring/Controlling Sub-scores?

Table 8. CDAS DAP Scores According to The Order of Decisions in the Relationship Perceived - One Way ANOVA Results

	Source of Variance	Squares Total	Sd	Squares Average	F	p	Significant Difference
Order of Decision in the Relationship	Between Groups	523,340	4	130,835	2,571	,038	Totally Agree – Totally Disagree
	Among Groups	15675,931	308	50,896			
	Total	16199,272	312				

*p<.05

As a result of the One-Way ANOVA, the CDAS DAP scores showed a statistically significant difference according to the Order of Decisions in the Relationships Perceived. The Scheffe test was used to determine which groups had this difference. According to the results of this test, a significant difference was found between those who answered, “Totally Agree (X=20.60)” and those who answered, “Totally Disagree (X=16.18), in favor of those who answered, “Disagree” (Table 8).

Subproblem 6: According to the CDAS Exposure to Direct Aggression (EDA) sub-scores, is there a significant relationship with harassment get by former relation?

Table 9. Cyber Dating Violence (EDA) Scores According to Harassment by Former Relation - One Way ANOVA Results

	Source of Variance	Squares Total	Sd	Squares Average	F	p	Significant Difference
Harassment by Former Relation	Between Groups	326,758	4	81,689	3,131	,015*	Totally Agree – Totally Disagree
	Among Groups	8035,268	308	26,089			
	Total	8362,026	312				

*p<0.5

As a result of the One-Way ANOVA, the CDAS DAP scores showed a statistically significant difference according to Harassment by Former Relation. According to the results of the Scheffe test, a statistically significant difference was found between those who answered “Totally Disagree ($X=16.42$)” and those who answered, “Totally Agree ($X=13.19$), in favor of those who answered, “Agree” (Table 9).

Subproblem 7: According to the Cyber-Dating Abuse Direct Aggression sub-scores, is there a significant relationship with trust in someone met on social media?

Table 10. CDAS Direct Aggression Scores According to The Trust in Someone Met Through Social Media - One Way ANOVA Results

	Source of Variance	Squares Total	Sd	Squares Average	F	p	Significant Difference
Trust in Someone Met Through Social Media	Between Groups	729,653	4	182,413	12,312	,000*	Totally Agree
	Among Groups	4563,376	308	14,816			– Agree
	Total	5293,029	312				

* $p < 0.5$

As a result of the One-Way ANOVA, the CDAS DAP scores showed a statistically significant difference according to the Trust in Someone Met Through social media. According to the results of the Scheffe test, a statistically significant difference was found between those who answered “Totally Disagree ($X=22.13$)” and those who answered, “Agree ($X=12.30$), in favor of those who answered, “Totally Agree” (Table 10).

Subproblem 8: According to the problem of being controlled by partner’s relationship beliefs, “We must do everything together.” Sub-scores perceived, is there any significant relationship?

Table 11. Relationship Beliefs According to the Problem of Partner's Control Status as "We must do everything together." - One Way ANOVA Results

	Source of Variance	Squares Total	Sd	Squares Average	F	p	Significant Difference
The Problem of Being Controlled by the partner	Between Groups	553,719	4	138,430	5,774	,000*	Totally Agree
	Among Groups	7383,961	308	23,974			– Strongly Disagree
	Total	7937,681	312				

*p<0.5

As a result of the One-Way ANOVA, there showed a statistically significant difference in comparison with the problem of being controlled by the partner and his Relationship Beliefs as "We must do everything together." Scheffe test results revealed, a statistically significant difference was found between those who answered, "Totally Agree (X=14.41)" and those who answered, "Strongly Disagree (X=10.56), in favor of those who answered, "Strongly Disagree" (Table 11).

4. Discussion, Conclusion and Recommendations

Human beings are social creatures and continue to be social beings. At this stage, there are several relationships that the individuals have developed in their lives. Family, friends, coworkers, and romantic relationships are given as examples of this kind of relationship. Without a doubt, while coping with the feeling of emptiness in the individual's life and knowing that there is support nearby them has a very important role for struggling against difficulties as well as increasing the level of well-being of the individual with the help of healthy relationships. At this stage, to one of the dependent variable questions "Having a romantic relationship in my life makes me happy.", 125 out of 313 participants answered "I completely agree" and 137 answered, "I agree". Regarding the

results, it was concluded that there was a statistically significant difference between the people who scored high on the Relationship Beliefs Scale and the rest.

With today's technology, social media and the internet play a very important role in an individual's relationship choices. The individuals have started to meet on these platforms and start a relationship without seeing each other face to face. Not only the relationships started this way, but also many relationships have started to continue on the internet. Couples have come to a position where they can intervene in each other's lives at any time and follow each other. At this stage, some problems arise and one of the most important ones is exposure to the cyber state of abuse. At this point, the university students were used as the population as a result of the university period taking on a great task at the stage of relationship selection and planning for the future. The purpose of the research is to examine whether there is any difference in the relationship beliefs after being exposed to cyber dating abuse.

According to the study, it was concluded that men's Relationship Beliefs Scale and its sub-dimensions scores were higher than women's. Looking at the CDAS and its sub-scores, the scores of women were lower than men. According to the study of Bakır and Kalkan (2019), it was concluded that men's exposure to direct aggression from the sub-dimensions of cyber dating abuse was higher than women.

As analyzed according to age, a significant difference was found in the Romantic Idealism sub-dimension of the Relationship Beliefs Scale. There was a statistically significant difference in favor of individuals in the groups of the age of 18, 19, and 24. It was concluded that 20, 21, 22 and 23-year-old individuals had less dysfunctional thoughts about the relationship in this period. CDAS and its sub-dimension scores were analyzed, revealing that there was no statistically significant difference according to age.

As a result of the correlation analysis, a low-level positive and significant relationship was found between RBS and CDAS and its sub-dimensions. It can be commented that exposure to cyber dating abuse and the main beliefs which are dysfunctional increase together and affect each other. In a similar study conducted, Bakır and Kalkan (2019a) concluded that cyber dating abuse and self-esteem are inversely correlational, and individuals' self-confidence decreases. It can be also said that the individual may develop dysfunctional beliefs with low self-esteem in a romantic relationship.

Among the individuals who scored under the sub-factor of Direct Exposure to Aggression, which is a sub-dimension of CDAS, a statistically significant difference was found between the ones who answered, "I totally agree." to the dependent variable question of "I feel uncomfortable when I am called by my former partner." Based on this result, it can be concluded that individuals may experience discomfort when they are exposed to cyber-dating.

With the result of the One-Way Variance analysis, the scores of CDAS Direct Aggression were determined as statistically significantly different with the answers to the dependent variable of "I can trust someone whom I met on social media." Additionally, it was stated that those who scored concerning Direct Aggression, which is a sub-dimension of CDAS, were more comfortable in trusting someone who they met on a social media platform. It was concluded as well that the perpetrators of violence had less anxiety for trust, and they decided more comfortably without thinking about this situation in their relationship choices compared to those who were exposed to violence.

According to another research, those who scored high from the sub-dimension of "We must do everything together." answered "Strongly Disagree" to the dependent variable of "I do not mind when my date asks me to share my location." It can be concluded that

the individuals had their “own” limits and when their personal space was about to be violated, they did not approve of this situation. It can be deduced that individuals need personal space and as a result of the violation of this private space, some problems may occur in the relationship.

When the limitation of the research is taken into consideration, data has been collected only in reference to age and gender-dependent variables. Additively, options such as the relationship status of the individuals, duration of the relationship, and the exposure for both partners can be taken into consideration.

The results of this research also are examined, there can be seen a direct correlation between dysfunctional main beliefs in the relationship and cyber dating abuse. The more dysfunctional beliefs come into existence, the more the individual has difficulty deciding about their future relationships and acting accordingly. The individual who is obsessed with wrong thoughts naturalizes these and it becomes more difficult to change these ideas as time passes. As the literature was examined, it was found that automatic thoughts and hopelessness have a positive relationship (Artiran & Şeker, 2020). Individuals who get desperate may develop negative thoughts for the future. As a result of this, it can be commented as relationship beliefs and abuse are inversely correlated. Suggestions may be offered to psychological counselors to increase awareness in university students.

Many research results show important relationships between cyberbullying and cyber dating violence in adolescent students, and they are useful for the development of prevention programs (Cava et al., 2022; Caridade, et al., 2020). By learning their relationship expectations, sessions can be held about how they can determine their own personal space and safety. By organizing psycho-education about being subjected to violence and committing violence, it can be ensured that the individuals empathize with each other, and a different view of perspective can be given.

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VOLUME V

DIGITALIZATION AND THE SOCIAL MEDIA IN HEALTH COMMUNICATION

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1. Introduction

Digital health communication is an important tool for health promotion practices. An important function of the internet is to share up-to-date information about health. Today, the function of social media in sharing information about health is obvious. For this reason, social media channels are integrated into communication strategies in health institutions. There has been a significant increase in the number of hospitals using social media in recent years. The goal of using social media is to increase production and consumption with more participation. Social media should be integrated into a hospital's communication strategy and focus on achieving defined goals. In this context, the use of social media to organizations; mass participation and communication can provide various benefits such as information dissemination and sharing. In this section, social media channels that can be used in health communication applications with the spread of the internet are discussed.

2. Digital Health and Internet

Reflections of technological developments in social life have caused today's society to be defined as an information society. Especially the development of digital technologies and their widespread use in daily life have changed the lives of individuals, facilitated and accelerated their lives. With the digitalization of communication technologies, the time and space limits in individuals' communication activities have disappeared, and interpersonal communication activity has turned into group communication very easily. Today's social structure, where digitalization is dominant, new communication technologies are increasingly diversified and their functions are increasing; it facilitated and accelerated the sharing, access, dissemination, archiving, production and transmission of information.

In addition to the institutional changes in health institutions, individual behavior patterns have also led to the emergence of different approaches in the field of health communication at the level of information dissemination. Because in the last two decades, as a result of the globalization movement, there has been an extremely rapid change in many different areas. The main point of this change is the developments in new communication and information technologies. The use of digital technologies for health has become a prominent area of application for using routine and innovative information and communication technology methods to meet healthcare needs. The term digital health, also known as e-health, is defined as "the use of information and communication technologies to support health and health-related fields". Mobile health is a subset of digital health and is defined as the "use of mobile wireless technologies for public health". Digital health has become a new channel to overcome the geographic inaccessibility of healthcare, especially in low and middle income countries. Digital health communication can be a valuable tool for health

promotion. Research has shown that digital health communication helps patients manage their health status on their own (Park, Burford, Nolan & Hanlen, 2016; 1560), improving health literacy (Tennant, Stellefson, Dodd, Chaney, Chaney, Paige & Alber, 2015; 70) and has shown that it contributes to facilitation. Social networks also enable health communication campaigns for health promotion by reaching large masses. Digital health communication can also provide various benefits for individuals, businesses, nonprofits and governments (Shi, Poorisat, & Salmon, 2018; 50; Yoo, Kim & Lee, 2018; 35-39).

The internet has been adopted faster than any other innovation known in history. It took 20 years for the internet to reach a wide audience since its establishment as ARPANET. But in just 11 years, the internet has been adopted by almost half of the US population. The increase in the use of the internet for health information can be attributed to many factors. It can be said that the most important of these are the ease and speed of accessing health information. In the United States and most Western countries, concerns about healthcare costs have had an impact on public health. For this reason, many people seek to access health information online to complement their doctor's recommendations (Eysenbach & Kohler, 2002; 573-577). Health-related internet applications are classified into four categories: (1) real-time video transmission, (2) static file transfer, (3) information search and find, and (4) real-time collaboration. For healthcare consumers, one of the most important features of the internet is that it provides access to a wide range of information, with the opportunity to personalize information according to individual needs and characteristics. Users can access information at their desired speed and whenever they want. Communication can be real-time or asynchronous, one-to-one or in a group. Multiple presentation modes such as video, sound, text and/or animation can be used (Lieberman, 2001; 373-388). Another advantage of the internet is that it provides up-to-date information on health issues.

As Bandura (2002) observes, electronic media-internet can go beyond information transfer. Today, the function of social media in sharing information about health is obvious.

3. Social Media

Social media channels such as Twitter, Facebook and Youtube are integrated into communication strategies in health institutions. Although most hospitals are not “early adopters” of these new tools, there has been a significant increase in the number of hospitals using social media in recent years. Social media should be integrated into a hospital’s overall communication strategy and focus on achieving clearly defined goals. In addition, its unique potential to interact with consumers needs to be recognized and applied accordingly. In terms of the prevalence of social media use in hospitals globally, the use of new communication channels in hospitals in North America seems to be ahead of their European counterparts. About one in five American hospitals (21%) uses Facebook, Twitter and/or Youtube, and there is a similar rate in Canada. This level of use has not yet been reached by hospitals in Europe: Facebook is used in 200 of approximately 2000 hospitals in Germany, that is approximately 10%. 2010 datas show that hospitals in some Scandinavian countries are very active on LinkedIn, but much less on social media channels such as Facebook (Schoenberg, 2012; 51-52).

Various social media definitions have been made in communication sciences, especially in the field of public relations. Definitions often converge around the concept of social media and refer to digital technologies that emphasize user-generated content or interaction (Kaplan & Haenlein, 2010; Terry, 2009). Generally, the definitions are that social media are digital technologies that enable the sharing of content produced by users and interaction between users. Kaplan and Haenlein (2010) defined social media as “a group of internet-based applications based on the ideological and technological nature of Web 2.0 and allowing the creation and

exchange of user-generated content. This definition covers many subcategories such as forums, blogs, microblogs, wikis, social networks, photo and video sharing, product reviews and ratings, and podcasts. This list of subcategories expands with the development of the internet (Lemel, 2014). Howard and Parks (2012) defined social media as a structure that includes three elements: (a) information infrastructure and tools used to produce and distribute content; (b) content that takes the digital form of personal messages, news, ideas and cultural products; and (c) people, organizations and industries that produce and consume digital content. From a public relations perspective, Kent (2010) defined social media as “any interactive communication channel that allows two-way interaction and feedback.” Social media has been conceptualized as techno-centric, often relying on specific devices or vehicle associations with Web 2.0. Web 2.0 refers to web-based, collaborative tools that are constantly evolving and developing, based on user-generated content (O’Reilly, 2005). According to Carr and Hayes (2015), social media are internet-based channels that enable them to selectively present themselves by interacting in real-time or asynchronously with large audiences that gain value from the content produced by users and the perception of interaction with others. This restated definition summarizes the intended conceptualization of social media.



Figure 1: Social media channels used in health communication

According to Heinonen's (2011) conceptual definition of social media; it is designed to allow for consumer input for consumption, participation or production activities. The ultimate goal is to increase production and consumption with more participation. In this context, the use of social media to organizations; mass participation and communication can provide various benefits such as information dissemination and sharing. Interaction and feedback are critical elements of social media use. Healthcare providers and patients can create a collaborative relationship through social media to increase communication and build commitment. This relationship is important because it provides the opportunity to perceive the image of the organization on the consumer. Social media has the capacity to reach a wide audience at a relatively low cost compared to traditional advertising formats (Heinonen, 2011; Bacigalupe, 2011; Thackeray et al., 2008; Forbat et al., 2009). Social media is the production, consumption and exchange of information through interactions over social networks. So social media can be defined as a technological tool that supports the communication function of an organization aiming to create value with its target audience (Andzulis, Panagopoulos & Rapp, 2012; 308). In light of this definition; it can be said that social media includes social networks. Social networking sites are online services that allow collaboration and sharing of information by users with like-minded interests or hobbies. While in social networks, users only have a role to access information, with the advent of Web 2.0 in the late 1990s, it was possible for users to create and upload their own content. Boyd and Ellison (2008) define social networking sites as services that allow users to create profiles and share these profiles with other users. In addition, users on social networks should be able to see the connections of each user with other users on the site and be able to connect with these common users. Kietzmann and Hermkens (2011) tried to address what social media is and how it

can be used by presenting a social media framework consisting of seven elements. These seven elements are listed below:

- Identity (Revealing identities on social media. e.g. LinkedIn)
- Dialogue (Being able to communicate with other users. e.g. Facebook)
 - Sharing (Content exchange. e.g. Youtube, Flickr)
 - View (to see whether other users are online. e.g. Foursquare, Skype, Facebook, Google+)
 - Relationships (Determining the extent to which users can relate to other users. e.g. Skype, LinkedIn)
 - Reputation (Building self and other users' reputation. e.g. LinkedIn)
 - Group (Creating groups and subgroups. e.g. Youtube, Google+)

This design also distinguishes between social media channels by examining how each is used, while also including overlapping categories. This taxonomy allows to classify both social media channels and their users in a single model. The model itself has to be further developed and defined before it can be used as a theoretical basis for research. Empirically, it would not be correct to classify a particular social media channel because the channel may belong to more than one category (Lemel, 2014).

Youth Research Center “Cint” by the results of a survey on the social media channels of distribution used in 2016 and 2017 revealed that Turkey 24.47% of respondents use Facebook. Twitter ranks second with a usage rate of 16.63%. Google+ is in third place with 15.93% usage rate, and Youtube fourth with 10.1% usage rate. Looking at the worldwide use of social media, Facebook was the first social network to exceed one billion registered accounts and is the leader with 2.2 billion active users per month.

Table 1: Social media usage in Turkey

Social media	%
Facebook	24.47
Twitter	16.63
Google+	15.93
Youtube	10.1
Instagram	8.44
Foursquare	6.95
Linkedin	6.15
Myspace	2.23
Flickr	1.52
Other	6.07

Resource: (<https://www.statista.com>)

As seen in the table above, social media, which has an increasing user base, is a channel that offers opportunities to communicate with their target audiences. Facebook ranks first among all social media in the use of social media among hospitals among healthcare institutions in the United States of America (USA).

Table 2: Hospitals with social media accounts (USA)

Social media	n
Facebook	1292
Foursquare	1090
Twitter	998
Youtube	716
LinkedIn	651
Blog	219

Resource: <http://network.socialmedia.mayoclinic.org/hcsml-grid/>

Social media offers numerous opportunities for hospitals and healthcare systems to educate and connect with their communities. Using social media channels from a health communication perspective can serve many purposes, from improving health to recruiting the

workforce. The main purpose of healthcare organizations using social media continues to be related to marketing, brand awareness and brand management. Hospitals also use social media to promote health and healthy behaviors through the dissemination of general information to the general audience. The factors that are among the reasons for the use of social media by health institutions are as follows: 1) promoting healthy life and healthy behaviors, 2) marketing services or products, 3) workforce purchase, 4) consumer relations, 5) reputation management, 6) information sharing, 7) brand management (Computer Sciences Corp., 2012).

The main purposes of social media use by clinics and hospitals have been investigated in the literature. For example, the findings of a study of hospitals' use of social media in Spain revealed that the purposes of social media use were to publish news about the hospital, inform users, create discussion groups, change user behavior, and promote the hospital (Bermudez-Tamayo et al., 2013; 139). Thaker et al. (2011) examined the use of social media by US hospitals and generally influenced an audience in hospitals (97%), providing content about the entire organization (93%), announcing news and events (91%), other public relations activities (89%) and health promotion (90%).

3.1. Heinonen's Social Media Strategy

Heinonen's (2011) conceptual framework for social media adoption is designed for consumers to provide input into consumption, participation or production activities, and ultimately for greater community engagement and greater production. According to Heinonen, consumption is achieved when the consumer is given product / service information and interacting with the consumer. Hospitals that create social media accounts and provide information encourage consumption. Hospitals that offer privileges or respond to consumer messages encourage consumer participation. Social media studies in health communication show that social media can

provide two main benefits to healthcare organizations: (1) consumer participation and communication (2) dissemination of information.

Consumer engagement: Kaplan and Haenlein (2010) argued that interaction and feedback are critical elements for social media engagement. Healthcare providers and consumers can collaborate through social media to increase overall communication and build loyalty. This relationship is important because stakeholders are likely to influence the redesign of health services. According to Heinonen's social media activities model, participation affects service production or provision (Bacigalupe, 2011; 3-6; Forbat et al., 2009; 86-88).

Dissemination of information: The dissemination of information on social media can take many forms, such as patient education, staff profiles and announcement of the awards received by the health institution. Social media has the potential to reach a large audience at a relatively low cost compared to traditional ad formats. Social media in health communication can be used to broadcast news, inform consumers, create discussion groups, change consumer behavior and encourage certain services offered by the hospital. Social media can also be used as a tool to announce the need for employment (Thackeray et al., 2008; 340; Squazzo, 2010; 34-38).

3.2. Social Media Channels

3.2.1. Facebook

Facebook ranks first among social media channels in terms of popularity and has a usage power of billions in the world (Ryan & Xenos, 2011; 1658). Unlike other social media channels, Facebook enables users to create a profile where they can share information about themselves, such as their profession, religious and political views, interests. In this profile, both the user and the friends of the user can share links, photos and videos according to their interests.

Facebook also offers instant messaging. All these features make Facebook popular for online socialization (Hughes et al., 2012; 561). In short, Facebook has become a global phenomenon and its popularity is increasing day by day. It owes its popularity to being a platform that allows users to maintain existing relationships or start new ones. Facebook creates a virtual reality in which billions of people are a part, regardless of their cultural characteristics, nationalities and beliefs. Besides all these positive aspects, this global phenomenon also carries a negative situation such as problematic use or the danger of addiction. The number of people who use social networks, especially Facebook, in problematic ways and who are at risk of becoming internet addicts is increasing (Przepiorka, Blachnio & Diaz-Moralez, 2016; 59).

In March 2016, it was announced that Facebook has an average of 1.09 billion active users per day worldwide. This figure shows that social sharing on Facebook is common (Young et al., 2017; 24). In a study conducted in 2011; while it was determined that 10% of 873 hospitals across Europe had Facebook accounts in 2010, it was determined that this rate increased to 67% in 2011 (Van de Belt et al., 2012; 61). With more than two billion users and 30 billion pieces of content (web links, news, blog posts, notes, photo albums) shared every month, Facebook is the most popular social media channel. Facebook, a virtual social media platform, offers an easy and cost-effective way for both profit and nonprofit industries to communicate health information, promote their products and services, and build brand communities. For example, a growing number of healthcare organizations have introduced Facebook health apps that allow users to track exercise and diet goals and coordinate exercise plans (Donohue 2009; Dugan 2010). Health insurance companies have begun to provide health-related tips and advice and send marketing messages on Facebook in order to interact with customers to improve the image of the insurance industry (Terry, 2011). The interaction facility offered on Facebook facilitates virtual content sharing

activities for users and encourages target audiences to participate in viral marketing. Such personal suggestions have the power to attract the attention of potential consumers and influence attitudes towards their organization and brands (Thackeray et al., 2009). Hence, Facebook is an ideal platform to increase brand awareness and encourage brand engagement (Tuten, 2008).

Considering the positive and negative aspects of Facebook in health communication, this channel can be used for the benefit of health institutions and increase business access. The advantages that Facebook will provide to health institutions are as follows (Weintraub, 2011; 77-90):

a. Facebook business page: One of the biggest advantages Facebook offers as a marketing platform is the Facebook business page. This page introduces the business to the Facebook world. Users can like, comment and share content posted on the business page. In addition, the products or services of the company can be promoted on this page and contribute to marketing.

b. Creating relationships: Relationship with consumers is everything. Like all social media, Facebook allows these relationships to be created and developed. Consumers can share their thoughts, leave comments, and ask questions through the Facebook business page. Customer loyalty can be increased by answering questions and addressing poor customer service experiences.

c. Targeted advertising: Demographic data shared by Facebook users such as location, age and interests can be used for businesses with a specific demographic to be targeted on Facebook. Thus, it is possible to reach ideal consumers by optimizing advertising expenditures.

The disadvantages that Facebook will cause in health institutions are as follows (Weintraub, 2011; 77-90):

a. Ad price: For some small businesses, the cost of posting ads on Facebook has been reduced as it can be quite costly. While there may be little problem with paying for ads in mid-sized and

larger businesses, small businesses can fall behind due to budget constraints. Research is a necessity to better plan ad spend and optimize a small budget.

b. Time consuming work: While there are many automated services that can post social media content on behalf of the business, these programs cannot do everything. At the end of the day, it will be necessary to respond to consumer questions and comments. If no time is taken for reputation management, Facebook could hurt the business.

3.2.2. Twitter

Microblog is a social media channel in the form of a blog post. A microblog differs from a traditional blog in that it has fewer characters in its content. Microblogging allows users to share small content items such as short sentences, personal images and video links. Twitter is one of the popular microblogs with a widespread use and has emerged as an important social media tool that mobilizes users in terms of information sharing function (Zhang, Xia & Bu, 2014; 1; Waters & Jamal, 2011; 321). Twitter was developed in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and was put into use in July 2006. Users tend to share information in text messages of 140/280 characters called “tweets.” They also follow other users to get status updates. Twitter creates a common instant messaging platform and is used to learn about news and developments globally. In this way, all users in the world can communicate through instant messaging by crossing the boundaries of physical distance. It is inevitable that information containing different feelings and thoughts will emerge on this platform. This situation offers especially important opportunities for organizations. For example, an organization can take advantage of learning different opinions thanks to the feedback about the product they have recently marketed before producing a new product.

Similarly, Twitter offers the advantage of performing user analysis in the period after the launch of a new product (Kanavos et al., 2017; 1-2; Glassman, Straus. & Shogan, 2010; 2-3).

The growing popularity of the social networking site Twitter and its adoption by healthcare organizations to communicate with their stakeholders offers an opportunity to further explore the use of online tools to improve communication tools. Twitter offers an organization a wide range of opportunities to engage its target audience. According to the findings of a comprehensive research conducted by the American Hospitals Association in 2015, Twitter is used in 85% of the hospitals (Hoppszallern, 2015; 24).

Some advantages Twitter will provide to healthcare organizations are as follows (Weber, 2009; 6-13):

a. Increasing customer satisfaction with better customer service: Current or potential consumers can follow commercial updates in real time from their Twitter account. This provides the ability to instantly adjust all business activities based on consumer reactions. In addition, all business-related interviews can be searched and feedback can be responded to on Twitter. In this way, Twitter provides the opportunity to control and manage customer service for better customer satisfaction.

b Following the trends in the industry and following the competitors closely: Twitter is a marketing platform that shares information. When doing a business or industry search, Twitter provides various links to websites or blogs. Thus, it provides information about current trends in the industry.

c. Effective communication: Twitter offers many opportunities to share information for consumers about business values and goals. Consumer questions can be answered instantly and any doubts can be removed.

In addition to the advantages explained above, the following opportunities are also provided for healthcare organizations via Twitter (Weber, 2009; 6-13):

- Brand value and image are strengthened
- The business, products and services are promoted
- Comments on products or services are received
- A communication network is created for employees
- Helps find potential employees and partners

3.2.3. Youtube

There has been an increase in video sharing on social media in recent years. One of the most preferred among these social media channels has been Youtube. Youtube became Google Inc. in February 2005. It has become a video sharing site with the widest user base since its establishment. Just three years after the launch of Youtube in 2008, it was determined that there were more than 45,000,000 videos in the data pool and a seven-hour video was uploaded per minute, and it was observed to grow. Today, Youtube is the largest video sharing site on the internet (Malik & Tian, 2017; 194). Youtube, today's most popular video sharing platform, ranks second after Google in terms of number of visitors and page views. Users can rate the videos with "like" or "dislike" icons and subscribe to the channels of their preferred content producers (Ferchaud et al., 2018; 88). It is known that Youtube has one billion registered users since 2016. Users around the world spend hundreds of millions of hours and billions of views every day massively watching Youtube videos. Approximately 300 hours of video per minute are uploaded by users, which is equivalent to five hours of video uploads per second (Chen, Chang & Yeh, 2017; 40). According to a 2016 study of the social media accounts of children's hospitals in the United States, it was found that the majority of hospitals primarily use Facebook and Twitter. Another social media channel preferred by hospitals is Youtube. It was determined that 80% of small-scale hospitals, 82.6% of medium-scale hospitals, and 83.3% of large-scale hospitals use Youtube (Wong et al., 2016; 18).

There are different feedback modes on the Youtube platform in a variety of ways. A combination of quantitative (views, likes) and qualitative feedback (comments, private messages) is available. However, a large amount of Youtube traffic occurs outside of the platform as users can embed video files on their website. Content can also be integrated into social network profiles with one click. This means that the variety of feedback modes is not limited to Youtube alone: the possibility of feedback via email and personal interviews in other mediums should not be ruled out (Courtois et al., 2013; 614).

Some of the advantages Youtube will provide to health institutions are as follows (Eagle, 2019; 5-17):

a. Youtube's big data helps to save costs: It offers the opportunity to reach certain audiences that will turn into a click or a purchase.

b. It offers the opportunity to promote health communication campaigns: It enables the campaigns to be shared virally.

c. Global audience is reached: Youtube is an international platform that reaches countries around the world. It can be accessed from anywhere in the world.

d. Offers viral marketing experience: Viral marketing is a form of marketing aimed at increasing the impact and visibility of a message through websites, mobile applications or social media. It is possible to reach large audiences with video content.

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VOLUME VI

A CONTENT ANALYSIS OF REVERSE LOGISTICS IN TURKISH ACADEMIC DATABASES

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Introduction

Logistics concept; It can be defined as the whole of activities that control the creation of the organization during the transportation of the product or service from one place to another and the transportation of the product or service from the first point to the final consumer (Waters, 2003; Dinçel, 2019). Another sub-study field that takes place in this process and increases in value over time is reverse logistics. Reverse logistics; It is a set of activities that operate as the opposite of the process in supply chain management. In other words, reverse logistics has a flow from the customer to the manufacturer. Reverse logistics can be expressed as a type of logistics in which recycling and reuse are important (Pokharel & Mutha, 2019; Dinçel, 2014). The existence of concepts such as recycling and reuse in reverse logistics brings about a close relationship between reverse logistics and waste management

(Rogers et al, 2001; Brito & Dekker, 2002; Dinçel, 2019). At this point, it is important both to ensure a healthy world life of people and to recycle from existing sources. In this regard, the research and development process in academia will make the existence of reverse logistics important. This study aimed to determine the status of the current studies and to shed light on the new studies to be done in this direction by examining the academic researches in the world and in Turkey in the field of reverse logistics. While examining the process, descriptive analysis, which is a qualitative study technique, was carried out on the studies carried out in Google Scholar, ScienceDirect, SpringerLink, Jstor in the field of reverse logistics until December 2022, and how the distribution was observed on different criteria. Tried to be understood. While classifying the studies, the distribution of databases by years, distribution according to universities, distribution according to regions, distribution according to subjects and types of postgraduate studies were made. The studies were shaped over the total data of all publications until December 2022. As a result, it is expected that the data obtained will guide new research and shed light on new academic studies.

1. Method

In this project, data were collected from studies in Google Scholar, ScienceDirect, SpringerLink, Jstor, and Dergipark, which include different disciplines, by searching with the keywords “Reverse Logistics” . Data were collected with two different keywords as “Logistics” and an effort was made to analyze the data with the descriptive analysis research method using the content analysis method, which is a qualitative method, and the data scanning model.

Distribute on different criteria by performing descriptive analysis, which is a qualitative study technique, over the studies

carried out in Reverse Logistics in Google Scholar, ScienceDirect, SpringerLink, Jstor, YÖK Thesis Center, Dergipark until September 2022. Is to determine what it shows. The sub-texts of these purposes are as follows.

1. *Distribution of studies in Google Scholar, ScienceDirect, SpringerLink, Jstor, YÖK Thesis Center and DergiPark by years*
2. *The distribution of studies in YÖK Thesis Center by years*
3. *Number heat/distribution of studies in YÖK Thesis Center by universities*
4. *The distribution of theses according to the regions in YÖK Thesis Center*
5. *The distribution of graduate academic studies in YÖK Thesis Center by years*
6. *Thesis topics in YÖK Thesis Center*
7. *The distribution of publications in DergiPark by years.*

The scanning model is a model that aims to describe a past or present situation as it is in order to reveal its various features (Karasar, 1995). Content analysis method was used in this project. Content analysis includes categorizing and interpreting the questions that are the subject of the research in a systematic and analytical way (Kleinheksel et al., 2020). The purpose of this research carried out; With the keywords Reverse” the results, “Logistics” of the articles, papers, theses and other publications made in the studies searched in Google Scholar, ScienceDirect, SpringerLink, Jstor, YÖKThesis Center, Dergipark have changed according to the research techniques according to the years, according to the branches of science. The aim is to determine the trends and percentages of the studies that were separated according to the method.

The study universe, which includes the search criteria determined during this study, is as follows.

1. Studies on “Reverse Logistics” searched in “English” in Google Scholar
- 2- Studies on “Reverse Logistics” searched in “English” in ScienceDirect
3. Studies on “Reverse Logistics” searched in “English” in SpringerLink
4. Studies on “Reverse Logistics” searched in “English” in Jstor
5. Studies in the subject of “Reverse Logistics” Which are searched in “Turkish and English” by covering all the studies in the detailed search section of YÖK Thesis Center
- 6- Studies on “Reverse Logistics” searched in “Turkish and English” in DergiPark

2. FINDING

The data obtained as a result of the research were expressed in terms of percentage (%) and frequency (f) and classified according to their diversity, and also tried to be interpreted by creating tables.

Table 1, the academic studies conducted in the field of reverse logistics between 1980-2007, 2008-2012, 2013-2017 and 2018-2022 at 5-year intervals, primarily international publications such as Google Scholar, ScienceDirect, SpringerLink., has been looked at in Jstor. Accordingly, in the studies searched with the keywords “Reverse Logistics”, Google Scholar, which is the index base with the widest infrastructure of the publications, was found the most. The reason for this can be considered as having a fairly large infrastructure and being easily accessible.

In the studies conducted until September 2022, in the frequencies where a continuous increase is observed over the years in Table 1, Google Scholar ‘s 59%, ScienceDirect ‘s 1.3.5 %, SpringerLink ‘s 18.7% and Jstor ‘s 8.8 % distribution is seen acting.

Table 1. Number/Distribution of Academic Studies in Reverse Logistics by Years in Google Scholar, ScienceDirect, SpringerLink and Jstor

Database	1980-2007 (f)	2008-2012 (f)	2013-2017 (f)	2018-2022 (f)	Total
Google Scholar	23850	23960	24580	28200	101490
ScienceDirect	4745	2851	5292	9902	22790
SpringerLink	6202	3879	6399	15501	31981
Jstor	6961	2741	3390	1859	14951
Total	41758	33431	39661	55462	170312

The yearly distribution of the studies searched by “Reverse Logistics” in Google Scholar, ScienceDirect, SpringerLink, Jstor mentioned in Table 2, the total number of publications until 2022 increased by 48.3% compared to the total number of publications until 2017. The total number of publications until 2017 increased by 52.75% compared to the total number of publications until 2012, and the total number of publications until 2012 increased by 80% compared to the total number of publications until 2007. In this respect, it can be said that there is a balanced increase every 5 years.

Table 2. Number/Distribution of Academic Studies in Reverse Logistics by Years in Google Scholar, ScienceDirect, SpringerLink and Jstor

Database	1980-2007 (f)	1980-2012 (f)	1980-2017 (f)	1980-2022 (f)
Google Scholar	23850	47810	72390	101490
ScienceDirect	4745	7596	12888	22790
SpringerLink	6202	10081	16480	31981
Jstor	6961	9702	13092	14951
Total	41758	75189	114850	170312

Google Scholars in the Field of Reverse Logistics indicated in Table 3, When the Frequency (f) and Percentage (%) of the Total Number of Academic Studies in ScienceDirect, SpringerLink and Jstor are examined, it is seen that it is quite ahead of other international publications with 101490 studies and 59% in Google Scholar.

Table 3. Frequency(f) and Percentage(%) of Total Number of Academic Studies in Google Scholar, ScienceDirect, SpringerLink and Jstor in the Field of Reverse Logistics

Database	By keyword Total Number of Releases / Results According to	
	<i>Keyword: Reverse Logistics</i>	
	2022 (f)	%
Google Scholar	101490	59%
ScienceDirect	22790	13.5%
SpringerLink	31981	18.7%
Jstor (Eng)	14951	8.8%
<i>Total</i>	170312	100%

In the detailed search performed with the keyword “Reverse Logistics” in the YÖK Thesis Center indicated in Table 4, when the distribution of theses by universities and the distribution of postgraduate theses by years is examined, it is determined that 75 postgraduate theses were written until 1980-2022.

Total Number of Publications / Results by Keyword	
<i>Keyword: Reverse Logistics</i>	
Theses Written Between 1980-2022	Total
	75

YÖK stated in Table 5 in the detailed search made in the Thesis Center with the keyword “Reverse Logistics”, when the distribution of theses according to the Postgraduate type is examined, it has been determined that 81.33 % of the theses were written as Master’s thesis, and 18.67% of them were PhD thesis.

Table 5. Distribution of Graduate Academic Studies in the Field of “Reverse Logistics” in YÖK Thesis Center by Thesis Types

Thesis Type	Total Number of Publications / Results by Keyword	
	<i>Keyword: Reverse Logistics</i>	
	Total	%
Master ‘s Degree	61	81.33%
Doctorate	14	18.67%
<i>Total</i>	75	100.0%

YÖK stated in Table 6 when the distribution of 75 postgraduate theses, which have a “Reverse Logistics” index in the Thesis Center, according to their topics, it has been determined that the postgraduate theses are in the field of “ Business” with a rate of 44% with 33 theses at the most. “Industrial Engineering” follows the enterprise with a rate of 37.33 %. It has been determined that these two disciplines, which have a high rate, show interest in the field of Reverse Logistics.

Table 6. Distribution of Thesis Topics with
“Reverse Logistics” Content in YÖK Thesis Center

Subject	Total Number of Publications / Results by Keyword	
	<i>Keyword: Reverse Logistics</i>	
	2022 / December	%
Environmental Engineering	3	4%
Marine	1	1.33%
Economy	1	1.33%
Electrical and Electronics Engineering	1	1.33%
INDUSTRIAL AND INDUSTRIAL ENGINEERING	28	37.33%
Law	1	1.33%
BUSINESS	33	44%
Engineering Sciences	3	4%
My Reach	3	4%
International Relations	1	1.33%
Total	75	100.00%

YÖK stated in Table 7 When we look at the distribution of the theses with the “Reverse Logistics” index in the thesis center according to the universities, it is missed that the postgraduate theses are mostly found in Istanbul Technical University with 11 theses and 14.63 %. It is followed by Dokuz Eylül University with 5.32% and Galatasaray University with 3.99%.

Table 7. Distribution of Theses in the Field of Reverse Logistics' in YÖK Thesis Center by Universities

University Name	Region	<i>Keyword: Reverse Logistics</i>	
		Number of Theses	%
Aksaray University	Central Anatolia	1	1.33%
Ankara University	Central Anatolia	1	1.33%
Atatürk University	Eastern Anatolia	2	2.66%
Bahçeşehir University	Marmara	1	1.33%
Beykent University	Marmara	2	2.66%
Bilecik Şeyh Edebali University	Marmara	1	1.33%
Boğaziçi University	Marmara	2	2.66%
Canakkale Onsekizmart University	Marmara	1	1.33%
Çankaya University	Central Anatolia	1	1.33%
Çukurova University	Mediterranean	1	1.33%
Dokuz Eylül University	Aegean	4	5.32%
Galatasaray University	Marmara	3	3.99%
GAZİ ÜNİVERSİTY	Central Anatolia	8	10.64%
Gaziantep University	Southeastern Anatolia	1	1.33%
Hasan Kalyoncu University	Southeastern Anatolia	1	1.33%
Istanbul Gelişim University	Marmara	1	1.33%
Istanbul Kültür University	Marmara	1	1.33%
ISTANBUL TECHNICAL UNIVERSITY	Marmara	11	14.63%

Istanbul Ticaret University	Marmara	3	3.99%
Istanbul University	Marmara	2	2.66%
Kahraman Maraş Sütçü İmam University	Mediterranean	2	2.66%
Karabük University	Black Sea	1	1.33%
Karamanoğlu Mehmetbey University	Central Anatolia	1	1.33%
Kastamonu University	Black Sea	1	1.33%
Koç University	Marmara	1	1.33%
Manisa Celal Bayar University	Aegean	1	1.33%
Marmara University	Marmara	2	2.66%
Mersin University	Mediterranean	1	1.33%
Nevşehir Hacı Bektaş Veli University	Central Anatolia	1	1.33%
Niğde University	Central Anatolia	2	2.66%
Middle East Technical University	Central Anatolia	1	1.33%
Pamukkale University	Aegean	2	2.66%
Sabancı University	Marmara	1	1.33%
Sakarya University	Marmara	1	1.33%
Selçuk University	Central Anatolia	2	2.66%
Sivas Cumhuriyet University	Central Anatolia	1	1.33%
Yalova University	Marmara	1	1.33%
Yasar University	Aegean	1	1.33%
Yeditepe University	Marmara	2	2.66%
Yıldız Technical University	Marmara	2	2.66%
Total		75	100%

Specified in Table 8 YÖK When the distribution of the theses in 144 universities with a “Reverse Logistics” index in the thesis center according to 7 regions is examined, 54.53 % are in the Marmara Region, 22.61 % are in the Central Anatolia Region, and 10.64 %. It has been observed that the product is realized in the Aegean Region, 2.66% in the Black Sea and Eastern Anatolia Region and 1.33 % in the Southeastern Anatolia Region.

Table 8. Distribution of “Reverse Logistics” Theses in YÖK Thesis Center by Regions in University Cities

Region	<i>Keyword: Reverse Logistics</i>	
	<i>Total</i>	<i>%</i>
Marmara Region	41	54.53%
Central Anatolia Region	17	22.61%
Blacksea Region	2	2.66%
Eastern Anatolia Region	2	2.66%
Mediterranean Region	4	5.32%
Aegean Region	8	10.64%
Southeastern Anatolia Region	1	1.32%
<i>Total</i>	75	100%

At the distribution of the total number of publications of the theses searched with the keyword reverse “Logistics” in DergiPark in Table 9, it is seen that there are a total of 4886.

Table 9. Number/Distribution of Academic Studies by Years in DergiPark in the Field of Reverse Logistics

Total Number of Publications by Keyword				
<i>Keyword: Reverse Logistics</i>				
1980-2007	2008-2012	2013-2017	2018-2022	Total
183	330	1082	3291	4886

Table 10, the total number of publications in DergiPark in the field of “Reverse Logistics” until 2022 increased by 306% compared to the total number of publications until 2017, compared to the total number of publications until 2012. The total number of publications until 2012 increased by 280% compared to the total number of publications until 2007. At this point, an almost equal increase has been detected in the number of publications in Dergipark between 2007 and 2022 in every 5 years.

Table 10. Number/Distribution of Academic Studies by Years in DergiPark in the Field of Reverse Logistics

Total Number of Publications by Keyword				
<i>Keyword: Reverse Logistics</i>				
1980-2007	1980-2012	1980-2017	1980-2022	Total
183	513	1595	4886	4886

Table 11. Number/Distribution of Academic Studies in Reverse Logistics in Google Scholar, ScienceDirect, SpringerLink, Jstor, YÖK Thesis Center and DergiPark in 2022

Database	Total Number of Publications / Results by Keyword	
	<i>Keywords: Reverse Logistics, reverse logistics</i>	
	2022 / Interval	%
Google Scholar	101490	55.63%
ScienceDirect	22790	12.49%
SpringerLink	31981	17.53%
Jstor	14951	8.19%
YÖK Thesis Center	75	0.04%
DergiPark	11164	6.12%
<i>Total</i>	182451	100%

4. CONCLUSION AND RECOMMENDATIONS

Until the 2000s, the world economy market evaluated reverse logistics within the discussion of “loss of time” or “gain”. For each product that is thought to have lost value over time, a “value still suitable for use” has been defined. Many companies in the world have realized the importance of reverse logistics both economically and environmentally and have carried this into their business missions. A good reverse logistics practice provides a competitive advantage to the company by reducing the cost of raw material and material acquisition, reducing the customer’s purchasing risk, shortening the reaction time, fulfilling social responsibility and improving the “green company” image. The concept of reverse logistics can be defined as the activity of returning these goods or packaging materials from the customers to the point of origin for reasons such as damage, return, rejection, recovery of packaging materials, expiration, outdated, repair after the delivery of goods received from suppliers to customers. The realization of these

activities; It includes processes such as collection of products whose life cycle has ended, acceptance or rejection by undergoing various tests and inspections, reprocessing of accepted products and their distribution in order to ensure their reuse as a new product.

It is known that creating an awareness begins with academic publications. In this regard, the interest of academic publications on the concept of “Reverse Logistics” is a matter of curiosity. At this point, today’s postgraduate education and training has become a subject of great importance in the international community.

It has been tried to determine the status of current studies and to set an example for new studies to be done by examining the academic researches in the field of “ Reverse Logistics” in the world and in Turkey. In this study, a qualitative study technique was used in the theses in the international databases Google Scholar, ScienceDirect, SpringerLink, Jstor in the field of reverse logistics until December 2022, and in the Turkish-domestic database YÖK Thesis Center, Dergipark. Descriptive analysis was carried out and how it was distributed on different criteria was examined.

Accordingly, the following determinations were made;

- According to the general research, academic studies in the field of “ Reverse Logistics” between 1980 and 2022 were primarily looked at in international publication bases. By 2022, the total number of publications made in Google Scholar, ScienceDirect, SpringerLink, Jstor Scholars is 170.312. Of this number, 101,490 against 59% belongs to Google Scholar. Accordingly, in the studies searched with the specified keyword, it was seen that the most publications were found in Google Scholar. The main reason for this can be considered as the fact that this academic database is the most accepted database in the whole world.

- When the world academic databases are examined between 1980 and 2022, it is seen that the studies on „ Reverse Logistics“ intensified between the years 2018-2022. In this regard, a review has been made on Google Scholar, ScienceDirect, SpringerLink, Jstor.

In general, it has been determined that there is a regular increase every five years between these years.

- 75 theses were found in the searches made with the keyword „ Reverse Logistics“ between 1980 and 2022 in the YÖK Thesis Center, which is the database of the postgraduate thesis centers in Turkey. In the analysis, master's thesis was found with a rate of 81.33%, and a doctoral thesis with a rate of 18.67%. Among these theses, it was observed that the most studies were conducted in the field of Business Administration with a rate of 44% and in the field of Industrial and Industrial Engineering with a rate of 37.33%. In the university category, studies were conducted in 41 universities and it was determined that the most 11 theses were written at Istanbul Technical University and 8 theses were written at Gazi University. A balanced situation has been observed in studies conducted at other universities. In terms of regional, it was determined that the most studies were carried out in the Marmara Region with a rate of 54.53% and in the Central Anatolian Region with a rate of 22.61%. It is thought-provoking that only one thesis was written in the Southeastern Anatolia Region.

- A database in Turkey is DergiPark. A total of 4886 studies were reached in the study conducted in this database. Especially between the years 2018-2022, 3291 studies draw attention. Between 1980 and 2007, only 183 studies were observed.

In the light of these data, the following inferences can be made;

- Reverse Logistics related international and national database reviews should be updated from year to year and the current situation should be revealed for each year.
- Thesis Centers of the countries whose postgraduate thesis research related to YÖK Thesis Center are located abroad should be scanned and the data that will be the subject of comparison should be presented.
- Directed to encourage students to research on innovative and current thesis topics and research.

- Reverse Logistics by encouraging them to work in the related field.

- In the thesis studies on occupational health and safety, universities in the Mediterranean Region, Eastern Anatolia Region and Southeastern Anatolia Region should be encouraged to work on this field by providing some incentives and suggestions.

- Considerations related to Reverse Logistics can be combined with adhosisim. Adhosisim; It is defined as a “problem solving strategy” developed as soon as possible to solve specific problems, based on improvisation, and generally containing temporary solution suggestions (Polat, 2017).

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VOLUME VII

IMPLICATIONS OF ARTIFICIAL INTELLIGENCE AND MARKET KNOWLEDGE FOR BUSINESS-TO-BUSINESS (B2B) MARKETING

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1. Introduction

Marketing managers are responsible for making choices on goods, brands, advertising, promotions, pricing, and distribution strategies. These selections are based on a comprehensive knowledge of clients. The outcomes of marketing decisions depend on the behavior of other actors, including suppliers, resellers, and competitors. Also, uncontrolled factors such as the state of the economy as a whole, the current position of the

financial sector, and the evolution of global political conditions have a considerable effect. In addition to tactical marketing mix tools, marketing decision-making also involves strategic considerations, such as product creation and innovation, and long-term decisions about positioning, segmentation, expansion, and growth (Wierenga, 2010).

The marketing landscape is becoming increasingly volatile and cutthroat, which presents a challenge for an increasing number of managers. The managers of marketing departments are under increasing pressure to become more competitive by improving their decision-making skills. A decision could be seen as the end result of creative activity, where the inputs could be the intellectual work of one person or a group of people, the hardware and software of a computer, data, and other things (Noori & Salimi, 2005).

“Marketing strategy” is a mental construct fundamental to strategic marketing and the marketing process. Marketing strategy is studied in strategic marketing. It plays an important part in marketing practice and is where many of the biggest problems marketers confront are discovered (Morgan et al., 2019).

The marketing sector is one that is continually altering and moving forward, making it a very dynamic and busy profession to work in. The function of marketing as a whole has undergone a profound transformation as a result of a variety of crises, such as a lack of raw materials and energy, inflation, economic recessions, high unemployment, dying industries and companies, terrorism and war, and the effects of rapid technological change in certain industries. These crises have all had an impact on the function of marketing as a whole. These kinds of transformations, which also include the growth of the internet, have prompted marketing executives of today to become more market-oriented in their strategic decision-making. As a consequence of this, companies demand a standardized approach to the acquisition of accurate and up-to-date information on customers, goods, the market, and

the environment as a whole. The process of advertising and selling one's goods or services through the usage of the internet is referred to as "internet marketing." Internet marketing capitalizes on the opportunities presented by electronic commerce to expedite the process of purchasing and selling products via the internet. Any type of market that takes place via the internet is eligible to be referred to as "electronic commerce," which is a catch-all word. Electronic commerce is a method that enables business transactions to take place via the internet, including buying, selling, and even trading products and services with one another. One of the subcategories that may be further subdivided under the umbrella concept of electronic commerce is internet marketing (Bala & Verma, 2018).

2. Electronic Markets

Electronic marketplaces have arisen as an alternate means of commercial product distribution. They make available open transaction networks in which a huge number of potential buyers and sellers can participate regardless of time or location limitations. The more providers there are in an electronic market, the more purchasing alternatives a buyer has to evaluate, and the more benefits they may get from the reduced operating and search costs made available by the internet's technology. When there are more consumers engaging in an e-market, the seller has a better possibility of exposing their commodities to a larger audience, which in turn increases their likelihood of making more income from those sales. On the basis of this, one may argue that the network externalities delivered by a particular solution should be considered before organizations embrace electronic markets. Here's the reasoning: "Network externalities" refers to the effects of buyer and supplier parties. These participants increase the market's presence, size, transactional capacity, and liquidity. The commercial value of an electronic market solution will increase as the installed base of participants (buyers and sellers) grows. B2B marketplaces must be

as compatible as possible with present technologies and other trade networks if they are to be widely adopted by top IS managers. B2B marketplaces are perceived as innovative information technologies that facilitate business purchasing. They must be compatible with conventional EDI systems. This is critical for organizations with electronic supplier connections that want to maintain them. Therefore, one would hope that traditional IOSs and other networks based on electronic markets will be compatible with electronic markets, and one would also predict that electronic markets will contain features to assure compatibility with other electronic markets (Dai & Kauffman, 2002).

3. Business-to-Business (B2B) Marketing

Beginning in the late 1800s and early 1900s and becoming more clear in the last 30 years, behavioral science's contributions to B2B marketing have completely changed how we think about it and allowed us to apply marketing theory to a growing number of inter-organizational buying situations (Hadjikhani and LaPlaca, 2013).

The consequences for firms that prioritize business-to-business innovation are evident. It is essential to participate actively in your customers' efforts to serve their customers, including full engagement in (and support for the development of) the ecosystem that facilitates their efforts to serve their customers. If your product or service can (or possibly should) alter the manner in which your clients serve their clients, it is crucial to do so. If so, then your product or service has the potential to alter how your customers serve their consumers. You can't simply sit back and hope that your B2B customers will figure out how to solve their problems on their own; if you do, you'll give your competitors a chance to step in and take over (Wright et al., 2019).

B2B is further distinguished by the fact that its demand originates from consumer purchases. For instance, a food

manufacturer will sell their wares business-to-business (B2B) to wholesalers and retailers, whose job it is to make their products available to end users (B2C). The connection between B2B and B2C sales is created through this. Both B2B and B2C transactions have certain parallels. There are certain B2B items that are standardized and may be purchased in the same manner as consumer goods, either online or in physical locations. A significant number of smaller businesses, such as those engaged in plumbing and auto repair, go to local retailers on a near-daily basis to purchase the supplies they require. They are sent invoices and have an account with the store, where they also have a price agreement (Gummesson, 2014).

In business-to-business marketing, research on acceptable tactics to execute environmentally sustainable corporate initiatives is still in its infancy, despite the growing recognition of the significance of environmental sustainability to business performance and competitive advantage. There has been considerable interest in the issue of ecologically sustainable business practices; nevertheless, arguments have remained confined to the disciplinary silos of management, marketing, and production and operations management up until this point. For example, manufacturing and operations management have put a lot of attention on designing products that are good for the environment, but marketing's role in controlling the demand for these products has rarely been thought about (Sharma et al., 2010).

Traditional techniques for marketing and sales are insufficient to address the growing expectations of customers and the problems of strong competition. Changing the company's strategy may be linked to a "strategic sales organization." Traditional sales organizations need a fundamental transition because of new relationship- and value-based marketing tactics, management productivity goals, multi-channel strategies, and higher consumer demands for service and relational investments (Piercy, 2010).

4. B2B Market Management

The information processing and storage capacity of B2B e-markets, together with their communication networks, are exploited to suit the management demands of commercial transactions. When businesses do an in-depth examination of their purchasing habits, knowledge regarding procurement may be gleaned from the massive amount of data that is produced as a result of online transactions. In addition, information on products and knowledge regarding purchases may be made accessible in order to facilitate better sourcing choices. The skills and knowledge in procurement offered by such sources are of significant use to management during operations related to strategic sourcing. B2B e-markets also provide platforms to improve workflow, increase inter-organizational communication, and enhance business process management. When it comes to workflow management, one of the most important functions of B2B e-commerce is the automation of various business tasks. E-markets for business-to-business transactions also improve communication and coordination among the many parties involved in collaborative project management that share similar resources. In addition, B2B e-markets may be constructed for collaborative supply chain management. This is accomplished through the real-time coordination of demand forecasts and production schedules. Market makers online do not just provide environments in which business transactions may take place; rather, they also provide methods to meet the needs of companies in order to facilitate the maintenance of their chosen business ties. They offer private trade methods, enabling businesses to conduct transactions with chosen business partners. This is desirable when the objective is to build strategic buyer-supplier ties. Finally, business-to-business (B2B) electronic marketplaces increase the connectedness of their trade networks through the integration of systems, the establishment of technical standards, and the provision of IT outsourcing services.

Because they are constructed using Internet technology, B2B e-markets are in a position to provide value for both buyers and sellers. This is accomplished by increasing the number of trade possibilities available inside marketplaces and by connecting an increased number of business partners. Internet market makers offer solutions that connect member firms' back-end business systems to the markets in which they want to trade, increasing the benefits of participation. This is done in order to entice corporations to join the networks. They also interface with third-party business service providers, such as banking institutions, who offer choices to finish online business transactions. This is for the same purpose as the previous point. Standardization of technology is another mechanism for improving the connection of network technology; in this particular instance, it also assists with system integration. Many B2B e-markets, for instance, standardize the data formats utilized in the trading of business documents by relying on sector-specific Extensible Markup Language (XML) standards. E-markets for business-to-business transactions, or B2B marketplaces, may also adopt conventional business procedures between trade partners because they are based on XML. B2B e-markets typically offer IT outsourcing services, including systems analysis and implementation, to member companies as a means of assisting those firms in overcoming some of the adoption obstacles brought on by the complexity of the underlying technologies (Dai & Kauffman, 2002).

5. Digital Technologies for B2B Marketing

The trade press is recognizing the potential of virtual reality for business-to-business marketing, citing examples from GE, Siemens, and Airbus. Despite its promise and potential, virtual reality's impact on B2B marketing remains unstudied. This is despite its rising promise and potential (Boyd and Koles, 2019).

Big data analytics and performance management are key to client retention and conversion in B2B digital marketing. Predictive analytics, machine learning, and AI for B2B digital marketing will also be studied. B2B marketers employ machine learning and visualization to measure ad impressions and reach online clients. Digital marketers alter campaign content or channels to boost outcomes. B2B companies engage clients using Google AdWords and AdSense, Salesforce, Google Analytics, LinkedIn, and Hootsuite. Machine learning can be used by organizations to analyze prior price trends, competition pricing, and customer behavior in order to provide tailored pricing bids to clients (Pandey et al., 2020).

Deeper supplier penetration is needed to reform the economy. This requires new supply chain management and e-commerce administration technologies. As the digital economy grows, blockchain's involvement in international B2B e-commerce is important from an efficiency standpoint, as it improves organizational procedures and company competitiveness. Improvements in e-commerce supply chain information technology allow business process participants to efficiently control transactions and communicate with large volumes of data. Blockchain technology was incorporated into the global B2B supply chain to increase e-commerce companies' profitability and competitiveness. This technology made the transaction easier by ensuring all stakeholders got the same deal information. When blockchain technology was put into place, both digital documentation and logistics became more efficient, by 74% and 75%, respectively. The creation of a trustworthy and decentralized database is the primary benefit of utilizing blockchain technology. In addition, it speeds up payment and improves the reliability and openness of data transfer. The rise of the blockchain network and the adoption of blockchain technology in business will create a substantial information infrastructure for the future. This infrastructure will cover IoT, data analytics, AI, and other technologies. Increases in supply chain transparency,

traceability, security, and financing can create more sustainable economies in the future. All of this requires rigorous considerations before using blockchain technology at pioneering enterprises (Lahkani et al., 2020).

6. Artificial Intelligence and Market Knowledge Implications in B2B Marketing

AI's ability to convert huge amounts of data into information and understanding will be its most major impact. B2B managers wanting to use these new technologies lack a complete understanding of how they work and their implications for knowledge management strategies and techniques. This problem affects future technology. AI systems may be utilized with any or all building elements to help B2B marketers translate data into information and, eventually, customer, user, and market knowledge. These practices can help B2B companies advertise themselves. They'll help B2B enterprises create, manage, and implement customer, user, and market data (Paschen et al., 2019).

There is a large amount of untapped potential in merging AI and human intelligence across the whole B2B sales funnel in order to optimize value. However, there is still a significant opportunity for value addition in the application of AI across all phases of the sales process, despite the fact that it is critical to engage sales personnel with a high level of expertise. The purpose of management concerns is to assist managers in gaining a better understanding of some of the crucial challenges they may encounter while incorporating AI into their sales process. Making these intangible assets concrete and accessible in order to facilitate managerial decision-making is a crucial stage in the knowledge management process. By acquiring, organizing, and disseminating information, artificial intelligence (AI) is a crucial facilitator for making intangible assets accessible. Managers of B2B companies should combine AI-enabled knowledge

management operations with the enterprise knowledge management plans and tactics of their companies in order to make the most of the benefits. Along with securing employee buy-in on AI's role in sales, managers must notice and prepare for customer shifts. Customers must embrace the AI-enabled sales funnel because AI will revolutionize the customer experience. Managers must ensure clients don't regard AI as a method for firms to do less for them but as a tool for better goods, services, and sales interactions. Some clients may mistrust AI-powered activities. Managers must identify resistant buyers and service them using traditional methods (Paschen et al., 2020).

Understanding consumers will be difficult for several reasons, most notably because customer values are often unstated and it's unclear what defines value. AI and IT can centralize and streamline knowledge flows as implementation procedures get more complicated. This makes coordinating temporary personnel from different departments easier. AI and IT can improve accountability by organizing scattered resources and controlling data flow in circumstances with limited information (Prior & Keränen, 2020).

7. Artificial Intelligence (AI) in Strategic Marketing

AI conversations are stylistic, especially in marketing, where advanced analytics and AI are blurred. Analytics has grown to the point where it can tackle unstructured situations and provide solutions that were formerly called "expert" or AI. The automation of feedback loops and improvement, known as "system learning" (machine learning), separates artificial intelligence from traditional "advanced analytics." This means that discoveries are tested and evaluated against predefined criteria rather than being examined by individuals who make additional judgments. AI is most effective when "controlled" actions are precise and limited, completed quickly, and results can be monitored and assessed quickly. When

judgments are far-reaching and time-consuming to implement, and when decisions take time to bear fruit, AI adoption might be problematic. Part of the cycle could be handled by humans, while the rest is handled by AI. True backcasting can enhance applicability. This technique uses prior decisions with known consequences and current data to train the system. Rule elicitation or case-based reasoning can be used to obtain “historical expertise” from strategic marketers (Stone et al., 2020).

A wide variety of digital marketing strategies and approaches, such as using an electronic device or online databases to demonstrate, advertise, or sell products or services, as well as the business sectors that have benefited from the utilization of internet channels to achieve their goals of success. Websites, pages on social networking sites, personalized marketing, and email communications tend to keep clients and bring in new ones. Analyzing the several main subfields of artificial intelligence (AI) is necessary in order to have an understanding of how AI could contribute to digital marketing strategies. The modeling of the brain, the prediction of time series, and classification methods are only a few examples of the various applications of artificial neural networks. Examples of evolutionary computation include things like genetic algorithms and genetic programming processes, among other things. Examples of vision include things like the ability to recognize objects, have a mental comprehension of images, and carry out many other image-processing activities. Robotics is a term that refers to a variety of concepts, including intelligent control, autonomous exploratory procedures, etc. Expert systems include things like management information systems and instructional systems, among other types of systems. The recognition system comprises speech recognition, production processes, etc. Planning, gameplay methods, and other such things are all forms of planning, as was said in the machine translation. Data mining, decision tree learning, and other forms of machine learning are all examples of this (Thilagavathy & Kumar, 2021).

8. Conclusion

The use of various strategies for digital marketing has emerged as the key focus of B2B businesses. This area of expertise provides helpful advice and ideas for the implementation of digital marketing strategies. Digital marketing is such an important tool for businesses and individuals in the current world that this tool provides useful advice and ideas for implementing digital marketing strategies. It is essential for businesses to make the business-to-business marketing strategies and solutions that they have successfully implemented visible to other businesses if they wish for their marketing channels to be more effective. This will allow businesses to improve the efficiency of their marketing channels. Because the process of communication between businesses is so important in B2B marketing, it is essential to conduct an analysis of the channels and favorable units that will be used to put these strategies into action in order to make the most of their efficacy. When it comes to the successful promotion of a brand, the degree of success that is attainable is directly proportional to the degree to which business-to-business marketing strategies are utilized. It is quite probable that this firm will see a substantial increase in the amount of money it brings in as a result of the success that this company has had with these various ways of marketing. The plans for sales should be established in a way that is consistent with the goals of the company in each and every area, and the target market that should be employed should also be a part of the planning process.

B2B is in charge of the day-to-day operations of businesses that are engaged in e-commerce. This is accomplished through the utilization of a model that is predicated on connections between businesses. Firms do not interface directly with the end users (consumers), but rather with other companies that participate in retail commerce and acquire items in bulk. In the business sector,

maintaining a professional demeanor necessitates a variety of strategic moves and mental preparations before any interaction can take place. Examples of actions that will boost the B2B marketing side of the business in terms of the outcomes they provide include an effective marketing strategy that is implemented gradually over time and action plans that are based on this strategy. Other examples of actions that will boost the B2B marketing side of the business include the following: The aggregate of the components of the proper strategy—the correct message, the right timing, and the right audience—will result in major points that provide high returns for the firm and improve the volume of sales.

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VOLUME VIII

THE RIVALRY BETWEEN JIHADIST SALAFI ORGANIZATIONS: AL-QAEDA AND ISIS

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1. Introduction

In many crises experienced by the Islamic World, it has been witnessed that the Salafist thought strengthens. The Salafist thought pioneered by Ibn Taymiyya found its place in the Islamic geography that weakened after the Crusades and the Mongol invasion. Similarly, Wahhabism originated at a time when the Ottoman Empire was in decline and suffering major setbacks at the hands of European nations. Although the impact of military defeats is undeniable, the fall of the Islamic World as a civilization project has had a traumatic effect on Muslims. The fact that Muslims have

lost their independence in a large part of the geography they live in has exacerbated the effects of this trauma. According to Arnold Toynbee, the Islamic World has developed essentially two ways to deal with this tragic event: to resemble the civilization that won over it through modernization, or to reject all that the invading civilization brought and return to the “golden age” experienced in the early days of Islam, rediscovering some lost features. Although the leaders of some countries in the Islamic World are close to the first opinion, the supporters of the second opinion gained political influence, especially in the 1970s. It is not the correct approach to lump all Islamic movements that emerged in the 1970s into the same category as “political Islam,” yet Salafist ideals are undeniably prominent in the developing Islamic wave. The fact that this idea is anti-imperialist and anti-colonial in nature and that some Marxist-Leninist organizations show similar activities to the action styles has brought along the claims that there is a similarity between the predecessor thought and socialist thought. As seen in the Iranian Islamic Revolution, cooperation between these ideologies is due to a struggle against the “common enemy” rather than ideological affinity. The most well-known organization that adopts and uses the methods of Marxist-Leninist terrorist organizations as a means of struggle is al-Qaeda. The vow of worldwide jihad by Al-Qaeda leader Osama Bin Laden marks a watershed moment in the discussion of Islam and terrorism. All the illegal actions of this organization, which abuses religion, have been associated with the religion of Islam and all Muslims with an extreme generalist approach. Salafist thought has also taken its share from this stigma.

Al-Qaedaist philosophy, which found space to develop in the power vacuum created by the US invasion of Iraq, saw the internal unrest in Syria as a chance to expand its sphere of influence in Syria’s interior. Although al-Qaeda came out of it, Islamic State of Iraq-Sham (ISIS) which was swept to a more radical point in time, tried to assume the leadership of all ‘terrorist organizations

that abuse religion' in the world. The rivalry between the two organizations has turned into conflict in many regions. Especially after the proclamation of the caliphate, the conflict between al-Qaeda and ISIS intensified. The conflict between the said organizations maintains its intensity even though the activities of both organizations have decreased.

In this study, after briefly stating what jihad and Salafism mean, the historical development of Salafi thought and Salafist movements will be emphasized. The emergence of jihadi Salafist organizations and the conflicts between them will be discussed. Finally, the Islamic State's and Al-tensions, Qaeda's disagreements, and differences will be discussed.

2. Some Basic Concepts to Understand the Discussion

2.1. Concept of Jihad

The meaning assigned to the notion of jihad varies in Eastern and Western countries. According to Ahmet Yaman, the Western orientalist who studied the Islamic world abstracted the jihad from its active meaning of promoting justice and combating injustice and mistranslated it into western languages. It assures that dar al-Islam is always expanding against dar al-harb, and that this will continue until the entire globe converts to Islam and bows to Islamic dominance. They portray it as a religious conflict (Yaman, 1998:59).

Although the term "jihad" is commonly used to indicate "fighting in the path of Allah," it has numerous other connotations. Jihad, which literally means "to struggle, to use all means to perform a task," is defined in the Qur'an and hadith as battling with the adversary in Allah's path, obeying religious commandments and prohibitions, fighting with the nafs against harams and sins, and laboring to be known, acknowledged, lived, and elevated. While this idea was employed in the early times of Islam (Mecca Period) to refer to the notification of religion and the performance of its rules

and prohibitions, it was utilized in the post-Hijra period (Medina Period) to refer to the commencement of real warfare (Karagöz et al., 2010: 99-100). “Jihad is used in the Qur’an as a noun and as a verb derived from it in twenty-four times; Mujahid, which means “jihadist,” is mentioned in two verses” (Zel, 1993: 527). According to the Dictionary of Religious Concepts compiled by Karagöz et al., there are thirty-one verses on the notion of jihad, seventeen which are in the context of combat. It is referenced specifically in the Surahs of Anfal and At-Tawba, where the Prophet’s and his companions’ wars are recorded, as well as Surahs Bakara, Al-i Imran, Nisa, Muhammad, and Mumtahina. It is employed literally in two of the remaining fourteen verses and in absolute terms in ten (Karagöz et al., 2010: 100).

In addition to the verses, there are many hadiths about jihad. In addition to the hadiths that talk about the virtue of jihad, there are also hadiths about whom jihad should be made against and how to make jihad. For example; “*Mujahid is one who jihads with his soul*” (Tirmidhi, Fezailül-jihad, 2), “*A believer makes jihad with his sword and tongue*” (Musnad, III, 456) (Özel, 1993: 527-528). “*Make jihad against the polytheists with your wealth, lives and tongues*” (Abu Dâvûd, Jihâd, 17, III, 22), “*Not being silent in the face of injustice and oppression and speaking the right word is also jihad.* (Tirmidhi, Fiten, 13, IV, 471), “*Fight those who deny Allah*” (Ibn Majah, Jihad, 38, II, 953) (Karagöz et al., 2010: 101).

Muslim jurists are unanimous in their belief that Jihad is Fard al-kifaya (a societal responsibility, and if certain liables perform it, it indicates a fard that others are exempt from performing) under normal conditions, and that it is Fard al-ayn (something that every believer individual should practice, like the five daily prayers and fasting) in case of general mobilization (Karagöz et al., 2010: 172). The Jafariyya sect’s attitude to Jihad may be considered an exception to this norm. War against a foreign country to expand Islam, according to the Shia Ja’fariyya sect, requires just the

agreement of the innocent imam or his viceroy who is particularly empowered in this subject. There is no such thing as jihad during the era of occultation. If the adversary assaults the Islamic country, it is met with unwelcome resistance (Özel, 1993: 528).

Jihad consists of several parts by some Islamic scholars and there are different divisions on this subject. Ibn Qayyim al-Jawziyya (751/1350) graded jihad by dividing it into 4 parts as follows; 1. *Jihad with the nafs*, 2. *Jihad with Satan*, 3. *Jihad with disbelievers and hypocrites*, 4. *Jihad with oppressors, innovators, and those who commit haram* (Al-Jawziyya, 1331/2006:184-189, Yaman 1998:58). Jihad is divided into 3 parts in the Dictionary of Religious Concepts; a) *To convey Islam by telling and living it*, b) *To be patient and determined to obey Allah, to struggle with the nafs*, c) *To resist the tricks and traps of Satan* (Karagöz et al., 2010:102).

In addition to being used as a religious concept, jihad can be used as a rhetoric that even the most secular movements in the Islamic world often resort to in order to gain public support. As an illustration of this problem, David Rapoport describes the secular leader Saddam Hussein's use of the concept of "jihad" to mobilize the Iraqi people as follows: He had called for jihad in order to liberate Saudi Arabia's sacred sites from wickedness and occupation, as well as to drive infidels (Westerners) from these regions. A color snapshot showing Hussein without a shirt kissing the masjid in Mecca, switching positions in the background as he is read while chatting to another person, who shows him worshiping in military uniform in Islam's holiest masjid (Rapoport, 1991: 122). The clerics issued a fatwa to the leaders of the Muslim nations that joined the coalition troops commanded by the U.S. in the 1991 Gulf War. Osama Bin Laden, highlighted Muslim nations' participation in the Gulf War following the aforementioned fatwas as one of the causes of the conflict (Jihad) he began against the US. This is another example of Jihad is used rhetorically (Taslaman, 2014: 29-30). In summary, many different regimes, groups, and movements employ

the notion of Jihad rhetorically since it is a key source of legitimacy in the Islamic world.

2.2. *What is Salafism (Salafiyye)?*

Salafiyya, which means “*to be in the past, to have been before, to come forward and to come first*” as a dictionary meaning, adopts the way of the predecessor (ashab, tabiin and tebe-i tabiin) Muslims who lived in the closest period to the age of the Messenger of Allah and adopted the first period of Islamic understanding (Karagöz et al., 2010: 588). The predominance of the predecessor is based on a hadith narrated from Abdullah B. Mas’ud, according to this; The Messenger of Allah said, “*The best of people are those who live in my time, which is the time of the Companions, then Tabi, then Etba-i Tabi. After that, some tribes will come, whose martyrdom precedes his oath, and his oath precedes his martyrdom*” (Bukhari, Shahada, Hadith no:1147).

The Salafiyya were called “*Ahl-i Sunnah-i Hâssa, since they took care to be in line with the Sunnah and never entered into issues that the predecessors did not agree with, and Ahl-i Hadith because they thought hadith-centered and devoted their time to collecting hadiths and explaining them.*”(Dalkılıç, 2010: 71).

Imam Ghazali collects the views of Salafiyya on seven principles. These principles are: *Blessing, Attestation, Confession of Impotence, Silence, Imsak, Keff, Surrender to the People of Knowledge*. To briefly explain these principles; Consecration: It keeps Allah away from incorporation and does not credit to Him what he does not deserve. Attestation: It is to qualify Allah as revealed in the Book and Sunnah. Impossibility of Confession: It is not knowing the purpose of allegorical provisions in the Nass and admitting that it cannot be known. Sukût: Not asking for the interpretation of mutashabihs, not being busy with this issue, and being silent about it. Imsak: Avoiding ta’wil and tafsir of the verses in question. Keff: Not to be busy with mutasabih even in

your heart. Surrender to the master of ingenuity: It is not to think that the *mutashabih* verses that seem closed to oneself are closed to everyone. It is to accept that the Prophet, great religious scholars, *siddiq* and saints knew some issues that seem difficult (Karagöz, 2010: 588).

Faith according to Salafist thought; affirmation, confession and deed. That is, deed is a part of belief, and therefore, a person who lacks deed becomes a disbeliever (Büyükkara, 2014: 486). The concept of *tawhid* is discussed in several dimensions; *Rububiyet*, divinity and deeds. When any of these dimensions is lacking, it is termed heresy. Although the person who commits major sins is also a disbeliever, this blasphemy does not make him apostate. *Shirk* and blasphemy cannot be tolerated for any reason. Postponing the verdict of polytheism and unbelief just because it came from Muslims or showing laxity with some reasonable considerations means *irjâ*, which is an application of the *bid'ah* *Murjiah* sect and should be avoided. *Al-vela*, that is, making friends with believers, and *al-bara*, that is, turning away from unbelievers and displaying enmity towards them, are among the most essential principles of creed (Büyükkara, 2014: 486).

In Salafist thought, the transmitted evidence (the Qur'an, Hadith, the words of the Companions and their deeds) has a priority over rational evidence. It is one of the *bid'ahs* to follow the theological and *fiqh* sects that do not rely on direct evidence and include rational proofs. In addition to these sects, Sufis who practice the sect fall under the purview of *bid'ah*. In addition, because prayers said during visits to tombs and cemeteries have the potential to make a deceased person an intercessor or an intermediary for Allah, behaviors such as praying at the grave, praying, and leaving some goods in these locations are considered *shirk* (Büyükkara, 2014: 486-487). They strongly oppose the construction of shrines and visiting shrines because they bring people closer to polytheism in this way.

Salafists call themselves *Ehl-i Sunnah*, *Ehlu'l-Eser*, *Ehlu'l-Hadis*, *El-Fırkatü'n Naciye* (Fırka to Liberation), *Et-Taifetu'l-Mansura* (Taife Receiving Divine Help). Because, according to Salafis, they are the only representatives of Ahl as-Sunnah (El Cuheni, 2012:51) They are the “seventy-three sects” described in the hadith who obtain redemption. (Dalkılıç, 2010: 69).

Salafists accuse Shiites of shirk and blasphemy because Shiites show excessive veneration to shrines. They denigrate the caliphs and many Companions except Ali and attribute to their imams innocence, which is an attribute of prophethood (Büyükkara, 2014: 487).

2.3. Historical Development of Salafist Thought

The history of Salafist thought goes back to early days of Islam. Mustafa Selim Yılmaz The origin of the Salafi mental perception is Hz. It takes them back to the “*Ben-i Qurayza*” an incident that occurred during the Prophet’s lifetime. It is rumored that this event took place as follows;

The Prophet sent his companions to punish the deceived sons of Ben-i Qurayza and directs them to do the afternoon prayer there. While the Companions were on their way to the road, they spoke about the problem as the afternoon time passed. A group prays, and their primary premise is that the order’s aim is to speed. Other group; the order is to do the prayer in Ben-i Qurayza’s residence and then proceed on his trip. According to this viewpoint, the first group is the base of Ahl-i Rey, while the second group is the basis of Ahl-i Hadith (Yılmaz, 2014: 539).

According to Ahmet Apak, the birth of the notions of “Ehl-Hadith” and “Ahl-i Haqq” is really the outcome of a power struggle. after Harun Rashid’s death, in a disagreement about who of his brothers should take over the caliphate one side contended that the Muslim Rey (Ahl-i Rey) should be used to solve the matter, while the other side believed that hadiths should be used (Ahl-i Hadith).

This incident led in the formation of two divergent points of view (Serin, 2013). Imam Ahmed bin Hanbal was the most significant scholar of the Ahl-i Hadith during this time period.

Imam Ahmad b. Hanbal views the Qur'an, Sunnah, and Companion consensus to be the sole sources; his approach to qiyas is remote, and he opposes the use of reason in religion. Another significant problem that distinguishes Ibn Hanbal in Salafist thinking is his fight with authority. During the caliphs Me'mun, Vask, and Mu'tasim's reigns, he fought an important battle against the Mu'tazila, which was government-sponsored, in the Qur'an-creation debates. It is also known as "Muteqaddimun Salafiyya" for the representatives of the first Salafiyya period, represented by Imam Ahmad Hanbal (Yılmaz, 2014: 541).

For the Salafi movement, Imam Ahmad b. one of the most important names after Hanbal is Ibn Taymiyya. Salafiyya, which continued to exist as a vein until Ibn Taymiyya but could not be institutionalized, began to systematize and institutionalize with Ibn Taymiyya (Yılmaz, 2014: 542, Serin, 2013). During the period he lived, the Islamic world was in a great collapse and chaos dominated the Islamic geography due to the Mongol invasions. Ibn Taymiyya sees this heavy defeat as the reason for Muslims to depart from the path of the Qur'an and Sunnah. Ibn Taymiyyah, one of the bid'ahs of Islam, Hz. He attempted to purify himself from all kinds of ijtiḥad and Sufi movements thing wasn't around when the Prophet lived.

Ibn Taymiyyah declared the invading Mongols (Tatars) (See Alptekin, 2011), who later became Muslims, apostates because they applied Genghis Khan's law instead of Islamic sharia, and issued a fatwa (Tatar Fatwa) advocating jihad against them (Whelan, 2006: 59, El-Verdani, 2011: 141-142). According to Richard Whelan, today's followers of Ibn Taymiyya have used this fatwa as a reference for jihad both against Muslim elites and leaders are hostile to the West (Whelan, 2006: 59). Ibn Taymiyya's ideas impacted the Wahhabi movement, which arose in the 18th century. These persons

referred to Sayyid Qutb, Osama Bin Laden, and Abdullah Azzam. (Erdem, 2014).

Another important figure in Salafism can be considered as Muhammad bin Abdulwahhab. The originator of the belief system known as Wahhabism is Muhammad bin Abdul Wahhab, carried the thought of Salafism to a more radical point. The moral collapse in the Islamic world (Ottoman Empire), which was in decline during his lifetime, disappointed Muhammed bin Abdul Wahhab. The views of Abdul Wahhab, who describe who characterize a number of prevalent Islamic beliefs and behaviors as paganism, are same as the one who established the first Saudi state, Muhammad b. Saud. After the agreement he established with Saud (1744 Dir'iyeh Alliance), it became widespread by the state (Büyükkara, 2010: 220).

According to Mehmet Ali Büyükkara, there is textualism in traditional Ahl-i Hadith philosophy, as well as an Ahl as-Sunnah-centered exclusionism, for example, Shia enmity back then. An understanding that rejects and does not deem Islamic all forms other than the Ahl as-Sunnah. Already, there was an Islamic understanding that did not regard Hanafism to be the correct way. What happened to Wahhabism? 1- This exclusionism got increasingly takfiri, and 2- it devolved into violence. In other words, do not use violence against those whom they exclude and reject; It is become a norm to treat people like property, life, and chastity halal. The third element is that Salafism, like Wahhabism, became politicized with the Saudi state administration (Büyükkara, 2010: 220).

After the Wahhabi-Saudi forces captured the Najd region, they raided Karbala in 1802 and put more than two thousand Shiites to the sword. Hz. They destroyed the tombs there, especially Hussein's tomb, and took the valuables inside as booty. They captured the Hijaz region between 1803-1805 and destroyed the tombs of the Companions in Mecca and Medina. Egyptian Governor Mehmet Ali Pasha first recaptured the Hejaz region in 1812-1813, then occupied the Wahhabi capital Dir'iyeh in 1818 (Büyükkara, 2010: 220).

According to Richard Whelan, the ground on which Wahhabism finds social support is mostly in lands where moral and political corruption is widespread and where economic development is not possible. The basis of Wahhabi thought, the claim to return to a more moral lifestyle that will restore law and order (and the past glory of Islam) can be very appealing to poor and politically oppressed people (Whalen, 2006: 63). There is mention of the presence of several Salafiyas and the evaluation of Salafist philosophy is not done under one roof.

2.4. Salafi Movements

The compartmentalization of Salafist ideology is not agreed upon by all the authors. Because Wahhabism, Islamism, and Salafism are interrelated ideas that cannot be clearly distinguished by borders (See Moussalli, 2009). Hilmi Demir divides Salafism into 3 groups. a) *Reformist Salafism*: Salafists who are not based on text and hadith, but reveal the idea of ijihad. b) *Intellectual Salafism*: Reform movements that reject the sectarian system and eliminate tradition in understanding Islam. (Cemaleddin Afgani, Muhammed Abduh, Reşid Rıza...). c) *Revolutionary (Jihadi) Salafism*: Salafis based on hadith and text, claiming to be liberated, having an exclusionary character, and seeing armed action and violence as a way (Demir, 2014).

Ramazan Yıldırım, on the other hand, examines Salafists in four groups; a) *Traditional Salafism*: They are based on science and invitation. b) *Salafism, which has a stern stance against politics and political parties*. c) *Jihadist Salafism*: In addition to the West, Jihadi Salafi group or groups that make takfir of regimes in the Arab world, resort to violence against them, and are held responsible for many acts that take place in the Islamic world. d) *Salafism that adopting a reformist stance*: A group takes a more moderate approach to social and political concerns, protects Salafist values and principles, and participates actively in all aspects of life. They

argue for gradual and peaceful social and political transformation (Yıldırım, 2013: 8).

Adem Apak and Mehmet Ali Büyükkara divide the Salafist understanding in the same manner, into three groups. a) *Saudi Salafiyya (Wahhabism)*: Wahhabism, contrary to what is seen in jihadist movements, has an “established” quality in Saudi Arabia (Büyükkara, 2014: 490). According to the understanding of Wahhabism, today’s Muslims are not ready for jihad. This understanding has Muslims nowadays are not prepared for jihad. This thinking has taken on a framework which is exclusively concerned with advancing the Saudi State and preserving the Saudi Monarchy (Serin, 2013). b) *Jihadi Salafiyya*: They think that Islam will gain dominance through jihad. Mehmet Ali Büyükkara quotes the following formulation from one of the well-known jihadists, Ebu Mus’ab es-Sûri, which explains the Jihadi Salafiyya: The four sources of Jihadi Salafiyya are; “*Ihvân-ı Muslim’s thought + Sayyid Qutb’s method of action + Ibn Taymiyya’s and Salafi madrasah’s religious political fiqh + Wahhabi dawah’s creed and fiqh culture.*” (Büyükkara, 2014: 500). c) *Political Salafists*: According to Adem Apak; This group’s members believe that the time for jihad with firearms has passed and that to gain power, political work must be done. Mehmet Ali Büyükkara argues that political Salafism cannot be evaluated independently from other currents (Saudi and Jihadi Salafiyyas). Due to the fact that both currents’ tendency to politicize may be seen (Büyükkara, 2014: 516: 521).

According to another grouping, Three distinct currents within Salafism may be identified. a) *Saudi Salafism (Wahhabism)*, b) *Jihadi Salafism*, c) *Takfiri Salafism (Ahl-i Tawassumat)*. The striking element in this grouping is the mention of the “Takfiri Salafism” movement, unlike the others. Takfiri Salafism has been defined as a more radicalized version of jihadi Salafism (Erdem, 2014).

Since the primary focus of this research is “Jihadi Salafism”, there won’t be a detailed discussion of more Salafist movements.

3. The Emergence of Salafi-Jihadist Thought and Organizations

According to Abu Muhammad Al-Maqdisi, one of the leading ideologists of al-Qaeda, Jihadi Salafism may alternatively be defined as a movement that combines the practice of calling to tawhid with jihad in its entirety, or as a current that combines practicing tawhid with jihad against dictators. Jihadi Salafiyya distinguishes itself from other inviting and jihadist organizations by this identity (Büyükkara, 2014: 505).

The ideologies of the jihadist movement may be traced to the ideas of Sayyid Qutb and Ibn Taymiyya. The above-mentioned Tatar Fatwa of Ibn Taymiyya constitutes an important source of legitimacy for those who advocate jihadi Salafism to fight against Muslim country governments. The clear distinction he made between Daru'l Islam, Daru'l Kufr or Daru'l Harb is an important basis for jihad against non-Muslim countries (Whelan, 2006: 59). The explanations and comments made by Sayyid Qutb on the concepts of jihad and dar al-Islam in his works were taken into consideration by jihadist Salafis. Sayyid Qutb accepts the current order as "ignorant" and puts it in the status of "Dar'ul Harb". According to Qutb, Muslims can only engage with this order to the extent that their creed allows it. In addition, Qutb accused the current governments of being infidels and opposed all kinds of cooperation and efforts to get along with such governments (El- Verdani, 2011: 78-79). According to Sayyid Qutb, jihad is not a defense in the strictest sense called "defensive war", it is a movement to overthrow tyranny and bring freedom to humanity. *"If we persist in defining Islamic jihad as a defensive movement, we must change the meaning of the word 'defense' to 'defense of the human self' against all forces that restrict freedom."* (Qutb, 1964/2006: 81, Whelan, 2006: 72). In the Sunni Islamic tradition, the authority to declare jihad rests with the state. As a result, no one, no community, no group, and no member

of civil society has the power to proclaim jihad. However, according to Sayyid Qutb, the representative of divine sovereignty is the individual, not the state, in light of this, it may be said that jihad can be waged individually, independent of governmental control. In addition, jihad, which has become an obligatory month during the defense, imposes responsibility on Muslim individuals, considering that the Islamic world is currently under the attack of American, British and Western-supported Arab regimes (Malka, 2015: 12). Abdullah Azzam, the founder of al-Qaeda, who was influenced by the views of Sayyid Qutb, has a fatwa that jihad is obligatory for every Muslim. According to Abdullah Azzam, abandoning jihad/ fighting in the path of Allah and abandoning prayer, fasting and zakat are identical to one another. (Pala, 2014: 59). Osama Bin Laden went a step farther and issued a fatwa declaring that “The Emir cannot forbid jihad.” Thus, it was stated that when necessary, even those who were pledged allegiance should not be followed and jihad should be continued (Erdem, 2014).

Another issue that the jihadi movement emphasizes is the *fiqh* of fact (*fiqh al-waki*). According to this *fiqh* method, *fiqh* should be evaluated by considering the current conditions and conjuncture, and a fatwa should be given accordingly. In this way, a free field of *ijtihad* was created, regardless of the *ulama* who gave fatwa according to the books. Scholars who advocated jihadi Salafist thought were able to give more political and pragmatic fatwas.

Although Jihadi Salafist thought became prominent in the 1990s, its origins date back to the 1970s. The Islamists, who were tortured, followed and harassed by the oppressive regimes in Egypt, Syria and Iraq in prisons, due to the suffering they experienced in jail, they tended to turn radical, and some of them were forced to flee their country. For example, the establishment and further radicalization of the al-Takfir ve'l-Hijra (Jamaatu'l Muslim) organization in Egypt is owing to the strain the community was under from the Nasirist Egyptian state (See: Celi, 1997, El- Verdani,

2011: 85-102, El Cuheni, 2012: 427-433). The Islamist ideologues and lecturers who had to immigrate from their countries were employed at universities in Saudi Arabia or within official religious institutions. According to Osman Şen, five turning points can be mentioned in the radicalization process of Salafist thought: 1. Sayyid Qutb's militant jihad ideology, 2. 1967 Arab-Israeli war and Arab defeat, 3. 1979 Iranian Islamic Revolution, 4. Soviet Afghanistan invasion and US support for jihadists in Afghanistan, 5. September 11, 2001 attacks (Şen, 2011: 40).

Considering the accusations and demands made by Juhayman al-Utaybi and his group against the Saudi regime during the Kaaba raid in 1979, a different picture emerges from the official Saudi Salafiyya. Juhayman accused the Saudi rulers of "*making friends with the infidels, selling the oil, which is the wealth of the country, to them very cheaply, opening the holy lands to their bureaucrats and soldiers, and stopping the jihad movement against the polytheists and infidels in Arabia.*" In the same period, another development that motivated Salafists to politics is the Islamic Revolution in Iran, although there are sectarian differences. The Afghan Jihad (1979-1988), which started after the Soviet occupation of Afghanistan, enabled the political consciousness gained to be put into practice. Volunteer Salafi Arab mujahideen (Afghani Arabs) were radicalized during the jihad and they were crucial in spreading this radicalism and fighting practice throughout the Islamic world (Büyükkara, 2014: 501).

In the 1980s, the rising contemporary Islamist tones along with the traditional Wahhabi/Salafi discourse. The emergence of a new ulema called shuyuhu's sahve (awakening imams), led by scholars such as Salman al-Avde, Sefer al-Havali, and Nasir al-Omer, has made the process of separation from traditional Salafism evident. During the 1991 Gulf War, Saudi Arabia's siding with the USA and opening its lands to the US forces were criticized by the sahwa imams, especially Avde and Hawali. It is up to the official ulama to

defend these decisions of the Saudi state (Büyükkara, 2014: 501). While the “recommendation statement” addressed to the Saudi King Fahd in 1993 criticized the aforementioned policies of the kingdom, the mufti of Saudi Arabia, Ibn Baz maintained that guidance should be delivered privately in the family and that the authority should be heeded (Moussalli, 2009: 9).

Sahwa scholars, unlike the Saudi tendency, give importance to the actions of the rulers rather than their identities and religious life. According to them, although the academic issues are important, the games played by the imperialist powers on Muslims and the political, social and economic depressions of the Islamic world are crucial issues that need to be emphasized. The scholars of the Sahwa claims that life is faith and jihad. Since jihad is an obligation that cannot be postponed, Muslims must fulfill this duty to the extent of their strength. In order to fulfill this obligation, compulsory cooperation can be made with non-Salafi Islamic groups, such as the Taliban, if necessary. Although they have totalitarian tendencies, they place a premium on the notions of justice, freedom, and participation and do not let these concerns go, since they consider the existing Arab monarchies and oligarchic regimes as the greatest impediment to the Middle East’s radical religious awakening. The youngsters of al-Qaeda have been influenced by Sahwa thinkers, but these scholars disapprove of al-Qaeda’s actions and accuse them of exaggeration. The primary criticisms of terrorist activities by Sahwa academics include; Takfir of Muslim rulers and scholars without valid evidence, targeting innocent civilians and turning Muslim countries into battlefields (Büyükkara, 2014: 502-503).

Contrary to the Sahwa scholars who do not see the September 11, 2001 attack as religiously permissible, there are also religious scholars who have issued fatwas that argue that the actions in question are permissible in terms of Shari’a. Chief among these scholars is Abu Muhammad al-Maqdisi, one of the leading ideologues of the “global jihad” idea advocated by al-Qaeda. Makdisi was sentenced

to prison for his fatwa, which claimed that the September 11 attacks were permissible, and because he argued that new attacks should be made against the Crusaders. Makdisi, who was released from prison on June 28, 2005, was arrested again a week later and sentenced to prison for promoting the shooting of American soldiers in Iraq in an interview. Losing the support of the Sahwa community, “young sheikhs” who thought like Makdisi took over the fatwa authorities of various organizations, most of which were affiliated with al-Qaeda. Abu Muhammad al-Makdisi, Abu Hamza al-Misri, Sheikh Abdulaziz al-Cerbu, Sheikh Abu Jandel al-Azdi... etc. are some of the well-known young Salafi scholars.

3.1. The Emergence of Al-Qaeda

According to a study released in 2014 by the RAND Corporation, there are approximately 60 jihadi Salafist groups (Jones, 2014: 63-65). Even if we separate out those that are breaking up, renaming, or acting in a common network, there are still several jihadi Salafi groups that cannot be examined in one article. Due to this, the emphasis of this study’s section on Al-Qaeda will be greater, which is one of the most well-known jihadi Salafist groups, and ISIS, which has occupied the world’s agenda in recent years. The similarities, differences, accusations against each other and current rivalries of these organizations will be examined.

The establishment process of Al-Qaeda, which became the most talked-about terrorist organization in the world after the events of September 11, 2001, in the United States, dates back to the Afghan Jihad period. The Arabic word ‘base’ can be translated as ‘*base of operation*’, ‘*establishment*’ alternatively as ‘*principle*’ or ‘*method*’. Islamist militants often take the word in a second sense (Whelan, 2006: 21). Al-Qaeda, is a worldwide network of Islamic groups. This network is known to operate in over 60 countries and is organized all across the world, including Turkiye. Al Qaeda is a financially autonomous group with a substantially different global

purpose and approach than its predecessors. This organization also includes global intelligence services, a military force, and international enterprises (Arı and Aslan, 2005: 202).

The establishment of al-Qaeda corresponds to the time of the “Afghan Jihad” that developed during Afghanistan’s Soviet invasion. The foundations of Al Qaeda were laid by Abdullah Azzam, who is described as the ideologist of the organization. In the early 1980s, a guesthouse called Beytu’l Ansar (Help House) was opened in Peshawar for the volunteer mujahideen who fought the Soviets in Afghanistan. Beytu’l Ansar undertook the task of training the volunteers. Mekteb el-Hidemat (Service Office) was established in 1986 by Abdullah Azzam, the Palestinian Muslim Brotherhood Organization’s leader, with the aim of providing the management and organization of the financial aid flowing from the Middle East, together with the volunteers who came to join the Afghan Jihad. Mekteb al-Hidemat worked on propaganda, recruitment and financing for jihad. Osama Bin Laden, who met Abdullah Azzam and was impressed by his thoughts, started to work as his assistant and opened the command center of Mekteb el-Hidemat in Peshawar. Bin Laden opened camps in Pakistan for the volunteer mujahideen to receive military training (Şen, 2011: 54). Abdullah Azzam has a significant influence on Osama Bin Laden, but shortly after the Soviets left Afghanistan in 1988, Azzam and Bin Laden started to fall apart. Bin Laden, who was trying to bring the dispersed volunteer fighters together and create a new structure, started to establish his own camps within Al-Qaeda (Şen, 2011: 8-9). According to one claim, Al-Qaeda is what the database’s name is where the records of volunteers participating in Mekteb al-Hidemat are kept. After the Afghan Jihad, Osama Bin Laden used the database to reunite these mujahideen for a new purpose, and the name of the new structure established was Al-Qaeda. According to another view, the name’s etymology Al-Qaeda is based on the phrase “*Al-Qaeda Al-Sulbah*” in Abdullah Azzam’s article published in the journal Jihad in April

1988 (Erdem, 2014). In August 1988, Osama Bin Laden founded Al-Qaeda in Peshawar.

Al-Qaeda camps, which had a different structure from the Mekteb el-Hidemat founded by Abdullah Azzam, also reflected the difference of opinion between Azzam and Bin Laden. They cannot be considered to be in accord over the objectives of jihad. Because, according to Azzam, attempts should be made to retake the lands first. (Andalusia, Palestine, etc.) that were once under the rule of Muslims. Bin Laden and the mainly Egyptian mujahideen around him advocated a more radical understanding of jihad. According to this; It was necessary to overthrow the administrations of Muslim countries, and after Afghanistan, Islam should come to power in Arab countries as well. Abdullah Azzam found such a decree hasty (Erdem, 2014). Abdullah Azzam should have focused on carrying out the jihad only against non-Muslim invaders and on anti-colonial struggles in Palestine, the Caucasus and the like. Ayman al-Zawahiri, opposed Azzam's reluctance to fight against Arab regimes and claimed that authoritarian Arab regimes were an obstacle to Muslims, so they should be overthrown first (Malka, 2015: 15).

Abdullah Azzam, who was assassinated with his two sons (Muhammad and Ibrahim) in Peshawar on Friday, November 24, 1989, died due to explosion of a TNT weighing twenty kilograms placed in his vehicle, with a remote control (Pala, 2014: 57-58).

The United States and its allies convinced King Fahd of Saudi Arabia to place their military forces at certain locations in Arabian land after Iraq invaded Kuwait in August 1990. Bin Laden, like many Islamists, considered the presence of US soldiers in Saudi territory as an un-Islamic situation and openly expressed his opposition to the Saudi kingdom. The Saudi administration banned Bin Laden's movements and speeches. Bin Laden, who received permission to go to Peshawar in 1991 to finish his work, remained opposed to the Saudi government's policies. Bin Laden started to

reside in Khartoum when the revolutionary administration in Sudan showed an Islamic tendency. Soon after, Islamist Arab groups began to rally around Bin Laden. Some of them were fellow jihadists in Afghanistan, some were those who supported him while in Saudi Arabia, and some were members of the Islamic Jihad community (Nafi, 2012: 233-234).

In 1992, the supporters of Bin Laden provided training and support to tribal forces in Somalia. The USA had to depart Somalia as a result of this support. On November 13, 1995, a bomb strike on a Saudi National Guard facility resulted in 14 fatalities, and on June 25, 1996, a compound belonging to the US forces was bombed, but neither the Saudi administration nor the USA made any accusations against Bin Laden and his supporters. Osama Bin Laden met Egyptian Ayman El-Zawahiri while he was in Sudan (Nafi, 2012: 235). It is expected for someone who belongs to the Islamic Jihad Community to be affected by “The Lost Fariza” (al-Faridatu’l-Gâibe) by Muhammad Abdul Salam Faraj. According to this, it is inevitable to oppose foreign powers, including Israel, and to change the ruling regimes, even with weapons (El Verdani, 2011: 141-145). However, Zawahiri reversed this logic and claimed that the US and the West back the existing governments; thus, before Islamists can construct an Islamic system, the US must be defeated and driven out of Arab and Islamic territories (Nafi, 2012: 236).

Bin Laden was compelled to leave Sudan in May 1996 as a consequence of pressure from Saudi Arabia and the United States. Bin Laden, who left Sudan, went to Afghanistan and continued his criticism of the Saudi administration and the US presence in Saudi Arabia. In February 1998, he declared that he had established the “International Islamic Jihad Front against Jews and Crusaders”. In the declaration of Global Jihad, It was reiterated that until the Masjid al-Aqsa is freed and their soldiers depart the Palestinian territories, it is required for every Muslim to murder the US and its civil-military collaborators, regardless of what state they are in.

There were protests that proved al-Qaeda was very serious just few months after the announcement of Global Jihad. On August 7, 1998, many people were killed or wounded in the suicide bomber assaults against the US consulates in Nairobi, Kenya, and Dar es Salaam, Tanzania. Although we talk about al-Qaeda in our study, neither Osama Bin Laden nor those around him used this name until the September 11, attacks. The bomb attacks in Kenya and Tanzania were claimed under the name “Islamic Army for the Liberation of the Holy Places” (Nafi, 2012: 236-238). Therefore, it is after the September 11 attacks that the name al-Qaeda is heard and recognized worldwide.

3.2. Establishment of the Islamic State of Iraq-Sham (ISIS)

Islamic State of Iraq-Sham as it is known today, found the ground of organization in Iraq following the US invasion. The first leader of the organization, which currently asserts to be an Islamic State (IS), is Abu Mus’ab al-Zarqawi, and Tawhid and Jihad were the names used when it was originally founded. Zarqawi, whose real name is Ahmed Fazil Haleyle, is of Jordanian origin. He was born in 1966 to a poor family. After Iraq’s invasion of Kuwait, he went to Zerka and met Isam Berkavi, known by the nickname Abu Muhammed Makdisi. After this meeting, Zarqawi, who adopted jihadi Salafist ideas, joined the Ansar al-Islam Community in Northern Iraq in 2001. Following the American invasion of Iraq, he founded the Community of Tawhid and Jihad (Nafi, 2012: 242-244). Later, the group’s name was changed to Al-Qaeda in Iraq when it pledged allegiance to Al-Qaeda. In other words; It is known as the “Jihad Organization in the Land of Rafidine”. Rafid’s Lands; It is an Arabic term for Iraq and Mesopotamia (See: Nafi, 2012: 241). Despite declaring his allegiance to Al-Qaeda, Zarqawi, who neglected to heed the warnings of the Al-Qaeda administration, ordered many actions especially against the Iraqi Shiite people. Although the al-Qaeda administration informed Zarqawi that the

primary target was the US soldiers, Zarqawi's attitude did not change much. During this time, a few tiny Sunni tribes and factions supported the organization, at the beginning of 2006, several organizations came together under the umbrella of the Mujahideen Shura Council. The current leader of the organization, Baghdadi, joined the organization during this period (Ebrari, 2014: 13-16).

He announced the founding of the Islamic State in Iraq in October 2006. This announcement was criticized by Al-Qaeda, because the fact that an organization that swore allegiance to it made such an announcement without the need for any consultation led to a breakdown between the two organizations. After Zarqawi's death, the new leader became Abu Omar al-Baghdadi (Abu Abdullah al-Rashid al-Baghdadi). He continued his leadership until he was assassinated in a joint operation by the US and Iraqi army in April 2010 (Ebrari, 2014: 16). Abu Bakr al-Baghdadi (real name, Ibrahim bin Avad bin Ibrahim al-Badri al-Radavi al-Husayni al-Samarrai) has been the leader of the organization since 2010. After the organization expanded its activities in Syria, it was renamed the Islamic State of Iraq-Sham in April 2013. After the organization's proclamation of the caliphate, it changed its name to the Islamic State in 2014, Baghdadi was the Islamic State's first caliph, and he preferred the moniker Caliph Ibrahim. Caliph Ibrahim wanted other jihadist movements to declare their loyalty to him and to serve him with loyalty (Ebrari, 2012: 16-18). This call did not go unanswered and numerous groups swore allegiance to Caliph Ibrahim and the Islamic State (Baghdadi).

3.3. Disputes of Jihadists and Al-Qaeda-ISIS Rivalry

The Jihadi Salafist movement does not provide a complete unity and harmony, there are serious differences in ideas and attitudes within the movement. Some of these points of contention are: Is the goal of the battle to establish a Muslim state in Muslim regions, or to wage jihad against external foes such as America and

Israel? Is establishing an Islamic state or emirate in a territory and its announcement to the international public the result of a successful strategy? Participation in political party movements and parliament is permitted or not. Is it legal to employ weapons of mass destruction that harm innocent people on the territory of Muslim countries? Is jihad targeting non-Muslim people like as women, children, and religious men in Muslim nations or elsewhere? (Büyükkara, 2014: 507).

Controversial issues can be multiplied, but according to Mehmet Ali Büyükkara, the ambiguity regarding ‘the scope and repercussions of takfir’ is the topic that divides opinion the most. Because, in the Algerian Civil War, al-Cemâtu’l-İslâmiyye al-Musallaha (Armed Islamic Community) or Groupe Islamique Armé (GIA) in its French translation made takfir of large masses of people who did not support it, and allowed the abduction and murder of women and children. Because of this, the Armed Islamic Community has lost both public support and legitimacy (Malka, 2015: 8). Al-Qaeda even claimed that the movement in question was Kharijite, deviating from Sunnism.

Another important controversial issue is the “near enemy-far enemy” or “localists-globalists” distinction. This distinction is an important feature that distinguishes Al-Qaeda from other Salafist groups. Al-Qaeda has declared global jihad against distant enemies, the USA and Europe, which support Arab regimes. Because, according to them, Arab regimes are standing thanks to the USA and Europe. On the other hand, there are also Salafist thinkers who do not approve of Arab mujahideen leaving their countries and emigrating to distant regions such as Chechnya and Bosnia to fight the distant enemy, fearing that it might weaken the struggle against the “near enemy”. According to these Salafî scholars; Although the mujahideen who migrated to fight the distant enemy carried the creed of tawhid to the regions they went to and gained new jihad experiences, they should not choose this path due to the

aforementioned anxiety. A similar conflict was experienced within the al-Shabaab organization in 2011. Two important names of the organization, Ibrahim al-Afghani and Omar Shafiq Hemmami, who advocate keeping the struggle in Somalia within the local borders and criticize al-Shabab's existing ties with Al-Qaeda, are "pursuing mischief". He was executed by the organization on the charge (Büyükkara, 2014: 509).

While it is not a serious problem for al-Qaeda that jihadi groups affiliated with al-Qaeda take action in their own countries, only organizations that wish to stay within local borders should recheck their ties with al-Qaeda. "The Ansar al-Din leadership, who wanted the jihad in Mali to remain local, separated from al-Qaeda in Maghrib and broke off its ties with the center of al-Qaeda." An example of this situation can be given.

Another important point of contention is when the Islamic State will be established. Is total victory required for the Islamic State to be proclaimed? According to al-Qaeda; The proclamation of the Islamic State should not be rushed, but a gradual transition to the Islamic State should be achieved after a complete and decisive victory. State should not be declared regardless of whether the society is ready to be governed by shari'a rules. Because once the state was established, the Islamic State was required to offer the general public all the services that a state should. If all the functions of a state cannot be fulfilled, it should not be declared an Islamic state because in case of failure, this failure will damage the cause of Islam. In addition, the approval of the Council should be obtained for the declaration of a state, and a state should not be established with a unilateral declaration of will (Malka, 2015: 17-33). Osama Bin Laden expresses this situation as follows: "*Although the issue of creating a state before achieving full success may seem like a good reflection, it actually means breaking the resistance.*" (Büyükkara, 2014: 510). After gaining control of a small area, transforming it into an Islamic emirate, or declaring the establishment of a state

without even a cabinet (Islamic State of Iraq), as al-Qaeda in Iraq did in 2006, establishing courts and imposing Shari'a rules, and attempting to impose other punishments is not considered the right strategy by many prominent jihadist leaders, including Bin Laden.

Many jihadist groups declared that they had established an Islamic State or Emirate before the ISIS. For example, the Islamic Emirate of the Caucasus, founded by Dokku Umarov in Chechnya in 2007, the Islamic Emirate established by the Yemeni al-Qaeda in the Ebyan province of Yemen in 2011, and the Islamic State, which was founded by Salafi factions and took control of the country's north in 2012. By acting together, the leaders and organizations of the groups that founded the Islamic State or Emirate may experience serious problems among themselves (Büyükkara, 2014: 510-511).

ISIS's response to al-Qaeda's criticisms that the Islamic State proclamation of ISIS was carried out prematurely is as follows; According to ISIS spokesman Abu Muhammad al-Adnani al-Shami, the Islamic State believes that as quickly as feasible, the caliphate should be created. Because the Islamic State has fulfilled many conditions and prerequisites for the proclamation of the caliphate. It is a sin not to establish the caliphate even though the conditions are ripe. ISIS accuses al-Qaeda of "following the crowds". He claims that Al-Qaeda is defying God's laws in favor of what the public wants. Another feature of al-Qaeda is that; Al-Qaeda emphasizes the importance of establishing and maintaining bonds with the Muslim masses. According to al-Qaeda leaders, the Muslim people are born ignorant of religion and are not yet prepared to comply with Islamic law unless they have the appropriate Islamic education and understanding. As a result, the Muslim community needs to be ready in line with Islamic law and the caliphate's establishment through preaching and education. In 2004, when Abu Musab al-Zarqawi raised the topic of establishing the caliphate, the al-Qaeda leadership said that society was not yet prepared. In order to prepare the community for the caliphate by spiritual and

theological instruction, Zawahiri argued for the founding of an Islamic state or emirate first. When the above-mentioned Al-Qaeda administration was asked about the Emirate established in Yemen, the Al-Qaeda administration stated that its time had not yet come (Malka, 2015: 18-26).

This has affected the *menhec* (methodology) that organizations follow. According to this; ISIS easily uses the weapon of *takfir* in the Muslim community, ignoring popular support. They also took an extremely aggressive stance against the Shiites, who constitute the majority of the Iraqi population. Zawahiri stated that Shiites were not the primary target while the US soldiers were standing, and that the bombing of Shiite mosques and shrines caused a negative image and reduced public support, and advised Zarqawi to reduce such activities. Zarqawi may or may not have taken this warning seriously, though. Public support is essential for al-Qaeda. Abu Muhammad al-Maqdisi accused the Islamic State of perpetrating bad practices, causing people to be confused about the Islamic project and avoid supporting it. In short, it makes it easier for al-Qaeda to gain public credibility and gain support. ISIS claims that its actions are just and legitimate, and cites the “success” they have achieved as the most important proof of the correctness of the method it follows. While the success of the Islamic State on the battlefield supports its religious references and legitimacy, it undermines the reputation of its rivals. Adnani, the spokesman of the Islamic State, claims that Allah gifted the Islamic State with success on the battlefield because of their piety. Adnani, by Allah, if the Islamic State is the State of the Kharijites; He wished to overthrow the state, kill its leaders, lower its banners and show the soldiers the truth. He continued his words as follows: *“O Allah, if this Islamic State is governed by your book and the sunnah of your prophet, if it is fighting your enemies, make it steadfast, honor it and grant it victory and establish it on the earth and make it a caliphate on the path of prophethood.”* Adnani also belittled al-Qaeda leaders such as Zawahiri and Makdisi for

not actively participating in the war, claiming they couldn't engage in jihad in a place free of hotels, conferences, lights, and cameras (Malka, 2015: 27-28).

Al-Qaeda aims to unite and lead jihadi Salafist groups and achieve a strategic and ideological consensus over its manhaji. In addition, he frequently emphasizes the importance of the "Shura". He desires that the organizations that declare their commitment to him consult him when making important decisions. It is challenging to assert that there is a clear hierarchy, nevertheless. In other words, Al-Qaeda does not interfere much in the activities and internal affairs of organizations as long as they have certain common points and do not act against their own strategies.

The declaration of ISIS is a revolt against the leadership of al-Qaeda. The Islamic State and Al-Qaeda are in competition to shape the jihadi Salafist strategy. They see themselves as the legitimate authority in creating this strategy, make accusations against each other and reject the criticisms directed at them. In April 2014, Islamic State spokesman Adnani harshly criticized al-Qaeda and its apostles, stating: "*The leaders of al-Qaeda have deviated from the right direction... Today, al-Qaeda is no longer the precept of jihad, so jihad It is not a base...*" According to Adnani, Al-Qaeda "*believes in pacifism and runs after the majority... refrains from talking about jihad and declaring tawhid, instead talking about revolution, popularity, insurrection, struggle, war, republicanism, secularism.*" (Malka, 2015: 29).

Al-Qaeda, on the other hand, accused the Islamic State of violating the principle of "Shura" and causing strife. Makdisi questioned Baghdadi's religious credibility and drew attention to the fact that the Islamic State was not supported by well-known scholars. Regarding the proclamation of the caliphate, Makdisi used the following statements: "*They did not keep their first promise of loyalty and rebelled against their Emir, sinned against their seniors when they declared the first state, shed protected blood after declaring*

the second state, and refused to be judged by shari'a. Therefore, it is our right to ask: What will they do after the proclamation of the caliphate?" Thus, he questioned the credibility of the leaders of the Islamic State. Also to be emphasized is the Islamic State's criticism of Al-Qaeda and its tactics, but not of Osama Bin Laden. Because the Islamic State wants to take advantage of Bin Laden's position, which still retains his charisma and legitimacy for the jihadi Salafis (Malka, 2015: 29-30).

Due to the rivalry between these two groups, organizations who wish to set themselves apart from other competing groups frequently adopt activities that up the ante on violence. It also causes divisions and divisions between groups. Competition between jihadi groups forces them to operate in regions outside of the North Africa and the Middle East. As an illustration of this; Al-Qaeda, which sees that most organizations in North Africa pledge allegiance to the Islamic State; He gathered the mujahideen in India, Pakistan, Bangladesh and Myanmar under one roof and declared the establishment of Al-Qaeda in India (Aljazeera Turk, 2014).

4. Conclusion

The Salafist school of thought has its roots in the early history of Islam. Later, we see that this way of thinking emerges on the stage during the Islamic world's phases of fall and decline. However, each time a precursor notion reached the stage, it underwent certain changes in response to new circumstances. Although certain fundamental components remain the same, significant variations have evolved between Salafist philosophy during the age of Ibn Taymiyya, when it was systematized, and Salafist thought now. Because Salafism, as a reactive ideology, is accustomed to offering various solutions according to the demands of the period. Today, rather than a singular Salafist philosophy, several Salafisms are stated. Jihadi Salafism is the most prominent of these Salafisms. Jihadi Salafi thinking arose

mostly towards the end of the 20th century. The “Afghan Jihad” was the first and most significant event in which this concept was put into action. Following the Soviet Union’s invasion of Afghanistan in 1979, jihadi mujahideen from the entire Muslim world rushed to the country. Immediately after the Soviet Union left Afghanistan, many mujahideen went back home and started fighting their own governments there. Some mujahideen have said that the jihad, in which violence was utilized, has finished, and they have participated in preaching and guiding operations while remaining apolitical. The mujahideen, who fought on new fronts in areas like Bosnia and the Caucasus rather of returning to their own nations. Jihadist Salafist groups have developed, particularly in numerous Middle Eastern and North African nations where armed conflict is still ongoing.

Many of these Salafist groups contacted an organization known as Al-Qaeda, which has gained worldwide recognition since 2001, and started to carry out a jihad activity on a global scale. Al-Qaeda, which is the leader of jihadi Salafist organizations, has made its strategy and method accepted by other Salafi jihadi groups in general. However, establishing the Islamic State in Iraq without consulting the Al-Qaeda administration and the fact that a state began to perform its functions in the region it controlled was a serious challenge to the leadership of Al-Qaeda. The achievement of an Islamic enterprise that did not follow the strategy used and encouraged by Al-Qaeda signified the birth of a model that might compete with Al-Qaeda. The Islamic State’s proclamation of the Caliphate, as well as its emergence as a new center of attraction for jihadi Salafi organizations, elevated the rivalry between the ISIS and Al-Qaeda to a new level.

The conflict between jihadi Salafi groups, in particular the Islamic State and Al-Qaeda, is difficult to predict since it is challenging, if not impossible, to bring disparate beliefs and practices into harmony. The Caliphate, which was formed unilaterally, drew thousands of individuals from the area, Europe, and beyond. There

were even individuals who traveled to live with their family in the Islamic State. The Islamic state's victories on the battlefields sparked enthusiasm among Muslim youth, who believed that the caliphate might be established in a short time through violence. It is yet unknown, though, if the Islamic State's quick victories will have an impact in the long run. Because the environment provided by the major changes in the region facilitated the establishment of the Islamic State, what effect the regional developments will have on the Islamic State is difficult to foresee.

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VOLUME IX

DIGITIZED WORLD AND ITS MAIN AREAS OF INFLUENCE

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1. Introduction

The transition from the primitive society to the settled life was a big step for humanity, the transition from the agricultural society to the industrial revolution was similarly a big step for humanity. After the industrial society, with the development of information and technology, digital life, digital economy, digital education have developed towards the digital world (Ilomäki and Lakkala,2018: 10). These social systems, which have undergone changes in all traditional methods, have now become faster and easier than ever before. These systems have provided significant benefits in terms of facilitating time management, reducing costs and reducing workforce. Because agricultural tools that took the place of human power in the past have now been replaced by information and technology tools. While a few years ago, complex mathematical calculations could be performed with a long time and effort even with a calculator, but now, thanks to software and technology, the desired information and result can be reached within seconds (Mack, Ravin and Byrd, 2001: 930). Accessing information is now

swift and easy. This situation can be reflected in many areas such as people's daily life practices, lifestyles and shopping experiences. The e-commerce system, which is widely used today, has gained both a national and international dimension and has taken place in the daily life practices of individuals (Song, Sun, Wan, Huang and Zhu, 2019:223).

The digital world is now an inevitable world. Today, it can be said that it is almost impossible to escape from digital. Because the Covid-19 pandemic, which has caused our daily life practices to change for the last 2-3 years, has caused the globalizing world to integrate even more with technology. As Karanfiloğlu and Nara (2020: 96) convey, there has always been a need for information technologies from past to present, but during the Covid-19 pandemic, we have never needed it more. So it can be said that digital, which exists comprehensively in every field from health to education, from economy to social practices and career life, consists of an undeniable reality (Whitelaw, Mamas, Topol and Van Spall, 2020: 436). Technological changes, which accelerated with the introduction of the telephone, computer and internet into our lives, have now turned into a form from within our lives and have become a situation that also affects our social life. The society, which has been constantly changing from past to present, can enable information transformation with the acceleration of technological development after the invention of fire and wheel (Seethamraju and Marjanovic, 2009: 921). Pakdemirli (2019: 667) has defined a radical and transformative quality such as the invention of the steam engine and electricity, which shaped the future of humanity, for the process of accessing information that only changes form.

This digitalization process has advantages and conveniences as well as disadvantages and difficulties. İşler (2021: 220) drew attention to the extent to which digitalization affects the economy, social life and sociological social structure as well as the advantages and disadvantages brought by it. It is important to mention the

evolution of such a deep-rooted and transformative process from past to present. For this reason, in the study, firstly, the connection of digitalization between the past and the present will be established, then what digitalization is and what its effects are, and finally its reflections on social and daily life practices will be emphasized. The effects on societies and states economically or the advantages they receive will also be mentioned, and a detailed discussion of the digital society and economic processes will follow. In the light of all this information, a comprehensive literature review will be carried out from the previous studies and the conceptual framework of the study will be formed as a result of this literature review. In the final section of the study, it will be attempted to contribute to the literature by describing the types of findings that were encountered in the literature reviews.

2. Digitalization Concept

The concept of digitalization is a broad and comprehensive concept that has many meanings and that social scientists cannot find a clear definition on. However, it literally means digitization (Türker, 2018: 204). Ormanlı (2012) defines the concept of digitalization as “the process of converting analog messages (words, pictures, letters) into signals consisting of individual pulses that can be transmitted, processed and stored electronically”. Sounds or images can be digitized by means of technological tools and transformed in a way that can be related to past information and information. The processing of this digital data transferred to the computer environment and its transformation into digital information is the digital transformation of what we see and hear in concrete terms. On the other hand, as Bilgiç, Türkmenoğlu and Koçak (2020: 57) stated in their study, digitalization; “It is not the digitization of analog processes, it is essentially a socio -technical process, integrating and using technology in individuals, organizations and societies ”.

In their study, Ersöz and Özmen (2020) explained the improvement or development of an existing process with digitalized data sources and digital technologies, as well as the differentiation of opportunities experienced on society. Digitalization, which can create many opportunities in the social sense, can penetrate deeply into social processes and take that society and the area in which its process is in its sphere of influence. Because doing a job in the most practical and fastest time is something that is sought by many people, and most of all by capitalism. If the process continues correctly and quickly and a business that exists without the need for an individual can be realized, this will be an inevitable opportunity for the capitalist view that benefits from exploiting labor and time.

Digitalization has been included in the lives of almost all humanity in the globalizing world and has intervened in people's lives. As the rapidly developing technology spreads, it has managed to influence the whole world. Again, according to Ersöz and Özmen (2020), with digitalization, organizations have acquired the necessary software applications, transferred their internal correspondence to the digital environment and made their hardware materials compatible with the digital world. In that case, it can be said that the relations between the infrastructure and the superstructure, as conceptualized by Marx, are in cooperation with digitalization. The importance of the relationship between the organs of the society expressed as the infrastructure and the organs expressed as the superstructure may be a necessity for the process to spread effectively and quickly. In the digital transformation process, providing the necessary equipment, acquiring information about the use of the equipment and many other processes have been a part of this digitalization process (Bozkurt, 2020:120).

3. Effects of Digitization

While digitalization is in a position to affect many areas of daily life, it can be difficult to imagine a daily life without digital. Because

while many companies and companies maintain their earnings, security and continuity in this way, there are also many areas built on digitalization (Ritter and Pedersen, 2020: 182). Besides its position in the purely economic field, digitalization has also become a tool for individuals to continue their daily lives. Technology and technological development, which especially students and young individuals in the education period are closely interested in, have now become a source for them (Karakozov and Ryzhova, 2019: 1638). The digital world, where many things such as education, art, sports, music, entertainment, health, shopping, communication, socialization, learning and teaching, hobbies, are out of our lives today, could pose great risks for individuals at the level of addiction. Because nowadays there is a situation called technology addiction. Dinç (2015: 33) stated that young people are expected to establish a correct and healthy relationship with technology, away from addiction, and the necessity of preparing the ground to guide young people to these relationships. Along with digitalization, different types of addictions such as social media addiction, smartphone addiction, online gaming addiction and internet addiction (Savcı and Aysan, 2017:203-204), cyberchondria (Bahadır, 2020:81), fear of missing out on innovations (Erdoğan, Yılmaz and Hocaoğlu, 2021:218) and a wide variety of mental disorders appear as well.

Digitalization, which has both positive and negative consequences for the society, can also have both positive and negative consequences for individuals. Güney (2017: 209) stated in his study that the concept of technology addiction is a different phenomenon than spending too much time with technological devices. According to Güney (2017), digital addiction is the inability to control the time spent with technology and this is justified under the name of new generation socialization. In other words, chatting in virtual rooms instead of face-to-face communication, and wanting to communicate in virtual environment instead of having fun face-to-face conversations is the real addiction. Since individuals see their

addictions as a deficiency, they can look for reasons to legitimize them instead of accepting them as addictions. In this case, it can be said that the beginning of the digital society is possible (Young, 2017: 5-6).

Digitization is an important concept for the field of cinema and television. Ormanlı (2012: 38) thinks that for the effect of digitalization on cinema, it will have positive effects on the development of Turkish cinema and the reflection of different styles of movies and TV series on the cinematic screen. Technological innovations draw the audience in more and the story takes more place than it should to excite the audience. This situation has taken its place on the screens with a structure that requires a great deal of effort, along with new media and marketing strategies. With the transformation and change of the mass media of the audience, the film industry has gained a whole new dimension with those who write more than one script for the same movie and reflect these scenarios on the screen (Erkılıç, 2017: 25). The movie *Black Mirror: BANDERSNATCH* can be given as an example of this situation. In the movie, the audience is in direct contact with the movie they watch and the options they choose lead the audience to a different ending. The fact that there is more than one ending in an interactive film according to the choices of the person shows that the digitalized world is also very effective in the market area (Elnahla, 2020: 510).

New media and technology are now among the primary needs of individuals, and they also pave the way for consumption and marketing. Yengin and Ormanlı (2020) in their study on this film review; he says that recording the consumption habits of users as aesthetic preference, consumption preference, space-environment-, proximity to the subject and technological competence causes similar content to appear in front of the user within the platform where the film is broadcast. Algorithms used as a marketing technology, it is a digital procedure that tracks the consumption habits of individuals, including personal information, and can produce what individuals

want. In this digitalization process, which can have negative as well as positive effects, the wishes and preferences of individuals and their consumption habits are taken into account. Because we are now in a consumption society and many things that are watched, heard, read and worn are consumed and money is paid for this consumption (Coşgun, 2012: 840). The world of music and entertainment, as well as cinema, is in the domain of digitalization. Gündüz (2019: 10) carried out a study to explain that digitalization has effects on individuals' music taste and entertainment areas. In his work, he mentions that in the digitalized world, the consumption habits of individuals and the channels they use and consume in the context of entertainment are differentiated. Gündüz (2010) mentions a lot in his work that music has become an industrial marketing tool within the culture industry and has become an indispensable part of daily life for people.

The effects of digitalization on the economy are seen as another subject of study. (Taşel, 2020: 127) stated that with digitalization, many commercial activities take place over the internet. Traditional shopping methods are now being replaced by innovative approaches based on digitalization. However, before purchasing a product they want, consumers can compare in terms of price and performance, access more than one option at the same time, and have the best one quickly. This national and international effect, which is reflected in trade, also plays an important role in the economic development of countries (Sepashvili, 2020: 194). Digitalization has now moved the sustainability of trade and relations to another level. In their study, Özen and Carpenter (2021: 58) stated that this expenditure will be worth 2.3 trillion USD by 2023, with the increase in the interest in digitalization after the pandemic process. This situation presents us with a preliminary picture of the fact that most of the economic relations will be realized through global e-commerce.

As a result, it can be said that the digitalization process has deeply affected many areas of individuals' daily lives, from art to

music, from what they watch to what they buy, from what they produce to what they consume. This digitalization process, which takes effect, can create a great value not only on individuals but also on countries and their economies. Digitization has stimulated trade and economy as well as accelerated the international flow of information and information. Because in the international sense, commercial speed has become achievable in short periods of time and with less effort, rather than long periods of time as in the past. As Gezici, Çelebi, Hatipoğlu, Evcı, and Selçuk (2021: 93) convey in their work, digitalization plays a facilitating role where many things change rapidly in people's daily lives. While relations with public institutions can be made through e-government, banking transactions can be made as e-banking, travel reservations can be made online, the scope of some business lines is shrinking or disappearing.

4. Covid-19 Process in Digitization

Covid-19 is a disease that emerged in the city of Wuhan, in the Hubei province of China, in December 2019, and then started to spread all over the world and in Turkey on March 11, 2020. From the first day the disease started to spread to the present day, the functioning of societies has been rearranged with policies and regulations for many epidemics (Ladikli et al., 2020:72). In fact, the social change experienced as a result of every epidemic will also occur during and after the Covid-19 epidemic. Epidemic diseases are a situation that has been encountered in almost every century from the past to the present, and that still affects the whole world today, causing the states to implement many health policies and conduct studies. These diseases are diseases that have been encountered in the past with many examples such as plague, cholera, and malaria, and are defined as “ pandemics “ because they affect the whole world. Pandemic is the classification of epidemic diseases that spread over a wide area (Akkuzu et al., 2020: 64).

In this sense, the circulation and spread of Covid-19 due to the globalization of the world has gained speed and has become a pandemic. Global world; It is a form in which information, capital and relations transform rapidly and contain many catalytic relations such as family, economy and education. For this reason, a disease that is socially related and spreads so rapidly in a global world will of course have a great impact on societies (Gupta et al., 2020: 331). Nalbantoğlu (2021), in his study, stated that the idea of digitalization in the Covid-19 process, in the most general sense, caused digital technologies to be transformed today due to reducing social distance and not reducing physical intimacy. Digital transformation and digitization processes have become a necessity for individuals and businesses, especially during Covid-19. In this process, the transition of individuals from office working life to working at home, students getting up early in the morning instead of going to school, entering the lecture rooms, and the transfer of shopping and many catalyst relationships to virtual environments lead to a different social change from the traditional one. This movement of change does not happen suddenly and quickly, just like other social transformations. It has become at least as slow as them, but gaining momentum with Covid-19. Proximity with rapidly developing technology in the Covid-19 process is in a position that affects individuals from 7 to 70 (Shenoy, Mahendra and Vijay, 2020: 670).

The existence of online concerts that gather people who cannot come together physically due to the Covid-19 epidemic due to the need for entertainment is one of the last points of digitalization today. According to Kavas (2021: 799) for these entertainments, where online concert tickets are sold, just like the sale of digital products, digitalization has turned into a new form in the 21st century and has affected different areas. Digitalization now differentiates not only the way individuals communicate, but also the forms of entertainment and socialization. As Kavas has stated, there are also significant variations in the way individuals socialize in life, and

they have transformed themselves into individuals who can adapt to the digital society and can socialize while being more free and able to stay in their comfort zone. It can be said that the transformation in question did not take long to be accepted on behalf of individuals. Because the comfort and convenience brought by digitalization today, the digital life we are used to during the pandemic period can continue after the closures.

4.1. Digitizing Commerce: e-Commerce

Just as consumption is digitalized in the 21st century, the market areas of these consumed products are also digitalizing globally. In the balance of supply and demand, the needs of individuals are concentrated in digital, and their needs are also met through digital. In this period, where not only needs and commerce but also money have become digital, it is not thought that the established relations and the shopping will be outside the digital environment. In his study, Koç (2020: 196) focused on the relationship between both the high costs and the difficulty of the transfer process in international money transfers of individuals and countries, since the costs and duration of monetary movements between individuals close to each other are short. At this point, he states that with the development of the internet and technologies, the introduction of crypto money has accelerated the transformation of money in international and national terms. From past to present, the last point of exchange, coin, banknote and paper money conversion has been shaped as digital money and crypto money (Campbell-Verduyn, 2018: 285). In today's world, where all relationships and shopping continue in the digital environment, the emergence of cryptocurrencies, called digital money, is quite normal and will be a situation that is expected to develop in the process. Individuals now act with their money, which they do not touch concretely, but only see the numbers on their phones and computers. The fact that people, who almost never touch the paper money they can touch physically, act with

the amounts they see on the screen can be seen as the milestones that make up the commercial and economic legs of digitalization (Söderberg, 2018:17).

As Akyazı (2018: 602) states, digitalized commerce has moved to digital platforms by taking the prefix “e” in front of almost every activity. In this way, it can be said that commercial activities threaten many companies and at the same time offer them endless opportunities. The fact that information can be stored, processed and reproduced with the Internet and developing technologies has created a change in the economy as well as in every field in the world. In this way, production, consumption, distribution, sales, logistics and many other commercial activities have become possible to be carried out over the internet. Electronic commerce, namely e-commerce, has become almost the most important and widely used of the developments in the field of economy (Song et al., 2019: 225). In this way, great innovations took place in the world economy. The decrease in costs in the virtual environment, the ease of access to customers and the simpler forms of advertisements, which were reflected in the price, were the factors that paved the way for e-commerce. Although low price is always the first priority of consumers, it has led to increased competition in the market and the rapid development of e-commerce (Seethamraju and Marjanovic, 2009: 923).

Bilgiç, Türkmenoğlu and Koçak (2020: 66) examined the effects of digitalization on the logistics sector and the sectors that provide logistics services. Among these effects, speed and transparency come to the fore. Quality and affordable products come with these effects. Digital processes, which affect every aspect of society, have ceased to be important for individuals and have now begun to play an important role for companies and businesses. According to Özgener (2004), e-commerce can play an important role in increasing cooperation by sharing information with other partners in the supply chain on issues such as demand forecasting and production planning. With this

explanation, it means preventing the waste of produced labor and the unnecessary use of long-term processes such as logistics. What Özgener basically wants to express in his work is; Both keeping the existing inventory ready and presenting it to the customer whenever he wants without wasting time, as well as carrying out studies on what kind of supply will be created with the consumption follow-up can prevent wasted time, financial loss and loss of labor. In this way, unnecessary use of existing resources can be prevented to some extent (Hwang, 2010: 1756).

Uğur (2021: 8) mentions that electronic commercial activities eliminate the perception of time and space and become an innovation that facilitates the lives of individuals. He mentions that this situation is different from traditional commercial activities and the forms of shopping we know. Developing and changing digital communication relations in Turkey with the support of the public have become an invariable part of our day. In another study, some factors affecting the development of e-commerce were conveyed and those elements were defined as follows; development of digital communication technologies, globalization, widespread use of social media and e-commerce (Huang, Chung and Chen , 2004: 261). It has been seen that e-commerce is widely used during the pandemic period. It can be observed that individuals become only consumers when they stay at home, their needs change through social media, and their purchasing potential changes. Especially when it becomes a situation where people stay only at home and are affected by social media, a very clear situation emerges that it has become a demonstration society through social media. In such a situation, it would not be wrong to talk about a digitalized society and a society that continues to digitalize (Song et al., 2019: 226).

4.2. Digital Society and Economy

Now, with technology and media tools, the tools of socialization are also changing, a digital society is forming, and

the way of thinking of individuals and society is changing. The change in question directs individuals to socialize from their place of residence (Yengin, 2012: 92-97). A socialization that affects the individual's interest, means of obtaining information and participation despite social and political events, that is, which affects the individual completely, is valid for today's societies. In societies where information can be accessed directly and quickly, the events that develop and the information concerning the society quickly affect the perceptions and minds of individuals. The coding of social events to individuals through social media and similar digital platforms can affect them while taking part in many social processes such as citizenship rights (Afonasova, Panfilova, Galichkina and Ślusarczyk, 2019: 26). To give an example, in Turkey, especially in the case of frequent femicides, the direct impact of social media on the judiciary and justice systems can be mentioned. In particular, a hashtag created through Twitter can indicate the reaction of society as a result of a legal judgment may cause the same law to be rearranged or a process to be started again to take a decision. In this and many other cases, the creation of an organizational unity may actually cause socialization to shift towards digitalization and social transformation to evolve towards digital transformation. In his study, Odabaşı (2010: 265-266) mentions that social networks such as Facebook and Twitter are positioned as important tools of socialization today and create an alternative public space. In other words, individuals are no longer in a position to take up banners and take a walk, but they have transformed into a state that creates a new public unity thanks to the technology under their fingers and in front of their eyes.

What Kardaş (2018) talks about in his work is the change of the traditional and the change of many things that we know traditionally are among the most important and perhaps the biggest effects of the digital society. Digitalization processes that affect and are affected by society can deeply affect not only the society and the individual,

but also political relations, economic relations, commercial activities, family and many other social institutions. Now that even the health system has moved to virtual environments such as e-pulse, e-pharmacy, and online pharmacy, we must understand that digital processes are of vital importance at least physically as well as virtually. It can be said that digitalization, which is more than social media where the individual presents his/her self in the public sphere, is a necessity and a necessity for today's societies (Garnov et al., 2020: 442).

Sayar (2016: 762) stated that the word virtual is no longer a revolution that transcends people, societies, states, countries and continents, but a movement that creates evolution. After these statements, he stated that although the virtual society seems to be an information society, in fact, this society consists of many economic, political, cultural and social factors. In the type of society that we associate with the concept of digital, there is not only the production and dissemination of information. There is a structure that interacts with many points in daily life and society. Virtual life, or rather digital life, can offer us more than the comfort of our daily life. In the digital society, there are habits and daily practices similar to real life (Ermakova, 2020: 89). For example, if the individual stays at home, he can participate in an artistic event online. Again, the individual can visit museums, shop, share ideas and get education without leaving his comfort zone. In this field, there are very few things that an individual can do in daily life but cannot do digitally. An individual who carries out his work and education life digitally can participate in an international congress in New York within the borders of Turkey and express his thoughts comfortably without any cost. This situation, which is economically very positive for the individual, is not only positive for the individual. In addition to these, an environment where even individuals who have self-confidence problems in socialization or who are excluded due to some differences in real life can express themselves and socialize

through digital communication (Kargapolova, Kargaplov, Davydova and Dulina, 2020: 194). Because in the digital world, regardless of the identity of the individual or personal data, he can create a profile for himself and hide many things that he wants to hide in real life in the virtual world. As Sayar (2020: 770) states, an individual can compensate for his shortcomings in real life in the virtual environment.

Of course, the digital society is not an environment where only positive situations exist and many things can be expressed with embellishments. One of the biggest dangers of digital is that the inability to use the internet and technology adequately and properly makes it open to abuse (Garnov et al., 2020: 442). Good and positive relations may not always be established with the Internet and technology. There may be some malicious people in the virtual world as well as in real life. In this case, many people have suffered. For this reason, the law enforcement officers responsible for ensuring the security of the society must have needed the existence of a unit called the fight against cybercrime. Hamutoğlu, Kaban and Aykut (2021: 51) stated that there are some threats and dangers as well as the opportunities that arise with every new technology.

In addition to the positive and negative consequences of the virtual environment and the digital society, there are significant economic effects. In order to explain these effects, Kurt (2020:3085) used the term “smart society” in his study to explain the social reflection of digital transformation and its economic effects. In the study, the necessity of revealing the relationship between production, trade, employment and foreign trade has been conveyed in order to explain the relationship of digitalization with the economy. The social transformation of production activities, the decrease in the costs of production in this transformation and the change in the production needs of individuals are seen as a reason for social change (Ermakova, 2020: 90). It can be said that not only the production but also the commercial market areas where these productions are made

have changed, therefore, the employment rates have increased and individuals have turned to foreign trade.

5. Digitalization and International Relations

Digitalization has a wide impact area in international relations as in many other fields. It has been observed that the digital world, which transforms individual and social relations, also affects the nature and structure of international relations. This effect has come to the fore when international relations take place in front of the public and take on a more transparent and democratic structure (Kanat, 2016: 530). When the basic dynamics of this effect are examined, the role of institutions in society and individuals in the state policy emerges. Central governments lose their authority in terms of social order, economic systems and international relations (Strange, 2002:127). It has been possible for communities such as citizens or non-governmental organizations to be more effective and interventionist in terms of decisions taken and steps to be taken, with the technological opportunities and social media platforms brought by digitalization. These areas are no longer seen as a platform, but as a parameter. This phenomenon, which can be seen as the mass expression of digitalization, can be interpreted as the social structure and public thought gaining a more active role (Van der Brug, Semetko and Valkenburg , 2007: 117). The concept of active socialization emerges in this climate. While socialization is a concept that is always present in every country, digitalization has paved the way for this aspect of society to be used more effectively in the field of international relations and politics (Ceyhan, 2020: 89).

Another effect of digitalization on international relations is seen in the global trade network. With digitalization, countries communicate with each other more easily and find the opportunity to trade. In addition to the states in general, this traffic has a more frequent and large volume for companies (Bostancı, 2014: 86-88).

Both raw material and processed The digitalization process at the point of commodity trade has made it reliable and fast. These practical trade behaviors have become valid for the whole world and have contributed to the globalization of the world. The multinational companies that emerged after this commerce network and their volumes in the market contributed to a deeper and more radical change in international relations. Relations between states and companies have started to become tighter and more continuous with digitalization (Kanat, 2016: 535). In addition to trade, the mutual communication of bureaucracy and country politics has been realized independently of time and space with digitalization. Country leaders and influential institutions realize their mutual interactions and reconciliations more easily and quickly with the innovations brought by digitalization. In this way, both statesmen and state institutions have an easier communication area (Siddiqui and Singh, 2016: 71). The concept of social media brought about by digitalization has an impact in the field of diplomacy. Central governments use social media effectively in terms of communication with the society and international relations. Along with bureaucratic, political, military, diplomatic and scientific developments, cooperation and trade relations can be realized effectively and transparently through social media. In addition, individuals and institutions are aware of these developments and their sphere of influence has developed with social media (Karabulut, 2021: 106-107).

6. Conclusion

While it used to be possible to access information by going to libraries and mixing encyclopedias, it has now become a situation that we can access within seconds by entering a search engine. Electronic usage tools and the development of technology provide great convenience to individuals both in terms of speed and ease of accessibility, and now they create a comfort zone in their daily lives. It has a great impact not only on access to information, but also on the

change of social relations and the daily life practices of individuals. The most concrete example can be the transfer of relationships to virtual environments and virtual rooms from the times when they were face-to-face and physically in close environments in the past. For example, in the past, teachers used to hold parent-teacher meetings with parents to talk about the situation of their students. However, now these parent meetings have almost turned into a state of disappearance, as teachers have created “class Whatsapp groups” including families, and they have turned into a position to convey the status of students to their families in a virtual way, not face-to-face. In the past, while parents were scanning the book pages to check their children’s homework, they are now trying to help their children with the part written by their teachers from the class groups. In other words, the most well-known and easiest example of digitalization has become effective in many areas without saying young adults.

It is quite clear when we look at today’s societies that there is a transformation not only socially but also economically. This change, which can be seen in the needs and consumption patterns of individuals, greatly affects economic and commercial activities. The transformation of the activities and daily life practices that individuals consume, buy, watch and spend their spare time on affects their countries in particular and general, with economic activities gaining a global dimension. In particular, the transfer of shopping made through applications such as Ali Express and Amazon to a global dimension is in a position that changes and transforms the foreign trade and commercial activities of countries. Commercial activities affected by digital technology and media communication tools are also very effective in the change and transformation of these activities. In other words, it can easily be mentioned that such a process, which affects each other deeply, is a factor that accelerates the development of the digital society and therefore the digital economy. That is to say, especially with the arrival of the Covid-19 pandemic in our country, the closure of houses and the orientation of individuals to social

media during these closures increased consumption, encouraged and standardized consumption. Individuals no longer have very different wants and consumption patterns. Many of the individuals want to consume the same thing, they want to have the same things because they have become a part of the show society. Of course, this is more than generalizable. However, when viewed from a general perspective, it can be said that the scope of consumed products, contents, information and services consists of several frameworks. It is thought that individuals who watch the same TV series, the same movies, spend the same time on the same platforms, and receive many different trainings from the same virtual environments have become uniform with the Covid-19 pandemic.

As a result, these digitalization processes, which affect individuals, societies and societies due to economic processes in the most general sense, are now an undeniable reality of today. It can even be said in the future that there was a technological revolution in this period, which is also expressed as a new age. This digitalization process, which creates new lifestyles that separate the daily lives of individuals from traditional lifestyles, is an important and effective process that states now take into account, both economically and politically. The continuity of this process will continue as long as individuals exist. Because technological transformation can no longer be taken away from individuals or from economic relations. This process, which proceeds differently from the kinetic speed of social transformations, can be understood by looking at its progress so far that it will bring much different sociability and social relations.

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