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ICONIL 2023 AUTUMN

DEC 9-10, 2023 İSTANBUL / TÜRKİYE

INTERNATIONAL
CONGRESS OF NEW SEARCHES IN SOCIAL SCIENCES
PROCEEDINGS BOOK

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KAVACIK YAŞAM MERKEZİ KAVACIK / BEYKOZ

İSTANBUL / TÜRKİYE

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From 9 countries 72 participants applied to the congress. Participants presented their papers for two days in the congress.

We are also grateful to the esteemed participants, our keynote speakers, our referees for their support and contributions to the success of this congress. Thank you for attending our academic event and supporting us.

The ICONIL congress will be held every year by raising its target higher. It will reach out to wider communities and increase the number of papers and participants.

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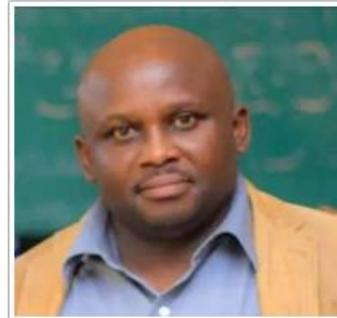ICONIL ORGANIZING COMMITTEE   16.12.2023

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A VIEW OF SUSTAINABILITY IN BUSINESS AND "GREEN ACCOUNTING" UNDERSTANDING

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Abstract
Considering the concept of personality which is tried to be explained a lot in the basic concepts of accounting; Businesses can be considered as individuals who have separate personality from their partners, have separate safes, separate bank accounts, separate credit debts or market credibility. In fact, so much so that the companies born with a different personality from these partners have a different account mechanism for all of them, whatever they have done during their lifetime. The basic concepts of accounting include the concept of social responsibility; responsibility for the environment and the use of investment options that do not harm the society and the environment can be defined as respect for the rights of non-human beings. Perhaps the best way to explain the principle of social responsibility is the proverb of the Indians of North Amarika: "This World Didn't inherit from Our Ancestors, We Borrowed It From Our Children" http://www.bilgeler.net/konular/kizilderili-atasozleri/) In this study, the concept of sustainability and social responsibility in businesses are handled together and the operations that will be carried out in order to reach this generation, which we have entrusted to our children as a trust, without even betraying the custody and even adding value to the future generations, are emphasized on the impact of the financial structure of the businesses.

Keywords: Sustainability, Accounting, Management, Social Environment, Green Accounting

OPEN DATA APPLICATIONS IN MUNICIPALITIES: CASE OF DENİZLİ

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Abstract

In the last 20 years, there have been significant developments in open data that everyone can access and use, and open data used by the public sector, non-governmental organizations and the private sector has enabled the emergence of collaboration and innovative applications in many areas. Although international indices are used to measure the prevalence of open data applications, which vary between countries, the number of micro-scale studies on regional maturity levels is quite limited. With this research, the openness of data sharing in 19 district municipalities in Denizli was examined by scanning the corporate websites of the municipalities. Within the scope of scanning; The open data application capacity of district municipalities was evaluated by taking into account data quality, data accessibility, data diversity, data currency and citizen participation criteria. The research results have determined that the open data policies of the municipalities in Denizli province are weak, most of them are not successful enough in providing data portals, they present the same data types in different formats, and there is not enough richness in terms of data content. The research also offers suggestions for strengthening the open data policies of municipalities in Denizli province, enriching the data content and increasing cooperation between municipalities. Implementation of these recommendations will enable municipalities in Denizli to improve their open data application capacities and use public resources more effectively.

Keywords: Open Data, Municipalities, Yerel Yönetimler

THE COMPARISON OF THE OTTOMAN VOIVODE AND THE FRENCH INTENDANT SHOWS

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Abstract

According to Weber, the French Ancien Regime was an estate state. The estate state was an early modern state. In this respect, it embodied modern characteristics. Therefore, the Ancien Regime contained modern features. Thus, the intendant, who was a tax collector, proves that the early modern French state evolved into a modern bureaucratic structure. The intendants show modern bureaucratic characteristics. Apart from this situation, according to one of the views in the literature, the Ottoman State was an oriental state. It shows despotist characteristics. As such, this state does not show early modern characteristics. It ruled as a sultanist state. This is also reflected in the tax collection system. Per a typical agrarian empire, the state's officials repeated the ancient practices and behaved according to sultanism. In this respect, voivode, who was a tax collector, was also a typical agrarian imperial official. In this paper, this argument is tested through the comparison of these two officials. In this context, the method of this paper is the comparative history method. Accordingly, it is necessary to draw a meaningful line of comparison. The meaningful line of comparison between the Ottoman Empire and France is that both countries entered the 17th century with a wide range of fief organizations and a strong monarchy. Accordingly, when the voivode and the intendant are compared, these two officials performed similar tasks, were part of an extensive bureaucratic system, and operated according to established rules. Accordingly, the thesis that the Ottomans were sultanistic and irrational is disproved. In addition, the intendant also fulfils the task of transforming economic activity and directing it according to a centralized plan. This distinguishes him from the voivode. This last state is due to the capital-violence-intensive nature of the modern state, that Tilly draws our attention to his thesis. The Ottomans had not reached the level of modernization by remaining at the violence-intensive level. In other words, while the intendant embodies modernist characteristics, the voivode emerges as a traditional type of official. However, the voivode also renders the thesis of sultanism questionable.

Keywords: Weber, Estate State, Ancien Regime, Intendant, Voivoda, Ottoman

EXAMINING PARENTS' EDUCATIONAL PHILOSOPHY TENDENCIES IN TERMS OF AGE GROUPS, SCHOOL TYPE AND NUMBER OF CHILDREN

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Abstract

In this study; It is aimed to examine the educational changes of parents in terms of age groups, school type and number of children. Research; It was designed with a causal comparison design within the scope of the good research method. The independent variable of the research is; Age groups, school type and number of children vary. The parents' education scheme consists of blockable variables. The scope of the research; It consists of 2905 people consisting of their parents at different configuration levels. The Parent Educational Philosophy Scale (VEFÖ) was used by Yılmaz and Yıldırım (2023) to create components related to the educational philosophy of parents. Depending on the age of the parents in whom the research was conducted, the average scores of the Individualist, Socialist and Subject-Centered dimensions of the educational geology order differ significantly. The research revealed that the number of children parents have has an impact on the process of parents' educational changes. Another result of the research is that the average scores of the Individualist, Socialist and Subject-Centered dimensions of the educational chemistry demonstrations differ significantly depending on the children the parents have.

Keywords: Parents, Philosophy Of Education, Age Groups, School Type And Number Of Children

HOW STUDENTS' PATIENCE PREDICTS PERSEVERANCE

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Abstract

The aim of this study is to reveal the relationship between high school students by testing their patience and perseverance with explanatory models. Within the scope of this main purpose, the research; "Is there a relationship between the patience and perseverance of high school students?" and "High school students' patience is related to interpersonal patience; Do long-term patience and short-term patience predict the dimensions of perseverance, consistency of interest, and persistence in effort? Were the answers to your questions sought? The study group of the research consists of 1046 students who were determined by the phased sampling method among the students studying in secondary education in Konya city center. Brief Perseverance Scale developed by Duckworth and Quinn (2009) to measure students' perseverance in the study. Sarıçam et al. (2016) and was developed by Schnitker (2012) to measure their patience. Patience Scale adapted to Turkish by Eliuşuk and Arslan (2016) was used. According to the results of the research, the patience of high school students is interpersonal patience; There is a positive significant relationship between their long-term patience and short-term patience scores and their Perseverance, Consistency of Interest and Persistence in Effort scores. Interpersonal patience of high school students; Long-term patience and short-term patience sub-dimensions predict the variability in the Consistency of Interest and Persistence in Effort sub-dimensions of their Perseverance.

Keywords: Student, Patience, Perseverance

AN INVENTORY TO VOCATIONAL COLLEGE EFL LEARNERS' METACOGNITIVE AWARENESS OF READING STRATEGIES

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Abstract

Reading is a fundamental element of four linguistic skills. Some students apply strategies in an attempt to have grasp of what they read. Still, lack of motivation and reading strategies are major problems among EFL learners that has also a significant effect on academic achievement. Therefore, this paper aims to investigate the vocational college students' metacognitive awareness in reading-strategy use. First and second grade students are compared in order to reveal whether there is any difference between metacognitive awareness levels in terms of reading comprehension. A total of 279 students studying at a vocational college in Balıkesir/Turkiye were sampled through convenient sampling method. The data was obtained through Metacognitive Awareness of Reading Strategies inventory (MARSI) that was developed by Mokhtari and Reichard (2002) consisting of 30 items. Moreover, the tool also comprises three subscales measuring global reading strategies, problem-solving reading strategies, and support reading strategies of the participant group.

Keywords: Reading Strategies, Metacognitive Awareness, Efl Learners, Reading Comprehension

SEEKING INNER SERENITY FROM THE CONSUMER PERSPECTIVE: MEDITATION APPLICATIONS AND THE "BEING ALIVE" TREND OF FAITH POPCORN

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Abstract

This paper explores the evolution of individuals' quest for inner peace and happiness within the "Being Alive" trend, emphasizing the role and significance of achieving emotional balance and well-being. In today's context, the "Being Alive" trend has gained momentum, shaping people's pursuit of internal happiness. In addition to traditional meditation and therapy methods, it highlights the importance of digital meditation applications like Headspace. As the world evolves, consumer behaviors and needs continuously change, leading to the emergence of new products and services. Hence, meditation applications and the broader healthcare industry serve as bridges, connecting modern technology with these meaningful practices, offering individuals pathways to emotional balance and overall well-being. These applications are easily accessible to everyone today, aiding individuals in attaining mental equilibrium and tranquility. Companies embracing this trend strategically adapt to the rapidly changing landscape of modern consumer behaviors and needs, positioning themselves more effectively within our evolving world.

Keywords: Faith Popcorn, Trends, Being Alive, Consumer Behaviour, Meditation Apps

THE INFLUENCE OF COMMUNICATION ON BRAND SELECTION IN INSURANCE COMPANIES IN ALBANIA

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Abstract

At the stage where society is today, including rapid technological and environmental developments, the consumer is becoming increasingly intelligent and is being equipped with abundant information through various digital or online platforms, having the possibility of choosing his favourite brands. Even in the Insurance Industry everywhere, including Albania, this type of approach is increasingly used by consumers of insurance companies who seek to choose the products they need by getting information through the Internet or even through other traditional forms of communication such as publicity direct marketing. Of course, consumers' experience with the company, company agents, or word of mouth continues to be considered communication elements that influence the selection of the brand/company from which the consumer wants to buy the products. Regarding the price of insurance products in Albania, consumers cannot differentiate between specific companies; we analysed the communication elements in this study to understand the influence of these elements in selecting the insurance company brand. A questionnaire was structured and distributed, which contained variables that gave us information about the objectives and research questions in the study, and from the analysis of the collected data, we reached conclusions about the study. The study's results will allow insurance companies to understand the forms of communication that influence brand selection.

Keywords: Communication Elements, Brand, Products, Insurance, Albania

AN ANALYSIS OF FAITH POPCORN'S 'SAVE OUR SOCIETY' TREND: A CASE STUDY ON CONSUMER BEHAVIOR STRATEGY OF THE BODY SHOP

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Abstract

The dynamic field of consumer behavior has become an integral aspect of the contemporary business landscape, exerting a profound influence on market dynamics and strategic business practices. The Body Shop is seen as a pioneer in the 'Save our Society' trend for its unwavering commitment to ethical and sustainable practices, which not only shape its consumer strategy but also significantly influence consumer behavior by inspiring conscientious choices and values in the beauty industry. This paper analyses the practical application of the trend 'Save Our Society' by The Body Shop in relation to consumer behavior. The company's outlook towards sustainability in its production, positive involvement in local communities, efforts in supporting human rights, campaigns against animal testing, promotion of positive self-esteem and most importantly integrity and honesty are shaping consumer behavior in the industry. This paper offers a literature review of a brief history of the company, specifically from the standpoint of corporate social responsibility (CSR), its past and current evolution in consumer strategy as well as explain the influence of its 'Green Reputation' on consumer buying behavior. The paper also provides a summary of the brand's acquisition by the French cosmetics multi-million-dollar company, L'oreal, and its effect on consumer satisfaction with the brand. To delve deeper, this paper will give a brief comparison of The Body Shop to other brands in the same industry to provide more context on the subject of consumer behavior and the 'Save Our Society' trend as well as highlight how other brands are following The Body Shop's consumer strategy. This paper concludes with a summary to explain the company's success in achieving sustainable consumer relations through its practices in the past and present with regard to consumer behavior as well as its plans to thrive in the ever-changing consumer-driven market.

Keywords: The Body Shop, Save Our Society, Social Responsibility, Social Conscience Of Ethics, Consumer Behavior, Consumer Strategy

THE STUDY OF STRATEGIC MODALITIES OF MAXIMIZING ECONOMIC PRODUCTIVITY OF COOPERATIVES IN BURUNDI

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Abstract

The Burundian government has recently taken an economic policy of promoting economic productivity. In implementing that economic policy, citizens were regrouped into cooperatives and the Burundian government funded their economic activities. Many cooperatives were created and benefited from the fund of Burundian government. Yet, two years after the beginning of the implementation of that economic policy, an evaluation conducted by ANACOOP (Agence National de coordination des cooperatives /National agency for the coordination of cooperative activities) showed that some cooperatives had made profits while others remained stagnant; there are even those which totally collapsed. The categorization of these cooperatives in three categories according to their productivity raises some important questions: -Are there any conditions which would be necessary and sufficient to promote economic productivity of cooperatives? What are the causes of success or failure of these cooperatives? Which strategies can be used to boost economic activities of cooperatives in Burundi? This paper will respond to those questions on basis of a study conducted upon cooperatives in Burundi.

Keywords: Cooperative, Economic Productivity, Strategic Modalities, Burundi

DIGITAL TRANSFORMATION IN PUBLIC ADMINISTRATION: ARTIFICIAL INTELLIGENCE

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Abstract

This study was designed to reveal the reflections of digital transformation in public administration. In order to understand the importance of rapidly developing digital world in our lives today, it is enough to observe the extent to which digital tools are used in our daily activities. All concepts used have started to be used with digitalization and new concepts have taken their place in our lives. With the globalization process that eliminates borders of states, the information society and information age, where the ways of using and sharing information change, and trends and understandings such as Web 2.0 and Industry 4.0 that emerge as a result these can be given as examples of these transformations. As a result of technological developments and widespread use of internet-connected devices, the Internet has become a popular topic in public administration literature, as well as in computer science. Within the scope of the internet, people, public officials, institutions, service vehicles and objects connected to each other via internet have created the necessity of digitalization of service delivery in public sector, and the applications carried out in this direction are increasing day by day. Since it is obvious that this technology will provide benefits to public administration as well as the private sector, academic studies on this subject have begun to increase (Göçoğlu, 2020:11). Developing technology in recent years has introduced the concept of "artificial intelligence" into our lives. Public administration is one of the areas where this concept quickly finds a response. Administrations have made intense efforts to adapt to these innovative technological developments. Law and administration, which try to follow technological developments, now tend to adapt to AI. This presents itself as both a necessity and an obligation. The most important contribution of artificial intelligence to administration may manifest itself in the delivery of public services. Artificial intelligence applications are used in the provision of public services. Use of artificial intelligence in public services ensures that the service is provided faster, more transparently, more efficiently and at less cost. For these reasons, use of artificial intelligence in the delivery of services is demanded by the citizens who receive the service. In fact, traces of digital transformation have been visible in the administration for long time. It is inevitable that this transformation will reach different points as artificial intelligence applications are used in many areas of the public sector day by day.

Keywords: Public Administration, Digitalization, Artificial Intelligence

MARKETING STRATEGIES OF NP İSTANBUL HOSPITAL IN THE CONTEXT OF FAITH POPCORN'S FUTURE TENSE TREND: THE EFFECT OF VIRTUAL REALITY APPLICATION TO RELIEVE ANXIETY

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Abstract

This paper examines the Future Tense trend by Faith Popcorn and explores how the consumer anxiety, intensifyied by social, economical and political chaos can transform into a marketing opportunity. The strategic approach of NP Istanbul Hospital's Virtual Reality application, adopted to alleviate anxiety, is thoroughly analyzed in this paper.By investigating factors such as virtual reality technology,, pricing strategies, communication , customer experience and costumer outreach, the paper demonstartes how a marketing strategy targeting anxiety can be successfuly implemented. This paper provides a detailed analysis of NP İstanbul Hospital's marketing strategies and virtual reality application based on Faith Popcorn's Future Tense trends, offering insights to businesses on connecting with consumers and addressing their emotional needs during uncertain times.

Keywords: Faith Popcorn, Future Tense, Marketing Strategy, Npistanbul Hospital, Trends

THE USE OF QUALITATIVE RESEARCH METHODS IN THE DISCIPLINE OF INTERNATIONAL RELATIONS: EMBEDDED THEORY APPROACH

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Abstract

Throughout the Eighteenth and Nineteenth centuries, the deterministic positivist paradigm, with its focus on an unchallengeable, universal, and immutable nature of truth, dominated not only the natural sciences but also the social sciences. As the 20th century progressed, debates on theory and methodology between historical narratives and other social sciences led to interdisciplinary interactions. The acceleration of social changes brought historians, sociologists, anthropologists, political scientists, and economists into dialogue. The expansion of intellectual boundaries blurred the lines between disciplines, giving rise to multidisciplinary approaches. References to Pierre Bourdieu, Mikhail Bakhtin, and Michel Foucault can be found not only in the works of sociologists and historians but also in those of archaeologists, geographers, and literary critics (Burke, 2011: 19). In fields such as Political Science, International Relations, International Political Economy, and European Union Studies, it is natural to conduct research by leveraging different methods from the social sciences. In recent years, discourse and critical discourse analysis studies in the discipline of International Relations have drawn heavily from linguistic studies. Additionally, theory-testing case analyses, qualitative content analyses, and comparative policy studies are also notable qualitative methods used in Political Science and International Relations. The Embedded Theory approach, a qualitative research method, is relatively new in these disciplines. Although Becker acknowledges Embedded Theory as a method originating in Sociology, he notes that Political Science, like Sociology, focuses more on testing theories than on creating them (2012: 8). In International Relations studies, the Embedded Theory approach can be applied to the individual, state, and system levels. Such an application will extend academic studies beyond descriptive/material explanation, allowing for the creation of systemic theories (Jafar, 2022: 83). It is acknowledged that such studies are still limited in the field and often constructed by drawing inspiration from other social sciences. This paper discusses how the Embedded Theory method can be integrated into the discipline of International Relations.

Keywords: International Relations, Qualitative Research, Embedded Theory, Research Methods

UTILIZING MAXQDA FOR EUROPEAN COMMISSION DOCUMENT ANALYSIS: A CASE STUDY ON THE EUROPEAN NEIGHBOURHOOD POLICY

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Abstract

The use of computer programs in qualitative research has become widespread since the 1980s. With the development and prevalence of web technologies, these methods are commonly employed in the analysis of any recorded information, including images, documents, audio, and video recordings. Weitzman and Miles (1995) highlighted the ease of use of widely used programs in their study analyzing 24 computer programs. Programs such as ATLAS.ti, NVivo, MAXQDA, and HyperRESEARCH are commonly utilized, incorporating principles of qualitative data analysis into their designs. For instance, the official website of MAXQDA, in operation since 1989, indicates that the program's name is derived from the MAX of German sociologist Max Weber and the initials of Qualitative Data Analysis (QDA). While computer programs facilitate the user, the researcher is still responsible for the coding process. This study focuses on demonstrating how MAXQDA can be used in document analysis. It summarizes the steps to be followed before starting the data analysis sections of research, including "a. Access to the data set, b. Use of tools that can apply the method, and c. Acquiring tools necessary for the analysis phase." MAXQDA provides features such as searching within text, extracting word frequencies, and conducting similarity analysis. The Visual Tools tab includes functions such as word cloud analysis and document analysis. An example of official document review will be presented to illustrate the analysis part of the program. The documents examined in the study are communication documents related to the "European Neighbourhood Policy (ENP)" published by the European Commission from 2011 to 2021. Five ENP documents coded and categorized in the analysis program have been divided into themes based on the author's literature knowledge. In the second stage of data analysis, the documents were quantitatively analyzed through the program and qualitatively translated by the author.

Keywords: European Neighbourhood Policy, Maxqda, Document Analysis, European Commission

THE RELATIONSHIP BETWEEN TECHNOLOGICAL, SOCIAL, AND CULTURAL FACTORS AND GREEN BEHAVIOUR, THE IMPACT ON CONSUMER SATISFACTION IN THE INSURANCE INDUSTRY IN ALBANIA

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Abstract

In the era of a sustainable green economy, marketing also takes on a vital role with a focus on offering online products so that consumer behaviour adapts to this approach to create a communication that avoids environmental pollution and saves materials that contribute to pollution. This approach is a current challenge for all companies as a whole but also for insurance companies and the Albanian market, which are the focus of our study. Given that the last few years dictated the necessity of online access for businesses and consumers, in response to this approach, it could not be different for insurance companies that, through their websites or tablet and mobile applications, created the opportunity for their consumers to choose and buy products online. In this study, we will present the impact of technological factors on green consumer behaviour, the impact of social and cultural factors on consumer behaviour and the impact of these groups of factors on consumer satisfaction. A well-structured questionnaire was distributed so that after analysing the data, it gives us conclusions regarding the research questions raised for this study. The sample unit is a convenient sample that we judge to be sufficient to obtain the appropriate results from the study. This study will provide insurance product providers with information about the impacts of these groups of factors on green behaviour and consumer satisfaction. Also, we will present future recommendations to insurance companies and researchers.

Keywords: Sustainable Economy, Green Behaviour, Products, Insurance, Factors, Consumer Satisfaction

HUMAN ROBOT-MEDIATED INTERVENTIONS FOR AUTISM SPECTRUM DISORDER: TWO CASE EXAMPLES

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Abstract

Autism Spectrum Disorder (ASD), popularly known as autism, is a lifelong neurodevelopmental disorder. Children with autism spectrum disorder (ASD) are affected by many skill deficiencies, especially social skills, compared to their normal peers. Nowadays, in parallel with technological developments, research on the use of humanoid robots as intervention tools that help develop these missing skills of children with ASD has increased. However, studies on the long-term effects of humanoid robot-mediated interventions on the social, communication and other skills of children with ASD appear to be limited. This work was supported by SoftBank Robotics Corp. and Pepper, a humanoid robot developed by Aldebaran Robotics, are used in the education of children with ASD. One of the applications is a humanoid robot-mediated teaching application in teaching the skill of expressing emotions in children with ASD, and the other is a humanoid robot-mediated teaching application in teaching the skill of counting objects in children with ASD. The results obtained in the tests of both teaching applications with children with ASD under the supervision of a special education teacher show that a humanoid robot can be used as an effective educational tool in the education of children with ASD. There is promising evidence that humanoid robot-mediated teaching in the social skills dimension can be used to reduce the problems of children with ASD in recognizing and expressing their emotions. In the mathematics skills dimension, observations have been made that humanoid robot-mediated teaching can be effective in helping children with ASD gain the ability to count objects.

Keywords: Autism, Humanoid Robot, Pepper Robot, Robot-child Interaction

FUNDAMENTAL RIGHTS AND NEW TECHNOLOGIES: A LEGAL ANALYSIS

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Abstract

This legal scientific article aims to explore the delicate intersection between fundamental rights and the new technologies that characterize the contemporary era. With the rapid advancement of digital technologies, the article addresses the challenges and opportunities that these innovations present from a legal perspective. Through a detailed analysis, it examines how fundamental rights, such as privacy, freedom of expression, and non-discrimination, are influenced and redefined by the use of new technologies. In the dynamic landscape of contemporary society, the intersection between fundamental rights and rapidly advancing technologies has become a focal point of legal inquiry. This scientific legal article undertakes a thorough exploration of this intricate interplay, examining the challenges and opportunities posed by new technologies from a legal perspective. Delving into the realms of privacy, freedom of expression, non-discrimination, and ethical considerations, the analysis seeks to elucidate the evolving relationship between fundamental rights and cutting-edge technologies.

Keywords: Fundamental Rights, New Technologies, Privacy, Digital Age, Freedom Of Expression, Ethical Considerations

CONSUMER BEHAVIOR TRANSFORMED DURING THE COVID-19 PANDEMIC

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Abstract

The behavioral economics approach, which emerged from the combination of economics and psychological sciences, analyzes the economic decision-making processes and behaviors of individuals. According to behavioral economics, individuals do not only behave rationally. Emotions such as joy, sadness, anxiety, fear, risk and happiness affect economic decision-making processes. Thus, individuals may make irrational decisions. The coronavirus epidemic, referred to as Covid-19, which emerged in Wuhan, China in 2019, quickly affected the whole world. For this reason, various restrictions have been introduced to prevent the damage caused by the epidemic. In this process, it has been observed that some changes have occurred in the behavior of individuals living under risk, uncertainty and restrictions. While these changes have spread to our lives and affected many areas, they have also affected our economic decision-making and behavior patterns. In this process, the quarantine process has started all over the world to protect from the contagious effect of the epidemic. As a result, individuals who cannot socialize have resorted to digital elements, especially for the continuity of their education and business areas. Thus, the consumer behavior of individuals who shape their living conditions according to the Covid-19 epidemic has also necessarily become digital. In this study, the changing consumer behaviors of the Covid-19 epidemic with digitalization are from Western European countries; It was evaluated from a behavioral economics perspective, specifically considering Germany, Austria, Belgium, Luxembourg and the Netherlands. As a result of the research, it was concluded that the Covid-19 pandemic affected people's decision-making processes and digitalized consumer behavior in these countries.

Keywords: Covid-19, Behavioral Economics, Consumer Behavior, Digitalization

USE OF ARTIFICIAL INTELLIGENCE IN DIAGNOSIS AND TREATMENT METHODS OF PSYCHOLOGICAL DISORDERS

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Abstract

Abstract: Artificial intelligence is increasing its popularity day by day and has become an option that shows its effectiveness in many areas. Artificial intelligence is also involved in many aspects of health. One of the most important of these is the use of artificial intelligence in the diagnosis and treatment of psychological disorders. It is used in the diagnosis and treatment of many mental disorders such as depression, schizophrenia, bipolar disorder, post-traumatic stress disorder, specific phobias, psychosis, suicide. The use of artificial intelligence in diagnosis and diagnosis in therapy provides a great advantage to mental health professionals. This makes therapy more effective and efficient. Purpose: In this review study, it is aimed to address the diagnosis and treatment methods of artificial intelligence in the therapy of psychological disorders. Materials and Methods: : In this review, we present how AI is embedded in diagnosis and treatment. Using a method of comparing and combining the findings of past research, this review reveals how mental health professionals are using AI technology on psychological disorders. Findings: When the researches are examined, it is concluded that psychological disorders are diagnosed earlier and more accurately thanks to artificial intelligence, and at the same time, their treatment is more effective. Result: Artificial intelligence is widely used in the diagnosis and treatment of many mental disorders such as psychosis, depression, anxiety, specific phobias, suicide, post-traumatic stress disorder, post-traumatic stress disorder, schizophrenia, etc. At the same time, these artificial intelligence techniques facilitate the work of mental health experts in diagnosis and treatment methods. The use of artificial intelligence in disorders also visibly increases the effectiveness of therapy and has a supportive role in therapy. Artificial intelligence has become extremely useful in psychology.

Keywords: Artificial Intelligence, Mental Health, Psychological Disorders

AN OVERVIEW OF THE USE OF VIRTUAL REALITY IN MENTAL HEALTH

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Abstract
Purpose: In this review, it is aimed to provide an overview of the studies examining the use of virtual reality, which has recently increased its use in psychotherapy, in diagnosis and treatment. Based on these studies, our study aims to evaluate virtual reality in the context of the treatment of diseases and to offer suggestions for new studies to be conducted in the future. Materials and Methods: Our study is a review. In our study, we focused on the areas of use of virtual reality in the diagnosis and treatment of diseases, due to the increasing prevalence of mental health disorders and the increasing use of technology in this field. In this study, research examining the use of virtual reality in these fields is compiled and an overview is presented. Findings: In this compilation study, the literature was scanned and ten academic studies were selected. In these studies, virtual reality can be used for anxiety, phobia, depression, etc. It has been reported to be an effective method of intervention in disorders. Result: Our study focused on research on the use of virtual reality in the diagnosis and treatment of mental health disorders. When the research was examined, it was seen that it was an effective tool for diagnosis and treatment. Therefore, it may be recommended to disseminate such innovative and comfortable technologies in treatments.

Keywords: Virtual Reality, Anxiety Disorders, Mental Health

RECIDICTION IN TURKISH CRIMINAL CODE

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Abstract

The legislator subjected those who commit offences more than once to a more severe execution regime than those who commit offences for the first time in case the conditions are fulfilled by regulating the provisions of recidivism in Article 58 of the Turkish Crime Code. In this respect, the person who commits an offence for the first time and the person who commits an offence more than once are distinguished from each other. The deterrent feature comes to the fore for the person who commits a crime for the first time, and the preventive feature comes to the fore for the person who insists on committing a crime. As a matter of fact, the aim of the institution of recidivism is to prevent the danger that the person poses to the society by continuing to commit the crime with determination, even though a penalty has been imposed on him/her for the crime he/she has previously committed. In case of recidivism, the penalty to be imposed on the convict is not increased, but the execution regime is aggravated. The conditions required for the operation of the institution of recidivism; the judgement given for the crime committed previously must be finalized, a new crime must be committed after the previous judgement is finalized and the new crime must be committed within a certain period of time. In our study, within the framework of the above-mentioned principles recidivism will be examined as a notion and the issue will be tried to be explained by mentioning its conditions.

Keywords: Crime, Recidivism, Repeater, Execution Regime

SELF-PRESENTATIONS IN MULTICULTURAL FAMILIES: AN ANALYSIS ON INSTAGRAM PROFILES

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Abstract

Goffman's theory of self-presentation suggests that individuals perform different roles in different situations to manage the impressions they make on others. According to Goffman, self-presentation is the process by which people try to control how they are perceived by others in social situations. He compares this process to a theatrical performance, where people play different roles depending on the context and the audience. He identifies two main aspects of self-presentation: the front and the back. The front is the part of the self that is visible to others, such as the appearance, the manner, the setting, and the props. The back is the part of the self that is hidden from others, such as the feelings, thoughts, motives, and preparations. Goffman argues that people perform different fronts in different situations, depending on the expectations and norms of the social setting and the audience. Goffman's theory of self-presentation is useful for understanding how people interact with each other in everyday life, as well as how they manage their identities and impressions. It also helps to explain how people cope with the challenges and opportunities of living in a complex and diverse society. This paper aims to explore how multicultural families use Instagram as a platform to present their selves and their relationships to their online audiences. The paper focuses on three couples who have one partner from an African country and one partner from Turkey, and analyzes their Instagram profiles using qualitative content analysis. The paper examines how the couples construct their identities, express their emotions, negotiate their cultural differences, and cope with the challenges of living in a multicultural context. The paper also discusses the implications of self-presentation for the well-being and integration of multicultural families. The paper concludes that Instagram is a useful tool for multicultural families to communicate their selves and their stories, but also poses some risks and limitations for their self-presentation.

Keywords: Multiculturalism, African And Turkish, Family, Self-presentation, Instagram

EUROPEAN CITIZENSHIP: A FADING UTOPIA?

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This article aims to thoroughly examine the concept of European citizenship, assessing its evolution in response to contemporary challenges. Through a critical analysis of political, social, and economic dynamics, we seek to identify variables that may undermine the robustness of European citizenship, exploring both elements eroding cohesion and those contributing to its renewal. Addressing key topics such as Brexit, the resurgence of nationalism, the migration crisis, and economic disparities, we aim to understand how these factors influence the perception of a shared European identity. The analysis also extends to exploring opportunities to strengthen European citizenship, including strategies like promoting solidarity, European education, and innovating European Union institutions. The UK's exit from the European Union has highlighted tensions within the EU and fueled nationalism in some member countries. This push towards greater national autonomy raises questions about the solidity of European citizenship. In a time when the European project faces unprecedented pressures, this article strives to offer an in-depth insight into the current landscape of European citizenship and possibilities for maintaining its vitality in a rapidly evolving context.

Keywords: European Citizenship, Brexit, Nationalis, Eu

FAMILY REUNIFICATION AFTER THE TREATY OF LISBON: IMPLICATIONS FOR SOCIAL COHESION IN THE EUROPEAN UNION

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In this article we will analize the impact of the Treaty of Lisbon on family reunification within the European Union. Through a comprehensive analysis of the regulatory provisions introduced by the Treaty, we examine changes in criteria, timelines, and processes related to family reunification for EU citizens and their non-EU family members. Providing an overview of the new rules and principles governing post-Lisbon family reunification, we also explore the challenges and opportunities that have emerged within this regulatory framework. The analysis is based on case studies, statistical data, and assessments of implementation practices in member states, offering a comprehensive perspective on the practical realization of these provisions. In conclusion, the article outlines the broader implications of the Treaty of Lisbon on family reunification, emphasizing the crucial role this aspect plays in promoting social and familial cohesion within the context of European integration.

Keywords: Treaty Of Lisbon, Family Reunification, European Union, Eu Citizens, Non-eu Family Members

CONSTITUTIONALITY REVIEW IN LATIN AMERICA AND ALBANIA REGARDING THE INDIVIDUAL RECOURSE AT THE CONSTITUTIONAL COURT

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Abstract

The term "supremacy of the constitution" refers to the constitution's supreme character, evaluating it as "Rule of Law" with the necessity for all laws and norms to be subservient to the Constitution. The supremacy of constitutional norms is material, and their content is dogmatic and programmatic, which compels all legal norms, as well as all leaders or officials and citizens, to be subservient to the constitution. Supremacy is also formal in the sense that all legal norms must follow the procedures outlined in the Constitution. To clarify the preceding, it may be stated that the constitutionality review of rules requires the existence of a written and rigid constitution that includes particular, sophisticated processes for its revision. Otherwise, the review would be merely material, affecting only activities that are neither constitutional or legislative-parliamentary in nature. The constitutionality review exercised by constitutional or ordinary judges is exclusively legal, not political.

Keywords: Constitution, Constitutionality Review, Supremacy, Albania

PALESTINE ISRAEL WAR ON INTERNATIONAL CRISIS AND PEACE MANAGEMENT

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Abstract

The objective of this study is to assess the international crisis and peace management in the context of the war between Palestine and Israel. The tension between Israel and Palestine has been ongoing for many years, but the war that began between Hamas and Israel on October 7 has once again plunged the Middle East into chaos. Thousands of innocent people have lost their lives in this war, and while European countries have remained silent on these casualties and supported Israel, Turkey, in particular, has been supporting Gaza. Turkey rejects the accusations of Hamas being a terrorist organization, asserting that Hamas is a group defending rightful causes. Turkey has been taking numerous diplomatic steps to resolve the ongoing war as soon as possible. According to President Erdoğan of Turkey, as long as the war continues, Israel persists in committing war crimes and killing innocents.

Keywords: Israel, Hamas, Gaza, War Crime

THE INFLUENCE AND ROLE OF THE EUROPEAN COURT OF HUMAN RIGHTS IN GUARANTEEING WOMEN'S RIGHTS

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Abstract

The document discusses the important role and influence of the European Court of Human Rights in guaranteeing women's rights. The European Court of Human Rights is part of the Council of Europe and is responsible for handling individual and collective cases for violations of the European Convention on Human Rights, which aims to protect fundamental rights and human freedoms. Given the broad definition of these rights, including women's rights, the European Court of Human Rights has a key role in their interpretation and implementation. Although at the beginning of the Court's work there were not many issues related to discrimination, over time the jurisprudence of the European Court of Human Rights has been enriched and there is now a consolidated practice in this direction. Specifically, the document addresses the general principles of implementation of Article 14 of the European Convention on Human Rights and Fundamental Freedoms, and its complementary nature. Article 14 of the European Convention on Human Rights defines the general principles regarding discrimination. This article includes both forms of discrimination: direct and indirect. This provision aims to ensure equality and protection from discrimination. Article 14 is an important tool to prevent discrimination and ensure that all individuals enjoy the rights and freedoms guaranteed by the Convention without prejudice. The European Court of Human Rights has a fundamental role in ensuring that Member States respect and protect these rights. Decisions issued by the European Court of Human Rights could influence member states' practices and set a precedent for similar cases in the future. This process helps to deepen and improve the protection of women's rights at the national and international level in the jurisprudence of courts.

Keywords: European Court Of Human Rights, Discrimination, Protection, Women's Rights

FULL TEXT PAPERS

In this area, there are full-text papers sent to the Iconil 2023 Autumn congress that meet the conditions

of the congress.

SEEKING INNER SERENITY FROM THE CONSUMER PERSPECTIVE: MEDITATION APPLICATIONS AND THE "BEING ALIVE" TREND OF FAITH POPCORN

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Abstract

This paper explores the evolution of individuals' quest for inner peace and happiness within the "Being Alive" trend, emphasizing the role and significance of achieving emotional balance and well-being. In today's context, the "Being Alive" trend has gained momentum, shaping people's pursuit of internal happiness.

In addition to traditional meditation and therapy methods, it highlights the importance of digital meditation applications like Headspace. As the world evolves, consumer behaviours and needs continuously change, leading to the emergence of new products and services. Hence, meditation applications and the broader healthcare industry serve as bridges, connecting modern technology with these meaningful practices, offering individuals pathways to emotional balance and overall well-being.

These applications are easily accessible to everyone today, aiding individuals in attaining mental equilibrium and tranquillity. Companies embracing this trend strategically adapt to the rapidly changing landscape of modern consumer behaviours and needs, positioning themselves more effectively within our evolving world.

Keywords: Faith Popcorn, Trend, Being Alive Trend, Consumer Behavior, Meditation Applications

1. INTRODUCTION

The "Being Alive" trend of Faith Popcorn signifies a pivotal cultural shift in consumer behavior, emphasizing a holistic approach to well-being, mindfulness, and purpose-driven living. Faith Popcorn, a visionary futurist and the founder/CEO of Faith Popcorn's BrainReserve, foresaw this transformation, identifying a shift away from materialistic consumption towards a heightened focus on mindfulness and purpose-driven lifestyles. Her insights have guided businesses to adapt their offerings, placing greater emphasis on mental and emotional well-being in their products and services. This perspective underscores that optimal health extends beyond mere longevity, emphasizing a transformative narrative woven into our daily lives. It reflects a move towards a more mindful, purposeful, and wellness-centered approach to consumption (Being Alive - Trendbank | Faith Popcorn's BrainReserve, 2020).

In tandem with the "Being Alive" trend, the adoption of practices such as yoga and meditation in Western cultures has a deeply rooted historical foundation. Meditation historically assumed essential for moral salvation, contemplation, knowledge acquisition, and liberation, has transcended its Eastern origins to become integral within Western societies (A Brief History of Meditation - Meditation Association of Australia, 2023). This historical narrative signifies a growing prioritization of holistic well-being and an embrace of a more mindful lifestyle. During the 18th century, meditation's age-old principles gained traction in Western societies, witnessing rising popularity among diverse segments of the population (Meditation History, 2023). The global recognition of wisdom within Eastern traditions acknowledges practices like yoga and meditation as a universal legacy, transcending cultural boundaries and symbolizing a harmonious fusion of ancient customs with contemporary well-being principles.

Historically, meditation served as a vital component of cultural practices and rituals, fostering connections to traditions and communities while acting as a pathway to enlightenment across various spiritual traditions. Initially pursued for spiritual growth, it aimed to attain higher consciousness and deeper connections to the divine. However, contemporary meditation diverges from the expectation of divine intervention or effortless spiritual enlightenment. It emphasizes an active connection with our inner wisdom, compassion, and deeper self—the Higher Self or soul. This contrasts the misconception of meditation as passive surrender by emphasizing it as an active collaboration and direct communication with our inner divinity (Leichtman & Japikse, 1982).

This paper aims to explore the 'Being Alive Trend' in depth, examining its impact on consumer behavior, the evolving landscape of holistic well-being, and the emergence of modern meditation applications. By linking the historical significance of meditation with contemporary societal shifts, this exploration seeks to elucidate how these trends intersect and influence our approach to wellness and mindful living today.

2. MATERIAL AND METHOD

This study relied on data sets, scholarly journals, and reputable websites. Data were sourced from specified databases and reports while academic journals from distinguished databases furnished theoretical frameworks and empirical evidence. The context of the study has been improved by reliable websites. Statistical analysis employed specific tools and methods, ensuring a meticulous approach to data interpretation. This systematic process ensured the study's comprehensive coverage and robustness in investigating the research objectives effectively.

3. CHANGING CONSUMER BEHAVIOUR AND MODERN NEEDS

Consumer behavior significantly influences the development and provision of products and services, aligning with evolving needs and involving a continuous decision-making process—from search and purchase to utilization, evaluation, and disposal of products and services (Valaskova et al., 2015). However, contemporary society faces a pervasive issue: materialism. This mindset drives excessive purchasing and an obsession with luxury goods, prompting the necessity for social investigation. Materialism's influence encourages individuals towards overindulgence in material possessions and widespread consumption (Sezer & Şentürk, 2021). Amidst these trends emerges a fundamental question: What holds greater significance in the long term—wealth or inner serenity?

In the past and present, consumer behavior has largely centered on the acquisition of material possessions, often seen as symbols denoting status and accomplishment. Nevertheless, a significant transformation became evident with the emergence and embrace of wellness practices, notably meditation (Topic: Wellness Industry, 2023). This shift indicated a notable change in priorities, as individuals began placing higher significance on mental and emotional well-being rather than solely focusing on amassing material goods.

The global health and wellness market achieved a substantial size of US$ 3.4 billion in 2022, aligning with the overarching 'Being Alive' trend. Looking ahead, IMARC Group anticipates that the market will expand further, reaching an estimated US$ 4.4 billion by 2028 (Health and Wellness Market Size, Share, Report 2023-28, n.d.). The Meditation Applications market is poised to reach a projected revenue of US$4.43 billion by 2023, with an anticipated annual growth rate (CAGR 2023-2028) of 9.83%. This growth trend is expected to culminate in a market volume of US$7.08 billion by 2028. (*Meditation Apps - Worldwide | Statista Market Forecast*, n.d.) The market's expansion is primarily attributed to the soaring popularity of meditation and mindfulness practices. Customers are more inclined toward convenient and accessible methods to integrate meditation into their daily lives. Meditation applications offer an expedient solution by granting users access to guided meditations and mindfulness exercises at their convenience, regardless of time or location. Moreover, the COVID-19 pandemic has contributed

to the market's growth, as heightened stress and anxiety levels prompted a greater number of individuals to turn to meditation as a coping mechanism. Companies have taken notice of this rising demand and have accordingly increased their focus on developing and releasing meditation applications. Today, over 2,500 meditation applications have been released since 2015, reflecting the industry's recognition of the growing interest and need for accessible mindfulness solutions (Goodwin, 2020).

4. FAITH POPCORN AND THE BEING ALIVE TREND

Faith Popcorn is the creative genius of BrainReserve, a groundbreaking marketing firm that she established in 1974. She is particularly well-known for her best-selling works, which include The Popcorn Report, Clicking, EVEolution, Dictionary of the Future, and the eagerly awaited Popcorn Report Revisited. Respected as the leading expert on American trends, Faith Popcorn has been called "The Trend Oracle" by The New York Times and "The Nostradamus of Marketing" by Fortune magazine. Numerous significant social movements, such as Cocooning, AtmosFear, Anchoring, 99 Lives, Icon Toppling, and Vigilante Consumer, are attributed to her. Serving as the chief strategist of Faith Popcorn's BrainReserve, Faith helps customers by utilizing her deep understanding of business and cultural trends. (*Who Is Faith Popcorn? | Faith Popcorn's BrainReserve*, 2022)

A trend as Faith Popcorn suggests, is a significant and long-lasting change in society and culture that looks ahead for at least a decade. It influences various aspects of people's lives and spans across different communities and markets. Trends reflect essential human needs and desires, predicting how these needs will evolve. Importantly, a trend is not a short-lived phase or a fleeting passion; it's different from a fad. (*TrendBank | Faith Popcorn's BrainReserve*, 2020)

The "Being Alive" trend highlights the understanding that good health and well-being contribute to a longer life. In today's marketing landscape, numerous brands leverage this awareness in their strategies. Given that good health is a top priority for individuals, many companies have capitalized on this, benefiting consumers in various ways. Countless offerings such as detox beverages, nutrition bars, diet products, and homemade items flood the market, catering to health-conscious consumers. Additionally, businesses are increasingly branding themselves as "happy" or "people-oriented" workplaces, recognizing the significance of employee well-being in fostering a productive and content workforce. (Carvalho & Mazzon, 2013) This trend reflects a positive shift towards prioritizing health and wellness across various aspects of life. It highlights a simple truth: when people prioritize their health, happiness, and peace of mind, they're more inclined to live longer and fuller lives. Recognizing this connection between a healthy, joyful lifestyle and longevity is prompting a widespread shift toward promoting wellness in all aspects of life. It's a straightforward acknowledgment that investing in well-being leads not just to a longer life but also to a more fulfilling and vibrant existence overall.

5. MEDITATION AND HEADSPACE

Peace, Lao Tzu realized, is an inside job. Only when we find peace within ourselves can we see more clearly, act more effectively, cooperating with the energies within and around us to build a more peaceful world. (Dreher, 2021)

Recent data suggests that the global population engaging in meditation falls within an estimated range of 200 to 500 million individuals (Smith, 2023). In the modern world, the bustling pace of life in big cities and the increasing demands of daily routines have contributed significantly to heightened levels of stress and anxiety among individuals (Gruebner et al., 2017). This has led to a growing awareness of mental health importance and a search for tools promoting mindfulness and stress reduction. Google (2020) reports a 65% increase in searches for yoga and meditation applications between 2019 and 2020, with terms like "mindfulness applications" and "yoga for beginners app" drawing the most attention.

Meditation applications have emerged to meet the rising demand for mental well-being, providing easily accessible and diverse meditation practices tailored to individual preferences.

Among meditation applications, only one has undergone experimental study—Headspace—which exhibited reduced depression and heightened positive emotions after a 10-day use (Howells et al., 2014). Headspace, a prominent meditation app, delivers guided sessions focused on stress management, sleep enhancement, and mindfulness. Offering features like sleep aids, breathing exercises, and relaxation techniques, Headspace contributes to mental health improvements by diminishing stress and enhancing sleep quality. Its user-friendly interface ensures accessibility, rendering mindfulness practices manageable and providing crucial support on individuals' mental health journeys. However, while Headspace has demonstrated benefits, it's essential to note that other applications similarly offer guided sessions, relaxation techniques, and mindfulness exercises, catering to users seeking stress reduction and improved mental well-being.

Their accessibility on smartphones and tablets allows for seamless integration into busy schedules, enabling convenient relaxation and stress relief on-the-go. What distinguishes these applications is their structured guidance, accommodating both novice users and seasoned practitioners, ensuring individuals stay aligned with their wellness goals. Furthermore, these applications offer personalized experiences, tailoring meditation sessions to suit a user's preferences and current needs, whether it involves improving sleep, managing stress, or enhancing focus. Additionally, they foster a sense of community, facilitating connections among users, encouraging shared experiences, and providing support in the pursuit of tranquility and improved mental health.

Moreover, these mindfulness and meditation applications are often cost-effective or available at relatively low prices compared to traditional wellness practices or in-person sessions. This affordability factor widens accessibility, allowing a more extensive demographic to benefit from these tools. Their affordability and ease of access democratize mental health support, making it more inclusive and reachable for individuals who might otherwise face barriers to seeking such resources. This cost-effectiveness aspect significantly contributes to their popularity and widespread adoption among diverse populations seeking accessible mental wellness solutions. (Bégin et al., 2022)

A comprehensive study examining over 280,000 digital meditation sessions globally has revealed notable mood enhancements resulting from engaging in meditation practice, irrespective of session duration (Cearns & Clark, 2023). As people recognize that material wealth and external accomplishments alone may not ensure enduring happiness, they gravitate towards holistic well-being. This shift in consumer mindset reflects a deeper quest for meaning and fulfillment, challenging the prevailing culture of superficiality. Individuals seek a more mindful and purposeful approach to their lives—one that transcends surface-level concerns and delves into the depths of their inner selves.

Mindfulness and meditation applications offer a break from the barrage of information and distractions, creating a space for introspection and self-care. Consequently, they aid individuals in reconnecting with their inner selves, fostering serenity and purpose in their lives. Aligned with the broader 'Being Alive Trend', these applications resonate with the movement towards transformative lifestyles and holistic well-being. They enable users to develop a deeper understanding of themselves and the world, nurturing a sense of interconnectedness. By promoting self-awareness and the cultivation of inner peace, mindfulness and meditation applications contribute to a more balanced, harmonious, and meaningful existence in our fast-paced digital age.

6. CONCLUSION

This paper gives an idea for researchers for further exploration into the 'Being Alive Trend' and its implications. Moreover, it provides insights for business leaders seeking new investment opportunities. It delves into the profound shift in contemporary consumer behavior, emphasizing a pronounced focus on holistic well-being and purpose-driven living. The influence of visionary futurist Faith Popcorn explaining an era where mental and emotional wellness supersede materialistic pursuits. The paper highlights the historical evolution of meditation, from its Eastern origins to widespread adoption in Western societies, signifying a broader societal acceptance of mindfulness and a more mindful lifestyle. Moreover, it underscores the transformation of consumer behavior, shifting away from material possessions as symbols of status toward valuing inner serenity over wealth. Notably, the rising demand for accessible mental wellness solutions, exemplified by the growth of meditation applications like Headspace, reflects society's need for stress relief and mental balance in our fast-paced digital age. These applications, serving as tools for self-exploration and inner peace, play an essential role in encouraging a deeper understanding of oneself and the world. Aligned with the "Being Alive Trend, they contribute significantly to a more balanced, harmonious, and meaningful existence in our evolving society. As individuals increasingly prioritize inner well-being, these applications pave the way for a transformative journey toward a more purposeful and interconnected way of living.

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AN ANALYSIS OF FAITH POPCORN'S 'SAVE OUR SOCIETY' TREND: A CASE STUDY ON CONSUMER BEHAVIOR STRATEGY OF THE BODY SHOP

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Abstract

The dynamic field of consumer behavior has become an integral aspect of the contemporary business landscape, exerting a profound influence on market dynamics and strategic business practices. The Body Shop is seen as a pioneer in the 'Save our Society' trend for its unwavering commitment to ethical and sustainable practices, which not only shape its consumer strategy but also significantly influence consumer behavior by inspiring conscientious choices and values in the beauty industry. This paper analyses the practical application of the trend 'Save Our Society' by The Body Shop in relation to consumer behavior. The company's outlook towards sustainability in its production, positive involvement in local communities, efforts in supporting human rights, campaigns against animal testing, promotion of positive self-esteem and most importantly integrity and honesty are shaping consumer behavior in the industry. This paper offers a literature review of a brief history of the company, specifically from the standpoint of corporate social responsibility (CSR), its past and current evolution in consumer strategy. The paper also provides a summary of the brand's acquisition by the French cosmetics multi-million-dollar company, L'oreal, and its effect on consumer satisfaction with the brand. To delve deeper, this paper will give a brief comparison of The Body Shop to other brands in the same industry to provide more context on the subject of consumer behavior and the 'Save Our Society' trend as well as highlight how other brands are following The Body Shop's consumer strategy. This paper concludes with a summary to explain the company's success in achieving sustainable consumer relations through its practices in the past and present with regard to consumer behavior as well as its plans to thrive in the ever-changing consumer-driven market.

Keywords: The Body Shop, Save Our Society, Social Responsibility, Social Conscience of Ethics, Consumer Behavior, Consumer Strategy

1. INTRODUCTION

The field of consumer behavior has always been known to be volatile and fast-changing. Bergadaa and Faure, (1995) define consumer behavior as exactly how and why individuals choose to consume specific products and services. Moreover, Mokhlis (2008) defines consumer behavior as comprising the various aspects of a consumer's decision-making process when it comes to consumption choices. According to Kalashnikova, Panchuk, Bezuhla, Vladyka, and Kalaschnikov, (2023), consumer behavior has been used as the foundation for marketing concepts and a significant research tool, especially in the retail industry. A crucial aspect of professional analysis of consumer behavior involves not only studying consumers and their behavioral patterns, but also understanding their needs, preferences and habits of both existing and potential customers. Through the rapidly increasing digitalization of the economy, marked by breakthroughs in production, trade, technological advancements, and advanced marketing strategies, consumers are gaining more power, knowledge, and influence. As a result, studying consumer behavior

has become increasingly important yet difficult, more so for the retail industry. A thorough understanding of consumer behavior across many contexts can be beneficial for organizations in enhancing their strategies towards development of new products and improvement of currently existing products and services (Nassè, 2021).

Kalashnikova et.al., (2023) adds that regular marketing techniques are now being replaced with complicated marketing tools mainly driven by technology and Artificial Intelligence. A good example to showcase the shift in consumer behavior and marketing is the COVID-19 pandemic which led to the disruption of the global economy to a great extent. Since then, the global marketing landscape has seen a significant transformation leading to rapid integration of technology in the public market. These developments have had a substantial impact on consumer behavior, specifically consumer needs and preferences, consumer buying patterns, habits and even lifestyle in general. Changes in consumer behavior have not only impacted the general structure of consumption but also influenced the consumer thinking process. This is evident today where the consumer thoroughly evaluates products from different brands from a completely different standpoint, influenced by factors such as the company's social responsibility, ethical standpoint, inclusivity of race, color and religion and many more. Consumers prefer to shop from companies that align with their values and not simply based on crowd popularity.

A global rise in efforts to make the world a better place was initially noticed in the mid-1980s by the famous futurist, Faith Popcorn. Since then, even greater efforts to improve the world have been evident through individuals extending help beyond personal and national borders in the form on humanitarian and philanthropic activities. Faith Popcorn's Brain Reserve (2020) explains that towards the end of the 90s, more global conscience efforts were seen especially in companies such as Working Assets which used major carriers such as Sprint, while allocating two percent of each dollar in revenue towards a chosen monthly cause. Faith Popcorn identifies this new movement driven by global conscience, ethics and compassion as Save Our Society Trend which is currently shaping consumer behavior and will continue to evolve to define future consumer behavior.

The practical application of the Save Our Society Trend is seen from both the perspective of the consumer and that of brands. This article analyses the practical application of the Save Our Society Trend by The Body Shop, a pioneer in redefining sustainability in the beauty industry, in relation to consumer behavior and consumer strategy. The paper delves deeper in how the company's commitment in its ethical manufacturing and sourcing, active engagement in local communities, support for human rights, advocacy against animal testing, promotion of self-esteem, and most significantly, its honesty and integrity is influencing and changing consumer behavior in the beauty industry.

2. LITERATURE REVIEW

An Overview of The Trend 'Save Our Society'

According to Faith Popcorn's Brain Reserve (2020), a trend refers to a major social and cultural shift that usually lasts for at least a decade. It stretches across several aspects of the consumer's life and covers a wide range of societies and markets. Trends not only express essential human needs and ambitions but also predicts the consumer's future needs. Faith Popcorn's renowned futurist predictions began with the "cocooning" trend which dates back to 1980 where a major change in how people lived their lives occurred. People preferred to stay in the comfort of their homes and the internet made it even easier with the introduction of Cable TV beamed movies and in-home services like massages and home meal and grocery deliveries. Ever since, Faith Popcorn has developed sixteen more trends, including the Save Our Society trend discussed in this paper. Together, these seventeen trends explain and predict the changing aspects of the human experience and help us understand the evolution of consumer behavior in the present and future. In short, these seventeen major trends that are shaping the consumer world today. This article analyses the trend, Save Our Society, on one of the leading cosmetic brands today, The Body Shop, and how the brand is a beacon of social responsibility, environmental sustainability and sustainable yet profitable business today.

2.1. A Brief History of The Body Shop

In 1970, Anita Perella and Gordon Roddick got inspired to establish a beauty products shop upon discovering a store named 'The Body Shop' in California, USA, that specialized in selling various cosmetic products such as shampoos, lotions, body creams etc. with an emphasis on environmental sustainability. In March 1976, the Roddicks established their first The Body Shop retail shop in Brighton, United Kingdom. The store offered approximately 15 varieties of handmade cosmetics created from natural ingredients including jojoba oil, rhassoul mud, and others. From its start, The Body Shop has been closely associated with social activism initially pioneered by Anita Roddick. Anita (1991) explains that shop windows are an important aspect of communications. The windows of The Body Shop stores featured local charity and community events. This is an evident example of Faith Popcorn's Save Our Society trend. Apart from that, Roddick expressed strong disapproval of the environmental insensitivity of the cosmetic industry and advocated for a transformation in conventional corporate practices. The first ever packaging of The Body Shop products were urine sample bottles, which were the most affordable option at the time, and labels were all hand-written. Unlike other brand of the time, The Body Shop's products packaging included detailed information of the ingredients used in the formulation of the products as well as their specific properties. Moving forward, The Body Shop has upheld its integrity and honesty and continues to have a positive impact on not only the cosmetic industry but also the world in general through its innovative and environmentally conscious business strategies.

According to Livesey and Kearins (2002), the distinguishing factor of The Body Shop from other brands in the beauty industry is in its thoughtful integration of positive social and environmental change in almost every aspect of the brand. Anita Roddick held a strong belief that businesses have the ability to motivate societal transformation and influence the status quo. Hence, she established the first cosmetic company that advocated for cruelty-free and ethical approaches to production and operations. The Body Shop's marketing strategy revolves around the concept of redefining and challenging ordinary beauty standards. One of the brand's main objective is to enhance self-esteem, sense of worth and inner beauty among women and girls worldwide through daily self-care practices using the company's products (Todd, 2004). Through this, the company has won the hearts of consumers and continues to influence consumer buying behavior in the cosmetic industry. Consumers are now using The Body Shop as a good example of a socially responsible company in the cosmetic industry and comparing the brand's products and corporate spirit with that of its competitors in the industry. The Body Shop's social activism approach has resulted in the emergence of a distinct community of consumers that is mainly focused on ethical living. The company has made an intelligent move by not only fostering consumer loyalty through its unique ethical ideals over many years, but also reaping the benefits of a strong brand reputation and recognition for its environmentally-friendly practices and contributions to the society. Today, The Body Shop is a multinational retail company that serves more than 30 million consumers globally. The company employs 10,000 employees, along with an additional 12,000 in its franchise team and operated in about 3,000 stores in over 70 countries worldwide (The Body Shop, n.d).

Roddick (1991), explains that the marketplace indicated a shift in societal thought and that there was a rebirth of social activism together with a growing level of concern for the environment in the 1980s. This explains Faith Popcorn's Save Our Society trend prediction of a "rediscovery of a social conscience of ethics, passion and compassion" (Faith Popcorn's Brain Reserve, 2020), Consumers are now seeking companies that produce socially responsible products or offer socially responsible services. They are more concerned about the company's values above anything else. Through the advocacy for positive self-esteem, inclusivity and diversity, The Body Shop is able to motivate consumers to embrace their beauty and uniqueness, making consumers to be more drawn and loyal to the brand.

2.2. How is The Body Shop Saving Our Society?

In March 2006, The Body Shop was acquired by L'Oreal, the French multi-million dollar cosmetics company, which is reportedly associated with animal testing of their products. The acquisition caused media controversy and an outrage among its consumers since The Body Shop was known for as a pioneer of modern corporate social responsibility. The brand experienced a decline in its prestige and patronage among its consumers. Consumers lost their trust in the brand and felt betrayed as they felt that the company had traded their core ethical values and principles. Anita Roddick, the founder of The Body Shop, justified the acquisition by claiming that L'Oreal would not compromise The Body Shop's principles. On the contrary, the acquisition would provide the brand with the opportunity to expand its core principles to L'Oreal. Additionally, L'Oreal declared that The Body Shop will continue its operations as an individual company. In June 2017, L'oreal disclosed its decision to sell The Body Shop to Natura Cosmeticos SA (Natura), Brazil's leading cosmetic company. Today, The Body Shop is a part of the fourth largest beauty group of companies in the world, Natura & Co. Together with three other brands, Avon, Aesop, and Natura, the brand's commitment to a more sustainable business is growing stronger. The four companies are united by a shared purpose of helping to shape a better world through business. Natura & Co develops products and experiences that promote and protect the welfare of people, animals and the planet in general.

Today, The Body Shop is the true depiction of the trend "Save our Society" in a variety of ways.

2.2.1. Modern Slavery Statement

The Body Shop established its Modern Slavery Statement in 2016 to adhere to the UK Modern Slavery Act 2015, which was dedicated to eradicating modern slavery and using all available means to ensure that all employees, including those of their primary suppliers, are not victims of modern slavery, exploitation and discrimination.

According to The Body Shop's Modern Slavery Statement of 2022, the issue of modern slavery is escalating on a global scale with around 50 million individuals currently being directly impacted, which is an increase of 10 million compared to a decade ago. Moreover, recent world affairs such as the COVID-19 pandemic, the war in Ukraine, and now the war in Palestine, the global spike in the cost of living, and ever-changing immigration regulations have all led to an increase in the risk of vulnerable individuals being exploited in many ways. Since its early founding years, The Body Shop has strived to safeguard human rights through fair business and employment practices as well as intense advocacy efforts for the benefit of the employees, the consumers and the society at large. Today, as part of Natura & Co, The Body Shop together with the other three companies are collectively committed to sustainability in many ways including sustainable labour practices revolving around actively advocating for human rights and eradicating labour exploitation. To achieve this, the company consistently assesses potential hazards and implements internationally recognized practices and standards in all aspects of its operations and supply chain.

Since modern slavery is just one form of labour exploitation, The Body Shop implements a more intense approach to the safeguarding human rights in labour. The company follows an extensive network of rules and regulations that guide its actions in order to prevent and address any form of labour exploitation in its operations and supply networks. The brand's Modern Slavery polity frameworks comprises of four main policies. First, Natura & Co's Commitment to Life policy that applies to all operations and value chains across Natura & Co's business units, including The Body Shop This policy is primarily focused on safeguarding and supporting human rights in accordance with the United Nations Guiding Principles on Business and Human Rights. This policy establishes clear and measurable objectives for how employees are treated including ensuring pay equity and guaranteeing that all employees worldwide receive at least a basic salary that can sustain a basic standard of living.

Second, the Natura & Co's Global Supplier Code of Conduct. Prior to establishing supplier relations, The Body Shop ensures that all potential supplies comply with Natura &Co's Global Supplier Code of Conduct. This code of conduct is founded upon internationally recognized human rights standards including the Universal Declaration of Human Rights and the ILO Declaration on Fundamental Principles and Rights at Work among others. This code enforces strict standards that requires all suppliers and their supply chains to comply with regarding the protection of human rights and employment practices including responsible recruitment and providing fair compensation. In 2022, The Body Shop revised this policy to include a wider range of human rights including safeguarding workers from harassment and abuse including gender-based violence. Additionally, the company has placed greater focus on providing support and protection to highly vulnerable employees. In addition to safeguarding human rights, this code also mandates that suppliers comply with responsible sourcing criteria throughout their supply chain, which also includes environmental sustainability. Third, the Natura & Co's Human Rights Statement. This statement, released in 2022 by Natura & Co., incorporates human rights management into all regular business operations and declares a strict policy of zero tolerance for violation of human rights in the supply chain. This is an important development in recognizing the potential dangers to human rights and establishing suitable strategies through risk assessments. This statement advocates for fair employment, covers human rights and environmental concerns and protects the rights of marginalized individuals.

Lastly, The Natura & Co's Critical Materials Policies. Most products in the beauty industry are formulated with ingredients whose sourcing can pose a threat to the workers in the supply chain as well as the environment. Due to this, Natura & Co established this policy to reduce and mitigate the exploitation and environmental risk associated with sourcing of these materials namely; palm oil, cotton, mica, soy, paper and ethanol. Throughout this policy, The Body Shop completed a procurement policy for the above-mentioned materials and gathered data on their traceability and certification. The brand initiated efforts to achieve complete traceability and certification by mandating that suppliers furnish precise details regarding the source and/or independent verification of these materials.

2.2.2. The Body Shop And Customers' Social Justice

The Body Shop's consumer strategy revolves around the tagline 'Look good, feel good, do good' which aims to provide and promote ethical products with high-quality natural ingredients through fair trade. Moreover, the brand's goal is to make a positive difference in their customer's lives that extends beyond the purchase of their naturally-inspired products. The Body Shop's sustainability report (2022), explains that since 1976, the company's objective has been to address societal concerns that are important to their consumers such as embracing all diverse forms of beauty, avoiding image-retouching of their models and encouraging self-esteem and confidence in their customers. Moreover, their range of products is becoming more inclusive. For instance, the brand's ultra-nourishing Jamaican Black Castor Oil collection was created and tested in collaboration with co-creators from many countries around the world, including women and men with diverse hair textures and types such as curly and coily hair types. Additionally, in 2022, the company increased the number of shades in their foundation range to 40 shades and developed a lipstick range consisting of 20 shades that cater to all skin tones.

3. CONCLUSION

To summarize, The Body Shop's success story exemplifies a brand that is dedicated to transforming the cosmetics industry and creating a global influence. The brand's ethical and moral activities have played a role in fostering a fairer business world, characterized by equal opportunities and sustainability. Without a doubt, the success of the company can be due to thoughtfully developed strategies, selfless sacrifices, and highly effective organization. The Body Shop is renowned for its global reputation as an environmentally aware company. It has successfully incorporated technology and nature into its business strategy, resulting in significant positive transformation within the cosmetics industry. In the future, it is probable that more firms in the cosmetics sector will emulate The Body Shop's strategies in order to achieve success in the industry. With the ongoing evolution of consumer behavior and the

increased knowledge among consumers, firms must adjust to fulfill the rising need for sustainable and ethical products. Consumers now prioritize not only the quality and efficacy of a product, but also its environmental and societal implications. Brands have been compelled to prioritize sustainability and integrate it into their business strategies due to the change in customer behavior and buying patterns. Those that do not comply with this risk losing their market share and becoming irrelevant in an increasingly aware and competitive market. Hence, it is imperative for companies to allocate resources towards research and development in order to generate groundbreaking and environmentally-friendly alternatives. Additionally, brands must effectively convey their activities in a transparent manner to establish consumer confidence and foster loyalty.

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THE STUDY OF STRATEGIC MODALITIES OF MAXIMAZING ECONOMIC PRODUCTIVITY OF COOPERATIVES IN BURUNDI

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Abstract

The Burundian government has recently taken an economic policy of promoting economic productivity. In implementing that economic policy, citizens were regrouped into cooperatives and the Burundian government funded their economic activities**.** Many cooperatives were created and benefited from the funding of Burundian government. Yet, two years after the beginning of the implementation of that economic policy, an evaluation conducted byANACOOP (*Agence National de coordination des cooperatives*/*National agency for the coordination of cooperative activities*) revealed that some cooperatives had made profits while others remained stagnant; there are even those which totally collapsed. The categorization of these cooperatives in three categories according to their productivity raises some important questions:-Are there any conditions which would be necessary and sufficient to promote economic productivity of cooperatives? What are the causes of success or failure of these cooperatives? Which strategies can be used to boost economic activities of cooperatives in Burundi? This paper will respond to those questions on basis of a study conducted upon cooperatives in Burundi.

Keywords: Cooperative, Economic Productivity, Strategic Modalities, Burundi

1. INTRODUCTION

Reducing poverty and promoting economic development are currently the key issues in the current policies of the Burundian government. One of key strategies of implementing that economic policy was to regroup Burundian populations into entrepreneurial cooperatives and to finance economic activities of those cooperatives. Yet, the creation of cooperatives as a way of promoting economic development of Burundi is not new. In the 1970s, the Burundian government of the time used the similar policy. Many among the created cooperatives collapsed, but there were some others which grew up to become key contributors the current Burundian economy[1]. One may cite here COOPEC Burundi (*Cooperative d'epargne* / saving cooperative). COOPEC started as a simple financial institution to support low income members of the Burundian population. But it has become today one of the leading financial institutions in Burundi.

Similar observations were made two years after the begging of the new policy of promoting cooperatives as a public strategy of supporting the Burundian economic progress. As shown in the report of ANACOOP 2020, some cooperatives among the recently created have made progress while others remained stagnant. There is even another category of cooperatives which collapsed or which totally went bankrupt. One may then wonder whether there are any conditions that would be necessary and sufficient for promoting the success of cooperative activities in the context of Burundi. Or, how can the economic productivity of cooperatives be maximized in order to boost the economy of the country. This paper will respond to these key questions in order to draw the conditions which would be necessary and sufficient to maximize the economic productivity of cooperative activities in Burundi. It is a report of study which has been conducted on cooperatives in Burundi. The study aimed at exploring a number of cooperatives and their activities in order to trace conditions which would allow the maximization of the productivity of cooperatives in the context of Burundi.

2. WHAT IS A COOPARATIVE?

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[1] See Dismas Manirakiza, et al. *"Impact of Farmers' Cooperatives on Socio-economic Living Conditions of Rural Households in North of Burundi"*. In *International Journal of Economics and Financial Issues*, Vol. 10(1), 2020. Pp.150-158.

Before entering into the details of the research conducted on cooperatives in Burundi, it is important to know what a cooperative organization is. According to the International Cooperative Alliance through its Statement on cooperative made in 1995, a cooperative is "an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise"[2]. A cooperative is a business which is voluntarily owned and controlled by its members and who are at the same time shareholders and stake holders of the associative enterprise. In addition, a cooperative is a business enterprise which aims at complete identity of the component factors of ownership, control and use of service; and these are the three distinct characteristics which differentiate cooperatives from other businesses (Laidlaw, 1974). It is under this common understanding and characterizing features of cooperative organization our study on cooperatives in Burundi has been conducted.

3. RESEARCH OBJECTIVES AND RESEARCH GUIDING QUESTIONS.

Research objectives can be broken down between general objective and specific objectives. The general objective is to investigate strategic modalities for maximizing economic productivity of cooperatives in Burundi. The specific objectives are: firstly, to identify the conditions for the success of cooperatives' economic activities in Burundi; secondly, to investigate the causes of failure of cooperatives in Burundi; thirdly, to analyze whether the conditions of success can be generalized to all cooperatives, and fourthly, to draw up a guide to support the economic activities of cooperatives in the context of Burundi.

The guiding research questions that the research respond to are:

- Are there any conditions which are necessary and sufficient for the success of cooperatives' economic activities in Burundi?
- If so, can such conditions be generalized to all cooperatives?
- How can the economic productivities of these cooperatives be maximized in the context of Burundi?

4. THE NATURE OF COOPERATIVE ACTIVITIES INVESTIGATED AND THE SAMPLE SIZE

Cooperatives which were investigated were doing their economic activities in the domain of agriculture (farming) and animal breeding and raising (livestock business). About the sample, 5 provinces[3] among 15 provinces in Burundi were considered for the study.

5. METHODOLOGIE

The research methodology which has been used in the study was **process tracing** based on the contextualization of the causal mechanisms which justifies success or failure of cooperative activities in Burundi. Direct interviews and group discussions were also used as data collection approaches which helped to respond to our key research questions on how to improve or maximize the economic productivity of cooperatives in Burundi.

6. FINDINGS

After data collection and analysis, we discovered that cooperatives which succeeded in their economic activities share five common characteristics.

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[2] International Cooperative alliance website. Accessed on www.coop.org. *Defining of cooperative organizations*

[3] We choose the five provinces among the 15 available because, according to the annual report of ANACOOP (*Agence Nationale de Coordination des activités des Cooperatives*/National Agency for the coordination of activities of cooperatives), we find among the five provinces cooperatives which registered success (the country's best) and we also find in those regions some other cooperatives which did not register good economic performance in their economic activities.

- Firstly, members of those cooperatives are motivated to participate in the economic activities of their cooperatives.
- Secondly, succesful cooperatives are governed and managed by people who are well educated. This means that cooperatives managed by people with a certain academic level (university level) showed more chance of success than those whose managers did not have that value.
- Thirdly, cooperatives which benefited training and coaching were prone to be more successful than those which did not get such support.
- Fourthly, the support by local administration has also been detected as an important contributing factor to the success of economic activities of cooperatives.
- Fifthly, the use of technology has also been pinned down as a contributing factor to the success of economic activities of cooperatives in Burundi.
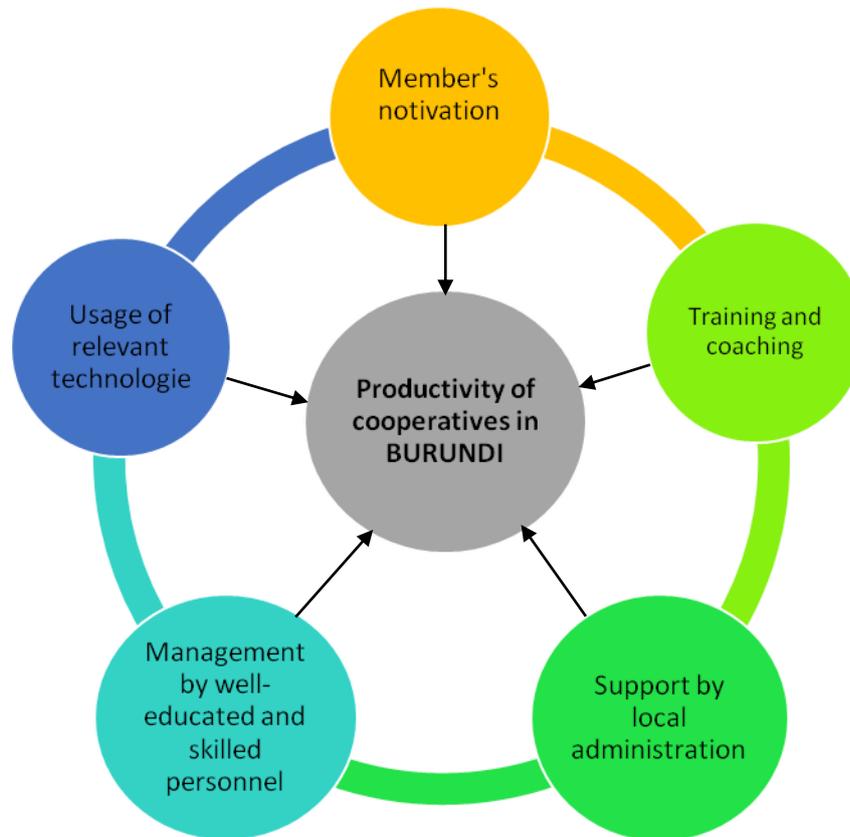
Figure 1. Chat of contributive factors to the productivity of cooperatives in Burundi

Cooperatives which did not succeed in their activities (those which went bankrupt or remained stagnant) lacked one or more aspects among the five mentioned. Therefore, the study made it clear that the lack of success in many cooperatives in Burundi is not associated with insufficient government's fund, but the problem of management of cooperatives and the lack of relevant administrative and technical support.

Therefore, the failure of cooperative activities in Burundi is not caused by insufficient funding by the Burundian government. The lack of relevant management and relevant governance of cooperative activities are to blame. Any strategy which may aim at promoting economic productivity of economic activities of cooperatives in Burundi should appeal to the five aspects of governance of cooperative as already mentioned. Those five aspects have been found as foundational for the success of economic activities of cooperatives in the Burundian context. The five key aspects which we depicted as

contributing factors to the productivity of cooperatives in Burundi are not the unique influencing factors. There are some other aspects which may be influential. But their influence is much less significant than the five aspects already mentioned.

7. CONCLUSION

From the research findings from this study, we have deduced that members' motivation (motivated participation in economic activities of cooperatives); management and governance of cooperatives in Burundi by well-educated personnel with experience; the availability of appropriate training and coaching of members of cooperatives; support of local members of administration to cooperatives and the use of relevant technologies in the various economic activities of cooperatives are the key elements which define and influence success for cooperatives in the context of Burundi. Any strategy which may need to maximize the economic productivity of cooperatives should appeal to those essential elements. Providing sufficient fund for economic activities of cooperative in Burundi is not independently enough to promote the economic productivity in Burundi, good governance and management of cooperatives has been detected in this study as the key factor which contributes to success for many cooperatives in Burundi. In additions to those key influential aspects, some improvement would also make a positive contribution in improving economic productivities of cooperatives in Burundi. Effort would be needed in the area of making arable land available for cooperatives whose economic activities are based on farming; facilitating members of cooperatives to have access to heaper bank loans; to provide for cooperatives technicians and veterinary doctors who would accompany livestock cooperatives and farming cooperatives; and lastly, making farming equipments accessible and affordable for farmers.

8. RECOMMENDATIONS FOR POLICY ON COOPERATIVES' DEVELOPMENT IN BURUNDI.

In addition to the concluding observation, we made on cooperatives some recommendations can be made. I would recommend that farming cooperatives should be reformed, especially in the field of agriculture. It has been noticed in the study that the lack of arable land is a source of losses for a good number of farming cooperatives. Some cooperative are forced to rent land at exorbitant prices in order to ensure their agricultural activities. Under the proposed reform, cooperative members with large and good land would avail them for the cooperatives' agricultural activities. Cooperative members would have to cultivate their land in order to sow the crops agreed in the cooperatives. The members should be provided with selected seeds and fertilizers. After harvest, Cooperative Societies should help sell their members' yields, and the latter should pay the due sums for the selected seeds and fertilizers used. This new strategy would enable cooperatives not only to improve their financial profitability in terms of revenue, but also to ensure the motivation of cooperatives that would derive certain profits from their economic activities. This approach would also help to address some of among the challenges which prevent some cooperatives from maximizing their agricultural productivity in Burundi.

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FAITH POPCORN'UN FUTURE TENSE TRENDİ BAĞLAMINDA NP İSTANBUL HASTANESİ'NİN PAZARLAMA STRATEJİLERİ: SANAL GERÇEKLİK UYGULAMASININ KAYGIYI AZALTICI ETKİSİ

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Özet
Bu bildiri, Faith Popcorn'un Gelecek Zaman trendini inceleyerek, toplumsal, ekonomik ve siyasi kaos tarafından arttırılan tüketici kaygısının nasıl bir pazarlama fırsatına dönüşebileceğini keşfetmektedir. Bu bildiride, kaygıyı hafifletmeye yönelik olarak benimsenen NP İstanbul Hastanesi'nin Sanal Gerçeklik uygulamasının stratejik yaklaşımı detaylı bir şekilde analiz edilmektedir. Sanal gerçeklik teknolojisi, fiyatlandırma stratejileri, iletişim, müşteri deneyimi ve müşteri erişimi gibi faktörler incelenerek, kaygı odaklı bir pazarlama stratejisinin nasıl başarıyla uygulanabileceği gösterilmektedir. Bu çalışma NP İstanbul Hastanesi'nin pazarlama stratejileri ve sanal gerçeklik uygulamasının Faith Popcorn'un Gelecek Zaman trendine dayalı detaylı bir analiz sunarak, işletmelere belirsiz zamanlarda tüketicilerle bağlantı kurma ve duygusal ihtiyaçlarına yanıt verme konusunda öngörüler sunmaktadır.
Anahtar Kelimeler: Faith Popcorn, Gelecek Zaman Trendi, NP İstanbul Hastanesi, Pazarlama Stratejileri, Sanal Gerçeklik, Trendler

MARKETING STRATEGIES OF NP ISTANBUL HOSPITAL IN THE CONTEXT OF FAITH POPCORN'S FUTURE TENSE TREND: THE EFFECT OF VIRTUAL REALITY APPLICATION TO RELIEVE ANXIETY

Abstract
This paper examines the Future Tense trend by Faith Popcorn and explores how the consumer anxiety, intensifyied by social, economical and political chaos can transform into a marketing opportunity. The strategic approach of NP Istanbul Hospital's Virtual Reality application, adopted to alleviate anxiety, is thoroughly analyzed in this paper.By investigating factors such as virtual reality technology,, pricing strategies, communication , customer experience and costumer outreach, the paper demonstartes how a marketing strategy targeting anxiety can be successfuly implemented. This paper provides a detailed analysis of NP İstanbul Hospital's marketing strategies and virtual reality application based on Faith Popcorn's Future Tense trends, offering insights to businesses on connecting with consumers and addressing their emotional needs during uncertain times
Keywords: Faith Popcorn, Future Tense, Marketing Strategy, NP İstanbul Hospital, Trends, Virtual Reality

1. GİRİŞ

Günümüzde, hızla değişen sosyoekonomik, politik ve etik atmosfer, tüketiciler arasında belirsizlik ve endişe duygularını artırarak, pazarlama stratejilerini geliştirilmektedir (https://www.faithpopcorn.com/trendbank/futuretense). Fütürist Faith Popcorn'un Future Tense trendi, bu belirsizliklerin tüketiciler üzerindeki etkilerini öngörerek, şirketlerin ve markaların tüketici davranışlarına nasıl yanıt verebileceği konusunda kapsamlı bir bakış sunmaktadır. Bu trend, tüketicilerin gelecekteki endişelerini ve kaygılarını merkeze alarak, işletmelerin bu endişeleri hafifletmek için yenilikçi pazarlama stratejileri geliştirmesini gerektirmektedir.

Son yıllarda, teknolojik gelişmeler ve sosyal değişimler, pazarlama dünyasını derinden etkilemiş, firmaların tüketicilerle etkileşimlerini ve pazarlama stratejilerini dönüştürmüştür. (Kotler, 2016). Bu bağlamda, tüketicilerin yaşadığı kaygı ve belirsizlikler, pazarlama stratejilerinin odak noktalarından biri

haline gelmiştir (Tanner ve Raymond, 2012). Faith Popcorn'un "Future Tense" trendi tüketicilerin bugünle başa çıkma ve geleceği hayal etme konusundaki kaygılarını vurgulamaktadır (Popcorn, 2019).

Bu bağlamda, bu bildiri, belirsizlik ve endişe ortamının NP İstanbul Hastanesi'nin pazarlama stratejileri üzerindeki etkisini ve Faith Popcorn'un Future Tense trendi ile olan ilişkisini incelemektedir. NP İstanbul Hastanesi, günümüzdeki sosyoekonomik, politik kaosun tüketiciler üzerinde yarattığı kaygıyı hafifletmek için farklı bir yaklaşım sergilemektedir. Özellikle, hastane, sanal gerçeklik teknolojisini kullanarak tüketicilerin hastane deneyimini geliştirmeyi ve tedavi süreçlerindeki stresi azaltmayı hedeflemektedir. Bu çalışma, NP İstanbul Hastanesi'nin sanal gerçeklik teknolojisini, fiyatlandırma stratejilerini, müşteri deneyimi ve erişimini sanal gerçeklik uygulamasının tanıtımını ve Faith Popcorn'un "Future Tense trendi ile olan ilişkisini detaylı bir şekilde ele almaktadır.

2. FAİTH POPCORN VE TRENDBANK

Faith Popcorn bir fütürist, yazar ve 1974'te kurduğu pazarlama danışmanlığı firması BrainReserve'in kurucusu ve CEO'sudur. Faith Popcorn; Future Tense, Being Alive, Cashing Out, Save Our Society, Pleasure Revenge, Vigilante Consumer, Fantasy Adventure, Down Aging, Atmosfear, 99 Lives, Anchoring, Egonomics, Clanning, Cocooning, Eveolution, İcon Toppling, Anchoring gibi konularda 17 trendi tanımlamış; Amerika'nın önde gelen trend uzmanı olarak bilinmektedir. (https://www.faithpopcorn.com/faith-popcorn/).

2.1. Trend

Bazı araştırmalar, "trend" kelimesinin anlamını incelemekle başlamış, bu kelimenin kökeninin eski İngilizce "revolve" ve "rotate" gibi dönmek anlamlarını taşıyan "trenddan" kelimesine dayandığını vurgulanmakla beraber Türkçeye İngilizceden geçen ve şu sıralar yaygın olarak kullanılmakta olan bu kelimenin Türk Dil Kurumu kaynaklarına göre tam karşılığı "eğilim" olarak belirtilmiştir. Trendlerin, günümüzde sosyal medya araçlarının ve modaya dair paylaşımların etkisiyle de popüler kültürde önemli bir yer edindiği ve gerçek anlamda farkı şekillerde kullanılmaya başlandığı görülmüştür (Akdeniz Ateş, 2015).

İlk olarak Faith Popcorn tarafından tanımlanan Future Tense trendi, bilinen 17 kültürel ve toplumsal alt akımdan biri olarak; eş zamanlı sosyal, ekonomik, politik kaosun endişesiyle dolu tüketicilerin, kendilerini bugünle başa çıkma veya yarını hayal etme yeteneklerinin ötesinde bulmalarıyla ortaya çıkmıştır (https://www.faithpopcorn.com/trendbank/futuretense/).

Popcorn (2019), günümüz tüketicilerinin, toplumsal, ekonomik ve politik olaylarla ilgili belirsizlikler nedeniyle artan kaygılarına dikkat çekmektedir. Bu kaygılar, tüketicilerin alım kararlarını, tercihlerini ve markalara olan güvenlerini etkilemektedir (Oliver, 2014). Bu bağlamda, pazarlama stratejilerinin bu kaygıları hafifletme ve tüketicilerle güvene dayalı ilişkiler kurma üzerine odaklanması önem arz etmektedir (Kotler, 2016).

Son yıllarda, pazarlama stratejileri ve tüketici davranışları üzerine yapılan araştırmalar, işletmelerin günümüzdeki hızla değişen sosyoekonomik ve politik koşullar karşısında nasıl uyum sağladıklarını incelemiştir. Faith Popcorn'un Future Tense trendi, bu bağlamda, tüketicilerin gelecekteki endişelerini ve belirsizliklerini öngörerek, işletmelerin bu değişen koşullara nasıl tepki verebileceğini vurgulamaktadır (Popcorn, 2019). Bu trend, tüketici davranışlarını ve satın alma kararlarını etkileyen endişelerin belirlenmesinde önemli bir rol oynamaktadır.

3. "GENİŞLETİLMİŞ PAZARLAMA KARMASI: 4P VE 7P UNSURLARIYLA STRATEJİK PAZARLAMA YAKLAŞIMI"

"Pazarlama Karması, bir ürünün başarılı bir şekilde pazarlanması için kullanılan temel stratejileri içeren önemli bir konsepttir. Geleneksel olarak, bu stratejileri belirlemede kullanılan dört unsur; ürün (product), fiyat (price), yer (place), ve tutundurma (promotion) şeklinde bilinmekte ve "4P" olarak da isimlendirilmektedir. Van Waterschoot & Foscht (2010), pazarlama karması kavramının, pazarlamanın

temel ilkesinden doğrudan türemiş bir kavram; yani, kavramın özünün pazarlamanın kendisiyle sıkı bir bağ içerisinde olduğunu ve mantık açısından olaya bakıldığında ise, kavramın ana merkezinin ve izlerinin, pazarlama bilimiyle ilgili olduğunu, kavramın en temel niteliklerine bakılmaksızın, tüm pazarlama hareketinin içinde bu kavramın izlerine rastlandığını belirtmiştir (Waterschoot & Bulte, 1992:85). Çeşitli araştırmalar, literatürde yaygın bir biçimde McCarthy tarafından benimsenen 4P kavramı, ürün, fiyat, tutundurma ve dağıtım (Yükselen, 1994:36; Hatipoğlu, 1993:8) olarak bilinen pazarlama karması unsurlarının, sonraki yıllarda çeşitli yazarlar (Swartz, 1973:36; Renaghan, 1981:32; Kotler, 1986:117; Keely, 1987:10; Berry, 1990:10) tarafından ele alınıp değerlendirildiğini vurgular. Farklı araştırmalar, Notre Dame Üniversitesinde görev yapan Mac Carthy,'nin 1960'ta çağdaş pazarlama stratejilerini, pazarlamanın temel taşları görevi gören ürün, fiyat, tutundurma ve dağıtım üzerine odaklanarak "4P" olarak tanımlanması gerektiğini savunduğunu vurgular (Kent, 1986: 145; Motley, 2002: 48).

Cemalcılar (1999:81), Ürünün yalnız somut nesneleri ifade etmediğini; aynı zamanda belirli bir ihtiyacı karşılamaya ve talebi uyandırmaya yönelik özelliklere sahip olup, değişime konu olan her şey olduğunu belirtmiştir.

Araştırmalar, fiyatın (price) bir ürünün algılanmasında ve marka değerlendirmesinde tüketicilere yol gösterdiğini belirtmiştir (Yükselen, (1994:89). Yer (place) pazarlama karmasındaki unsuru, ürünün tüketiciye ulaştığı yerleri ve dağıtım stratejisini ifade eder. Doğal olarak, yer bileşimine bağlı bir pazarlama stratejisi oluşturulurken ürünün dağıtıldığı konum, dağıtıcının hizmet biçimi ve markanın hangi dağıtım ağı içinde bulunduğu önemli bir rol oynamaktadır (Sirgy, 1998:74). 4p pazarlama karmasındaki tutundurma (promotion), bir ürünün veya hizmetin tanıtımını ve satışını artırmak için kullanılan tüm pazarlama iletişim araçlarını içerir.

Bazı araştırmalar, pazarlama stratejisinin geliştirilmesinde iletişim çabalarına odaklanılarak, müşterinin kişilik veya yaşam tarzını vurgulama, aynı zamanda iletişimi ünlü bir kişi veya kurum temsilcisi aracılığıyla kurma yöntemlerinin de dikkate alınmasını vurgular (Sirgy, 1998:74).

Son zamanlarda, pazarlama karmasına ek olarak, 7P modeli de öne çıkmıştır. Bu model, fiziksel kanıt (Physical Evidence), insanlar (People) ve süreçler (Processes) gibi ek unsurları içerir.

Grönross(1994), pazarlama akademisyenlerinin, zamanla bu görüşü oldukça kısıtlayıcı buldukları için periyodik olarak yeni unsurlar eklemelerini önermiştir. Bu durumun bir sonucu olarak, süreç yönetimi (proces management), fiziksel ortam (physical evidence), katılımcılar (people) gibi unsurlar da eklenerek pazarlama karmasına 7P kavramı dahil edilmiştir.

Gradinaru vd, (2016), tüketicilerin, ürün ve hizmet gelişimine katkı sağlayarak işletmelerin kendilerini geliştirmesine olanak tanıdığını ve bu sayede işletmelerin, tüketici beklentilerini karşılayarak tüketicilere değer verdiğini belirtmiştir. Su – Mei (2011), işletmelerin ürünlerini tüketicilere ulaştırdığı sürecin, tüketici memnuniyetini en üst öncelik olarak ele aldığını, internet üzerinden gerçekleşen alışverişlerinde tüketici ile satıcı işletme arasında bir sözleşme oluştuğunu ve işletmenin, ürünü kargo yoluyla tüketiciye ulaştırırken hızlı teslimat ve sorunsuz kargo hizmeti sunarak tüketicinin beklentilerini karşılamayı hedeflediğini ifade etmiştir. Pistol ve Bucea-Manea (2017), dijital ortamdaki işletmeler, tüketicilere kesintisiz hizmet sunma avantajına sahip olup, online mağazalarda geniş ürün çeşitliliğini daha etkili bir şekilde sergileyebileceklerini, ürünler hakkında tanıtım videoları, içerikler ve yazılar paylaşarak dijital pazarlamada, fiziksel olanakları ifade eden satış ve eve teslim seçeneklerini kapsayan bir kavramsal yaklaşımı benimsemekte olduğunu açıklamıştır.

Bu genişletilmiş kavramlar, şirketlere daha kapsamlı bir pazarlama stratejisi oluşturmak için rehberlik edebilir, ihtiyaçlara ve hedeflere bağlı olarak, 4P ve 7P karmalarını dengeli bir şekilde kullanarak pazarlama stratejilerini optimize edilebilir.

4. SANAL GERÇEKLİK

Farklı araştırmalar, sanal gerçekliğin ilk olarak 1956'da Morton Heiling tarafından ticari amaçlarla kullanıldığını; simülasyon makinasında, üç boyutlu bir motosiklet sürüşü deneyimi için koku, hareket ve hava algılarıyla desteklendiğini ve gerçeklik hissini artırmak için, yemek kokuları ve motorin dumanı kullanıldığını, aynı zamanda hareket için yüzeye hava üflenerek sanal gerçeklik deneyimi yaşatıldığını gösterir. Yine araştırmalar, 1991'de Krueger'in, sanal gerçekliğin zihinsel bozuklukların tedavisinde uygulanmasını düşündüğünü vurgular (Wiederhold ve Wiederhold,2005 s.11-12).

Steuer & Steffen vd., (1992;2019), sanal gerçekliğin (virtual reality,VR), bilgisayar ortamında yaratılan 3 boyutlu (3D) modellerin ve animasyonların, teknolojik gelişmelerle birlikte kullanıcıların gerçekmiş gibi deneyimlemelerini ve bu sanal dünyayla etkileşimde bulunmalarını sağlayan bir teknoloji olduğunu vurgulamıştır. Bir başka tanımda ise sanal gerçekliğin, sanal çevredeki bireye içinde bulunduğu an hissini yaşatarak; bu durumun, genel olarak sanal gerçeklik kurgusu ve teknolojinin gerçek hayal ile birleşimini yansıttığını vurgular (Fuchs, Moreau & Guitton, 2011).

Hollis, C., & Allen, M. (2018) tarafından kaleme alınan bir makalede, sanal gerçeklik teknolojisinin hastane ortamlarında kullanımının hasta eğitimi ve bilincini artırmadaki potansiyeli incelenmiştir. Bu çalışma, hasta eğitimi ve danışmanlık için VR'nin etkili bir araç olabileceğini göstermektedir.

Çeşitli çalışmalar, sanal gerçekliğin sektörde artan bir kabul gördüğünü göstermiştir. ABI araştırma kurumu 2022 tahminine göre, sanal gerçeklik teknolojisinin sağlık sektöründeki pazardaki payının 285 milyon doları bulacağını belirtmiştir (Bay O., 5oct 2017 www.abiresearch.com).

4.1. Sanal Gerçekliğin Psikoterapide Kullanılmasına İlişkin Literatür

Sanal gerçeklik teknolojisinin sağlık sektöründe kullanımı, son yıllarda giderek artan bir ilgi görmektedir. Özellikle, hastane deneyimini iyileştirmek ve hastaların stresini azaltmak için sanal gerçeklik uygulamalarının kullanımı, tıp alanında çeşitli araştırmalara konu olmuştur (Smith et al., 2021). Sağlık bakımı profesyonelleri için sanal gerçeklik simülasyonlarının etkileri de araştırılmıştır. Bir örnek, Furdea, A., Şabanović, S., Mancini, M., DiBiasi, M., Difede, J., & Teodoro, R. (2018) tarafından yapılan bir çalışmadır. Bu araştırma, sanal gerçeklik simülasyonlarının sağlık bakım profesyonellerinin acil durum müdahale becerilerini geliştirmede etkili olabileceğini göstermektedir. Bu tür uygulamaların, hastane ortamında kaygıyı azaltmada etkili olduğu ve tedavi süreçlerinde hastaların katılımını artırdığı gösterilmiştir. Sanal gerçeklik teknolojisinin sağlık sektöründeki kullanımı, özellikle hastane uygulamaları açısından giderek daha önem kazanmaktadır. Bu literatür taraması, sanal gerçeklik teknolojisinin hastane ortamlarında kullanımını ve bu teknolojinin sağlık hizmetleri, tedavi süreçleri, eğitim ve hasta bakımı üzerindeki etkilerini inceleyen önemli çalışmalara odaklanacaktır.

Çeşitli araştırmalar, sanal gerçekliği, özel ekipmanlar aracılığıyla duyguları senkronize bir şekilde uyararak başa yerleştirilen görüntüleme araçları ekranlar ve hissedebilen eldivenler gibi araçlarla görüntülenebilen veya etkileşime geçebilen, bilgisayar tarafından oluşturulan boyutsal bir ortamı tanımlayan bir terim olduğunun üzerinde durur (Appel vd., 2021).

Psikoterapide sanal gerçekliğin en çok kullanıldığı alanların anksiyete ve korkular üzerinde olduğu görülmüştür. Sanal gerçeklik teknolojisinin psikoterapide ilk kez kullanımının, savaş gazilerinin travma sonrası stres bozukluğu tedavisinde olduğunu belirtmekle beraber (Baker, 2008), özellikle Irak savaşı gazilerinin rehabilitasyonunda başladığını (Demirci, 2018) ve zaman içerisinde, bazı hastalıklar için özellikle de obsesif-kompulsif bozukluk durumundan (Herbelin, 2005) çocuklarda görülen dikkat eksikliğine ve dahası otizm tanı ve tedavi sürecine kadar farklı alanlarda kullanıldığını vurgulamıştır (Akdeniz, Aşçı ve Yumuşak, 2020).

Kampmann, Emmelkamp, Morina (2016), sosyal kaygı bozukluğunu tedavi etmek amacıyla, sanal gerçeklik teknolojisinin temel işlevinin, danışanı kendisinde kaygı uyandıran durumlarla karşı karşıya getirmek olduğunu belirtmiştir. Sosyal anksiyete için yapılan meta-analiz çalışmalarının, sanal gerçeklik teknolojisinin anksiyete semptomlarını azaltmada başarılı olduğunu göstermiştir.

Zainal vd., (2001), genç ve orta yaş gruplarındaki bireyler üzerinde yapılan bir çalışmada, sanal gerçeklik terapisinin sosyal fobi nedeniyle ortaya çıkan iş mülakatı korkusundaki geçmeyen endişeyi önemli ölçüde azalttığını raporlamıştır.

Ammatuna ve Changcoco(2017), Sanal gerçeklik teknolojisinin, 2025'e kadar sağlık hizmetlerini etkileyecek önemli teknolojik trendlerden biri olmasını öngörmektedir.

4.2. Vaka Çalışması NP İstanbul Hastanesi Sanal Gerçeklik Uygulaması

NP İstanbul hastanesi, sanal gerçeklik uygulamasını korku ve kaygının sadece konuşarak veya hayalde duyarsızlaştırma çalışmalarının yeterli olmadığı durumlarda uyguluyor. Kaygının tedavi edilebilmesi için, kişinin kaygı veren durumla yüzleşmesi gerekir. Kaygının ve korkunun asıl geçmesi kişinin o duruma maruz kalmasıyla yani gerçek hayatta onu yaşamasıyla gerçekleşiyor. Tedavide sanal gerçeklik seans odasında yapılıyor. Sanal gerçeklik terapisinde kişiye o realitenin yaşanması sağlanıyor. Kişi üç boyutlu olarak bunu birebir yaşıyor. Kişi, gerçek hayatta karşılaşacağı uyaranların sonuçlarını önceden kestiremediği için, bu belirsizlik nedeniyle kaçınma davranışlarına devam edebilir. Oysa sanal gerçeklik yöntemi sayesinde   kontrol edilebilen bir durum ortaya çıkıyor ve birey, terapistin   yanında kaygısını kontrol edebiliyor.

Terapi işlemi esnasında terapist ile danışan ilişkisinin sağlam olması ve yan yana konumlanmaları önemlidir. Son dönemlerde kullanılmaya başlanan sanal gerçeklik yöntemi ışığında dış dünyada kaygı veren uyaranlar, terapi odalarına taşınmış olmakta ve esasa uygun biçimde de maruz kalarak sağlanmış olmaktadır. Bundan kaynaklı da NP İstanbul hastanesi sanal gerçeklik yöntemini psikoterapide destekleyici bir ana faktör ve danışanın iyileşme öncesine daha hızlı getiren bir yöntem olarak tanımlamaktadır.

Np İstanbul hastanesi terapisti uygulama sırasında, danışana özel bir deneyim sunmak için gözlük tabanlı bir uygulama kullanılmaktadır. Bu gözlükler aracılığı ile hastalar üç boyutlu bir ortamda kendilerini keşfederken, terapist bilgisayar ekranından o anki deneyimi izleyebiliyor. Biofeedback' den gelen sinyalleri inceleyerek anksiyete durumunda olası artma ve azalmaları takip edebilmektedir. Sanal gerçeklik tedavisi sırasında kişinin beyin aktivitesi, solunum, vücut sıcaklığı ve kas hareketlerindeki değişiklikler anlık olarak takip ediliyor. Bireyin, kaygı ve takıntılarıyla yüzleşmesi ve bunlarla başa çıkabilmesi sağlanmaktadır. Sanal gerçeklik uygulamasının hastanın tedavisinde önemli bir rol oynadığı belirtilmektedir (https://www.npistanbul.com/arttirilmis-sanal-gerceklik).

NP İstanbul hastanesi, rekabetçi fiyatlarla müşteriyi çekmeyi amaçlayarak seans başına 1850 TL fiyat belirlemiştir. Seanslar kişinin yaşadığı zorlanmanın şiddetine ve ihtiyaca bağlı olarak ortalama 45-50 dakika sürmekte; ancak genellikle başarılı sonuçlar elde etmek için ortalama dört seans önerilmektedir.

Pazarlama stratejileri ve fiyatlandırma politikaları, işletmelerin tüketicilerle etkileşimini yönlendirmede önemli bir rol oynamaktadır. Özellikle, sağlık hizmetleri sektöründe fiyatlandırma stratejilerinin belirlenmesi, tüketicilerin alım gücü ve hizmet kalitesi üzerinde doğrudan etkili olabilmektedir (Raja et al., 2020). NP İstanbul Hastanesi'nin benimsediği fiyatlandırma stratejileri, bu bağlamda, tüketicilerin sağlık hizmetlerine erişimini kolaylaştırmayı ve kaliteli sağlık hizmetlerini daha geniş bir kitleye ulaştırmayı hedefleyebilir.

Sanal gerçeklik uygulamaları, özellikle sağlık sektöründe, hastaların kaygılarını hafifletmek ve tedavi süreçlerini daha etkili kılmak için kullanılabilecek önemli araçlardan biridir. NP İstanbul Hastanesi'nin pazarlama stratejilerinde sanal gerçeklik uygulamalarını kullanarak, hastaların tedavi süreçlerine daha fazla katılımını teşvik etmek ve onların deneyimini iyileştirmek mümkün olabilir.

Bu pazarlama stratejileri, NP İstanbul Hastanesi'nin Sanal Gerçeklik kaygı tedavi hizmetini başarılı bir şekilde tanıtmasına ve kaygı yaşayan hastalara ulaşmasına yardımcı olabilir. Ayrıca, hizmetin sürekli olarak izlenmesi ve iyileştirilmesi, başarılı bir pazarlama stratejisinin sürdürülebilirliği için önemlidir.

Riva, vd., (2016), tarafından yapılan çalışmada, sanal gerçeklik teknolojisinin sağlık psikolojisi ve tedavi alanındaki uygulamalarını derinlemesine ele almıştır. Bu çalışmada, sanal gerçeklik terapötik kullanımının etkinliği ve hasta sonuçları üzerindeki etkisi incelenmiştir.

NP İstanbul hastanesi hizmetin tanıtımı için birçok kanal kullanmaktadır. Hastane web sitesi, sosyal medya, broşürler, basın bültenleri ve yerel medya (NP pozitif, premium health care, psiko Hayat) gibi araçlarla Sanal Gerçeklik kaygı tedavisi hizmetini duyurmaktadır.

NP İstanbul Hastanesi, Üsküdar Üniversitesi bilim ortağı olmanın yanı sıra JCI (Joint Commission International) akreditasyonuna sahiptir. Türkiye'nin ilk akredite Nöropsikiyatri hastanesi (2012) ve dünyanın ilk akredite beyin hastanesi (2018) unvanlarına sahiptir. Ayrıca, çeşitli ödüllerle öne çıkan hastane, ISO 9000:2015 kalite yönetim sistem belgesine sahiptir ve sağlık hizmetlerini uluslararası standartlara uygun olarak sunduğunu kanıtlamıştır.

NP İstanbul, birçok alanda aldığı ödüllerle kurumsal itibarını güçlendirmiş, sağlık sistemine özgün nitelikli katkılar sağlamış ve çevre duyarlılığını da ödüllendirmiştir. Ayrıca, Türk Akreditasyon Kurumu (TÜRKAK) ve Alman Akreditasyon Kurumu (DAR) tarafından akredite edilmiş ve TÜV Rheinland tarafından denetlenmiştir. Bu akreditasyonlar NP İstanbul Hastanesi'nin sadece sağlık hizmetlerinde değil, aynı zamanda kurumsal sürdürülebilirlik ve toplumsal sorumluluk alanlarında da etkin olduğunu göstermektedir (https://www.npistanbul.com/iso-90012015-kalite-belgesi).

NPistanbul Hastanesi, bu trend kapsamında, kaygıyı hafifletmek için sanal gerçeklik uygulamasını pazarlama stratejileri arasına dahil etmiştir. Bu uygulama, hastaların tedavi süreçlerinde rahatlamalarını sağlamakta ve hastane deneyimini olumlu yönde etkilemektedir (NP İstanbul Hastanesi Raporu, 2022).

Bu araştırmanın yönteminde Literatür taraması kullanılmıştır. Coşkun vd, (2017:80), literatür taraması yönteminde, ikincil kaynaklardan yararlanmanın içeriği zenginleştireceğini belirtmiştir. Karaçam Z, (2013;6(1):26-3), akademik araştırmalarda, literatür taramasının önemli bir aşamayı oluşturduğunu, araştırmacının bilinçli ve doğru adımlarla ilerlemesini, bilimsel katkı sağlayarak sonuca ulaşmasını sağlayacağını belirtmiştir. Bazı araştırmalar yazarın, literatür taramasıyla savunduğu argümanın orijinal ve yenilikçi olma derecesini test ettiğini ve literatür taramasının makalenin araştırma sorusuna uygun olarak şekillendiğini, çünkü akademik kaynaklar tarafından sunulan yanıtların literatür taramasının odak noktasını oluşturduğunu vurgular (Bryman: 2012:99).

Bryman (2012:98), literatür taramasının konuyla ilgili mevcut tüm yaklaşımları kapsadığını, ancak bunun var olanın aynısını tekrar etmek manasına gelmediğini belirtir. Literatür taramasının çeşitli yönlerini vurgulayan bir dizi çalışma bulunmaktadır. Callahan (2014, s.273), nitelikli bir literatür taramasını açık, öz bir şekilde, eleştirel bir bakış açısıyla, ikna edici bir biçimde ve katkı sağlayan özellikler olmak üzere beş C ile ifade etmiştir.

Küresel pazarlama, günümüz iş dünyasında artış gösteren bir konudur. Bu alandaki literatür, uluslararası iş dünyasının dinamiklerini ve kültürel çeşitlilikle başa çıkma stratejilerini anlamak adına kapsamlı bir içgörü sunmaktadır. Czinkota ve diğerleri (2009), uluslararası iş dünyasının karmaşıklığını ve küresel pazarlamanın temel ilkelerini ele alarak, şirketlerin küresel rekabet avantajları elde etme süreçlerini anlatan bir kitap sunar. Global pazarlara açılma süreçleri ve küresel pazarlama stratejileri üzerine odaklanan bu kaynak, iş liderlerine küresel rekabet ortamında başarılı olabilmeleri için gerekli araçları sağlar.

Levitt'in (1983) "The Globalization of Markets" başlıklı makalesi, küresel pazarlamanın temel konularından biri olan standartlaştırmanın önemini vurgular. Makale, şirketlerin ürün ve hizmetlerini küresel ölçekte nasıl standartlaştırabileceğini ve bu sayede maliyet avantajları elde edebileceğini açıklar. Kotabe ve Helsen'in (2004) "Global Marketing Management" adlı kitabı ise küresel pazarlamanın yönetimine odaklanarak, şirketlerin küresel rekabet avantajlarını nasıl kazanabileceklerini ele alır. Bu kaynak, küresel pazarlara açılma stratejilerini belirlemenin ve uygulamanın pratiğe yönelik yollarını sunar.

Sheth ve Sharma'nın (2005) "International Business: Challenges and Opportunities in the 21st Century" adlı makalesi, küresel iş dünyasındaki zorlukları ve fırsatları değerlendirir. Yazarlar, küresel pazarlamanın 21. yüzyılda karşılaştığı özel zorlukları ve bunlara nasıl etkili bir şekilde yanıt verilebileceğini tartışır. Bu literatür taraması, NPistanbul Hastanesi'nin pazarlama stratejileri ve Faith Popcorn'un "Future Tense" trendi arasındaki ilişkiyi anlamak için temel teorik çerçeveyi oluşturmayı amaçlamaktadır.

5. SONUÇ

Bu bildiride, Faith Popcorn'un "Future Tense" trendinin NP İstanbul Hastanesi'nin pazarlama stratejilerine etkisi detaylı bir şekilde incelenmiştir. NP İstanbul Hastanesi'nin sanal gerçeklik uygulaması, tüketicilerin yaşadığı kaygıyı hafifletme ve hastane deneyimini iyileştirme konusunda önemli bir örnek teşkil etmektedir. Pazarlama dünyasının, tüketicilerin duygusal ihtiyaçlarını anlama ve karşılamaya yönelik olarak daha duyarlı ve yenilikçi bir yaklaşım benimsemesi gerektiği sonucuna varılmıştır (Tanner ve Raymond, 2012).

Günümüzün karmaşık sosyal ekonomik, politik kaos ortamında tüketiciler arasında artan endişe ve belirsizlik, işletmelerin tüketici odaklı çözümler geliştirmesi gerekliliğini ortaya koymaktadır. NP İstanbul Hastanesi'nin benimsediği sanal gerçeklik uygulaması, hastaların tedavi süreçlerinde yaşadıkları stresi azaltma, hastane deneyimini iyileştirme ve tıbbi hizmetlere erişimi kolaylaştırma konusunda önemli bir adım olmuştur. Bu teknolojik yenilik, hastaların kaygılarını hafifletmeye yardımcı olmuş ve hastane deneyimini olumlu hale getirmiştir. Ayrıca, NP İstanbul Hastanesi'nin fiyatlandırma stratejileri, tüketicilerin sağlık hizmetlerine erişimini kolaylaştırma ve daha geniş bir kitleye ulaşılabilirlik sağlama hedefiyle uyumlu bir şekilde tasarlanmıştır. Bu stratejiler, hastane ile tüketici arasındaki bağı güçlendirerek, hastanenin toplumda daha geniş bir etki yaratmasına olanak tanımaktadır.

Bu çalışma, NP İstanbul Hastanesi'nin başarılı pazarlama stratejilerini örnekleyerek, sağlık sektöründeki diğer kuruluşlara ve işletmelere, tüketici odaklı yaklaşımların ve teknolojik yeniliklerin rekabet avantajı sağlayabileceği konusunda önemli bir perspektif sunmaktadır. NP İstanbul Hastanesi'nin benimsediği sanal gerçeklik uygulaması, sağlık sektöründe yenilikçi bir yaklaşımı temsil etmektedir. Hastaların tedavi süreçlerindeki olumlu etkileri, fiyatlandırma stratejileri ve kurumsal itibarıyla birleşerek, NP İstanbul Hastanesi'nin başarılı bir pazarlama stratejisi izlediğini göstermektedir. Bu çalışma, sağlık sektöründeki diğer kuruluşlar için de benzer stratejilerin başarılı bir şekilde uygulanabileceği konusunda bir örnek teşkil etmektedir.

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THE RELATIONSHIP BETWEEN TECHNOLOGICAL, CULTURAL FACTORS AND GREEN BEHAVIOUR, THE IMPACT ON CONSUMER SATISFACTION IN THE INSURANCE INDUSTRY IN ALBANIA

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Abstract

In the era of a sustainable green economy, marketing also takes on a vital role with a focus on offering online products so that consumer behaviour adapts to this approach to create a communication that avoids environmental pollution and saves materials that contribute to pollution. This approach is a challenge for all companies as a whole but also for insurance companies and the Albanian market, which are the focus of our study. Given that the last few years dictated the necessity of online access for businesses and consumers, in response to this approach, it could not be different for insurance companies that, through their websites or tablet and mobile applications, created the opportunity for their consumers to choose and buy products online. In this study, we will present the impact of technological factors on green consumer behaviour, the impact of social and cultural factors on consumer behaviour and the impact of these groups of factors on consumer satisfaction. A well-structured questionnaire was distributed so that after analyzing the data, it gives us conclusions regarding the research questions raised for this study. The sample unit is a convenient sample that we judge to be sufficient to obtain the appropriate results from the study. This study will provide insurance product providers with information about the impacts of these groups of factors on green behaviour and consumer satisfaction. Also, we will present future recommendations to insurance companies and researchers.

Keywords: Sustainable economy, green behaviour, products, insurance, factors, consumer satisfaction

1. INTRODUCTION

Customer satisfaction measures the success of all companies that offer products or services. Even the companies that offer insurance products, which are essential now, focus on increasing customer satisfaction and maintaining a loyal customer base, making them loyal customers and recommending the insurance products to other customers. For this reason, companies are increasingly orienting their policies and efforts towards adapting to these changes and the green approach, using every opportunity to turn it in favour of a greener environment and staying friendly with it. The raw materials with which businesses produce their products are chosen more carefully, respecting sustainability. Also, companies' use of advanced technology contributes to their green approach, thus influencing a change in consumers' purchasing behaviour. High technology increases efficiency and production quality, reduces pollution, saves time, and ensures sustainability. However, competition and its approach to the environment remain a challenge that must be overcome. Even the governmental policies in different countries have their approach to the green environment towards the companies; they must cooperate closely with the

governments of the respective countries to influence the latter to develop policies in the interest of the green environment and to influence consumer behaviour.

However, companies need help to achieve this due to fierce competition, technological changes, and other factors related to rapid technological developments. Consumer behaviour is also closely related to these changes, but not only to them. Another group of factors that influence consumer behaviour has been proven to be social and cultural factors. Insurance companies should consider these factors when communicating their products to consumers. Analyzing these factors in this study, we will also see their impact on consumer satisfaction and green behaviour (this refers to many technological factors.).

2. LITERATURE REVIEW

Factors such as price, social value, social responsibility and identity affect the green behaviour of choice products regarding green electronics (Danish, M. et al. 2019)

Consumers like to buy green products due to their functionality, symbolic value, and social approval (Danish et al., 2019). The sustainable development of technology conditions the change of approaches of state and private industries (companies), and in the following research, the focus should be on the change of policies and tools to adapt to these changes. (Söderholm, P. (2020). The quality of services is statistically significant and has a positive relationship with customer behaviour (Purnamasari, I, et al 2023).

As for e-government, Dhaoui, I. (2022) stated in his study that digitalisation makes better control of corruption and government effectiveness and, to a lesser extent, regulatory quality.

The factors influencing green consumer behaviour can be divided into three dimensions: individual factors, product characteristics and marketing strategy and social factors, among which the research on individual factors is dominant (Zhang X et al., 2020).

There is a positive attitude towards green products, and consumers' information about them predicts green product satisfaction. Moreover, the importance of green products significantly indicates purchasing such products (Lakatos, E. S et al 2021).

E-satisfaction has a positive effect on e-trust. (Purnamasari, I., &Suryandari, R. T. (2023). Prior online experience moderates e-perceived value and repurchase intention. (Miao M et al., 2022) Reciprocity, satisfaction, and seller creativity provide considerable explanatory power for the intention to engage in online group buying behaviour (Shiau et al.,2012). There are also different findings on whether a relationship exists between occupation, family structures, and consumers' green purchase intention (Zhang et al.,2020). Past purchase experience of organic food significantly impacts future purchase intention (Koklic M.K et al., 2019). Green satisfaction and trust mediate the relationship between perceived quality and purchase intentions. (Gil, M. T., & Jacob, J. (2018). Increasing the market share of e-commerce will necessitate the improvement of the supply chains, as well as the establishment of sustainable supply chains (Alwan, S. Y.,et al 2023).

There is a close relationship between the topic and city logistics, extensive data analysis, customer engagement, green economy, online services, and omnichannel retail, showing the different research approaches and the themes related to the topic (Rita, P., & Ramos, R. F., 2022).

Green product quality and price price influence green customer satisfaction and loyalty. (Creignou, M., &Nuangjamnong, C. (n.d.) 2022)

E-service quality is relevant in increasing customer satisfaction and loyalty on mobile phone applications. (Nurittamnot, W. 2022) E-loyalty and e-satisfaction are affected by the overall quality of electronic services (efficiency, compliance, system availability, privacy, contact, responsiveness, and

rewards) (simultaneously). As a link between service quality and customer loyalty, e-satisfaction is proven to help build customer loyalty (Puranda, N. R.,et al 2022).

3. THE MODEL OF STUDY
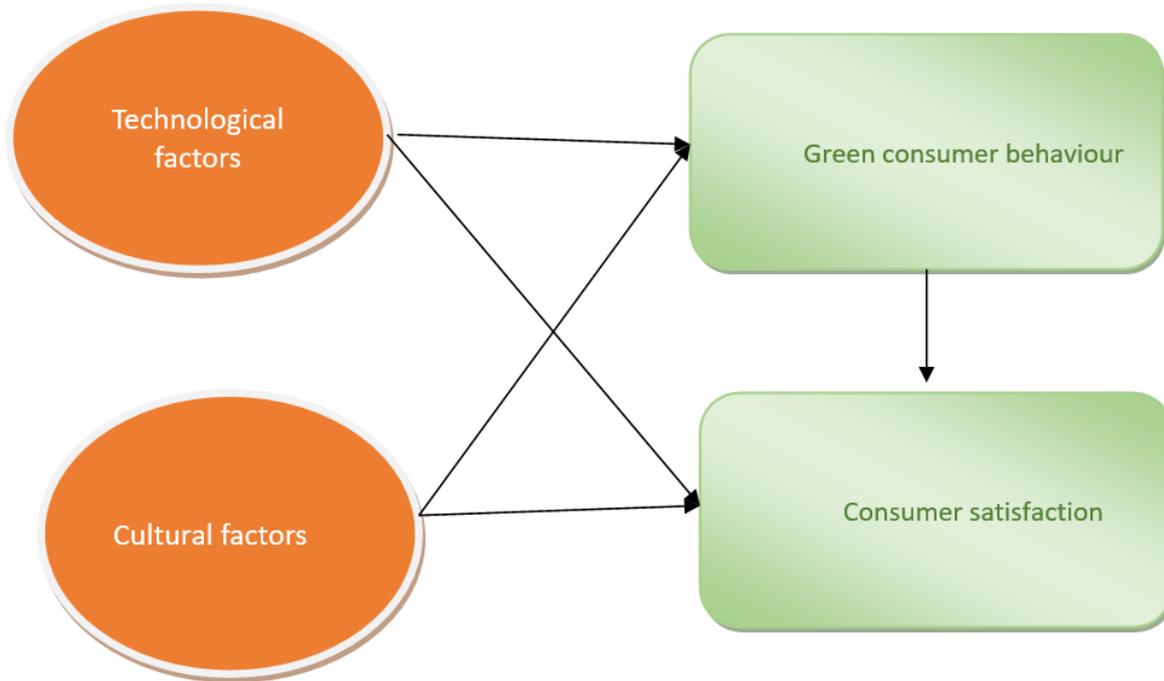
Figure 1: The model of study

4. THE PURPOSE OF THE STUDY

The purpose of the study is to identify the role played mainly by technological factors in green consumer behaviour and consumer satisfaction. Also, an overview of the influence of cultural factors on purchasing behaviour. The focus of the study was to help the customers of insurance companies understand their approach to the use of technology.

5. DATA COLLECTION AND DESCRIPTIVE STATISTICS

The limited time for the study conditioned the selection of an appropriate sample. The questionnaire was structured and distributed to at least 300 people. The questionnaire structured by us to get answers to the research questions was designed after a broad review of the abundant literature available, and the spss program was used for data analysis. This paper will present a part of the analysis used for a group of technological factors that influence green behaviour in the conditions of a sustainable economy. We also analysed a group of cultural factors that are intertwined with technical factors to understand their role in consumer decision-making. Demographic data and the degree of agreement of the interviewees with the variables that are part of the questionnaire will be presented below in tabular form. This also shows consumers' attitudes towards the products offered by insurance companies in Albania. Although the questionnaire was distributed to more than 300 people, only 160 questionnaires were valid for our analysis. Other researchers have previously studied the influence of technological factors on consumer behaviour and satisfaction. Even the individuals questioned express different attitudes towards the use of technology as an influence on green behaviour. Also, a part of the factors of the group of cultural factors that were taken into analysis turned out to have an impact on consumer behaviour.

Table 1: *Gender*
Source: Data analysis from authors of the study

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	54	33.75	33.75	33.75
	Female	106	66.25%	66.25%	100.0
	Total	160	100.0	100.0	

Table 2: Technological factors
Source: Data analysis from authors of the study

	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree
The possibility to buy insurance products online is one more possibility to protect the environment (there is no cost of physical movement to spend fuel to move to buy)	1.4%	7.1%	27.9%	52.1%	11.5%
The digital communication used from the Insurance Company made my decision	4.6%	5.7%	22.2%	49.5%	18%
The updated website of the Company helps me to choose the right insurance products	15%	19%	14.7%	40.7%	10.6%
I feel comfortable when I buy insurance products through online applications/using technology	3.6%	8.6%	23.6%	49.3%	14.9%
Direct marketing using email notifications influenced me to choose the usable insurance product	10%	16.3%	23%	39.6%	11.1%
I value technological factors because they provide convenience in obtaining information and facts to purchase insurance products	11.5%	9.5%	19.7%	40.2%	19.1%
The insurance company I have chosen through technology offers the possibility of buying	16.2%	10.6%	17.3%	49.9%	6%

	Strongly disagree	Disagree	Indifferent	Agree	Strongly agree
products online, saving time, and staying green.					
Overall, I am satisfied with the products of my chosen insurance company	0%	2.8%	20%	59.3%	17.9%
I will recommend the insurance company to others	0%	1.5%	21.1%	51.4%	26%

Other factors were also identified, but those that had more influence on consumer behaviour for choosing the insurance company mainly belonged to technological factors. From Table No. 2, it is easy to understand the consumers' approach toward these technological factors and their impact on their behaviour.

Table 3 presents the relationship between technological factors and consumer satisfaction, where a positive relationship is observed between them.

Table 3: Correlation between Technology and customer satisfaction
Source: Data analysis from authors of the study

Correlations			
		How do you evaluate the role of technology in your purchase decision-making for insurance products in Albania?	What is the level of your satisfaction?
How do you evaluate the role of technology in your purchase decision-making for insurance products in Albania?	Pearson Correlation	1	.443**
	Sig. (2-tailed)		.000
	N	160	160
What is the level of your satisfaction?	Pearson Correlation	.443**	1
	Sig. (2-tailed)	.000	
	N	160	160
**. Correlation is significant at the 0.01 level (2-tailed).			

	Strongly disagree	Disagree	Indifferent	Agree	Strongly agree
Religious belief influences my decision-making about buying insurance products.	25.3%	53.6%	16.5%	3.6%	1%

Personal income influences the purchase of insurance products.	2%	2%	21.6%	43.4%	31%
Culture influences the decision-making for purchasing insurance products	1.7%	1.7%	22.2%	62.5%	11.9%
Culture influences the decision-making for purchasing insurance products	3.6%	7.1%	18.6%	48.6%	22.1%
community values influence the purchase of insurance products	4.3%	12.9%	38.6%	31.7%	7.1%

Source: Data analysis from authors of the study

6. CONCLUSIONS

As long as the technology is developing dynamically, the consumer's approach to the technology is also changing, causing consumer behaviour to change continuously. According to previous studies presented by other authors, it has been found that cultural factors have influenced consumer behaviour. Our study also concluded that technological factors influence consumer behaviour, and technology resulted in a positive relationship with consumer satisfaction. Likewise, most cultural factors considered for the study (except religious belief) positively impact consumer behaviour.

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FUNDAMENTAL RIGHTS AND NEW TECHNOLOGIES

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Abstract

This legal scientific article aims to explore the delicate intersection between fundamental rights and the new technologies that characterize the contemporary era. With the rapid advancement of digital technologies, the article addresses the challenges and opportunities that these innovations present from a legal perspective. Through a detailed analysis, it examines how fundamental rights, such as privacy, freedom of expression, and non-discrimination, are influenced and redefined by the use of new technologies.

In the dynamic landscape of contemporary society, the intersection between fundamental rights and rapidly advancing technologies has become a focal point of legal inquiry. This scientific legal article undertakes a thorough exploration of this intricate interplay, examining the challenges and opportunities posed by new technologies from a legal perspective. Delving into the realms of privacy, freedom of expression, non-discrimination, and ethical considerations, the analysis seeks to elucidate the evolving relationship between fundamental rights and cutting-edge technologies.

Keywords: Right, Tecnologies, Privacy, Freedom, Athical Considerations

1. INTRODUCTION

The fundamental rights are one of the most crucial provisions of constitutions and organize the social actions of people, by shielding various domains of activity from state and other entities' interference. Human behaviour-related technological innovations pose new challenges to fundamental rights, which serve as defence mechanisms for people's individual and collective autonomy against the government and other public and private entities. This relationship is considered to be familiar in recent years. Currently, technology is putting continuous pressure on the judicial system.

Since the industrial revolution, new technologies have had an impact on how society is organized as a whole. All human behaviour, civil society organization, and governmental organization have been directly impacted by the computer revolution, which has also had an impact on fundamental rights. Use of Internet has generated new opportunities for the development of individual and collective personality.

Simultaneously, new issues pertaining to the defence of individual autonomy, freedom, and dignity have emerged. The rapid growth of social networks has brought up new opportunities as well as brought attention to new threats to human rights.

Internet and law are not two foreign entities. An examination of the Italian legal system demonstrates that the Internet phenomenon is subject to legislative regulation, which must be adopted to implement European directives. The ethical-political balance of various stages of the IT revolution has been positive for more than 20 years, meaning that new opportunities have prevailed over the threats to human rights and liberal democratic institutions.

Some negative assessments and problem views have surfaced in recent years and have become stronger. This tendency implies the development of the already begun discussion on the relationship between new technologies and fundamental rights, where the Internet was viewed more as a tool for achieving humankind's ultimate goals. However, by understanding the dark sides of the digital revolution, the need for the recognition of new fundamental rights is also associated with the need to define new restrictions, developing in this way the principle that no fundamental right is absolute and unrestricted.

2. PRIVACY IN THE DIGITAL AGE: IMPLICATIONS AND LEGAL PROTECTIONS

This paper will thoroughly examine the right to privacy in the digital age. Aspects such as massive data collection, electronic surveillance, and challenges posed by emerging technologies will be considered. Existing privacy regulations and challenges in adapting them to increasingly complex contexts will be analyzed. Regulatory references include the European Union's General Data Protection Regulation (GDPR) and its national implementations.

The section on freedom of expression will explore the role of new technologies in shaping communication and information dissemination. Issues such as online censorship, the spread of misinformation, and the responsibility of digital platforms in content management will be addressed. Regulatory references include the European Convention on Human Rights and EU e-commerce directives.

The chapter on non-discrimination will focus on the ethical and legal implications of algorithms and artificial intelligence. Risks of implicit discrimination and means to ensure that new technologies conform to principles of justice and equality will be examined. Regulatory references include the EU directive on equal treatment.

The conclusion will assess future perspectives on the integration of fundamental rights and new technologies. Reflections on the need to adapt the legal framework to address emerging challenges will be proposed, ensuring that technological innovation does not compromise the safeguarding of human rights. Regulatory references include the Charter of Fundamental Rights of the European Union.

As we navigate the intricate landscape of new technologies and their profound impact on fundamental rights, it becomes increasingly evident that achieving a harmonious equilibrium between innovation and legal safeguards is imperative. The rapid evolution of digital technologies, artificial intelligence, and biotechnology necessitates an ongoing reassessment of our legal frameworks to ensure they remain resilient in safeguarding the core principles upon which our democratic societies are built.

The multifaceted challenges presented by these technologies underscore the importance of vigilant legal oversight. The right to privacy, a cornerstone of individual autonomy, faces unprecedented challenges in an era of pervasive data collection and advanced surveillance capabilities. While regulations such as the General Data Protection Regulation (GDPR) provide a robust foundation, continuous adaptation is essential to address emerging privacy concerns and technological advancements.

Similarly, the realm of freedom of expression encounters new complexities in the digital age, with issues of online censorship and the unchecked spread of misinformation posing substantial challenges. Balancing the imperative of free speech with the responsibility of digital platforms requires nuanced legal responses that foster an open digital space while curbing potential harms.

The chapter on non-discrimination exposes the intricate interplay between algorithms and equity, illuminating the potential for bias and discrimination in automated decision-making processes. Legal frameworks must evolve to ensure that technological innovations align with principles of justice, equality, and non-discrimination, mitigating the risk of perpetuating societal biases.

Looking ahead, the integration of fundamental rights and new technologies demands a forward-thinking legal approach. As we contemplate the ethical implications of biotechnological advancements, the legal

framework must proactively address challenges such as genetic privacy, consent, and potential discriminatory uses of emerging technologies.

3. CONCLUSIONS

In conclusion, the evolution of new technologies propels us into uncharted territories, requiring legal scholars, policymakers, and technologists to collaborate in shaping a future that respects and upholds our fundamental rights. The key lies not only in adapting existing regulations to the changing landscape but also in fostering a dynamic legal framework that anticipates and responds to the ethical and legal dilemmas posed by technological progress. As we strive for this delicate balance, we are tasked with the responsibility of ensuring that the benefits of innovation are harnessed responsibly, without compromising the core values that underpin our societies. In this ongoing journey, the intersection of fundamental rights and new technologies becomes a critical focal point for shaping a future where innovation and human rights coexist harmoniously.

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EUROPEAN CITIZENSHIP: A FADING UTOPIA?

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Abstract

This article aims to thoroughly examine the concept of European citizenship, assessing its evolution in response to contemporary challenges. Through a critical analysis of political, social, and economic dynamics, we seek to identify variables that may undermine the robustness of European citizenship, exploring both elements eroding cohesion and those contributing to its renewal.

Addressing key topics such as Brexit, the resurgence of nationalism, the migration crisis, and economic disparities, we aim to understand how these factors influence the perception of a shared European identity. The analysis also extends to exploring opportunities to strengthen European citizenship, including strategies like promoting solidarity, European education, and innovating European Union institutions.

The UK's exit from the European Union has highlighted tensions within the EU and fueled nationalism in some member countries. This push towards greater national autonomy raises questions about the solidity of European citizenship.

In a time when the European project faces unprecedented pressures, this article strives to offer an in-depth insight into the current landscape of European citizenship and possibilities for maintaining its vitality in a rapidly evolving context.

Key words: European citizenship, Brexit, Nationalism

1. INTRODUCTION

The term "citizenship" has over time taken on a meaning that refers on the one hand to the rights of the person and on the other to the link with the political community, for a long time identified with the State but now also with supranational formations or smaller units.

This idea resisted unchallenged until the Second World War when, with the Universal Declaration of Human Rights and the European Convention for the Protection of Human Rights, the foundation of people's rights detached itself from the dimension of national belonging to aspire to universality.

A further decisive step in the affirmation of autonomous European citizenship was taken with the entry into force of the Treaty of Lisbon in December 2009; Indeed:

a) The Charter of Fundamental Rights of the European Union acquires a binding legal value, equal to that of the Treaties, so that the contents of European citizenship are no longer limited to those mentioned in the Treaty, but extend to "the rights, the freedoms and principles enshrined in the Charter of Fundamental Rights" recognized by the art. 6 of the Treaty on Union: European citizens can therefore turn to national courts (and, through these, to the Court of Justice) to find that a European law or an act of the Union violates one of their fundamental rights (for example, freedom of expression, the right to strike or the right to healthcare or paid annual leave);

b) European citizenship is included in the general provisions of the Treaty on European Union relating to democratic principles and, therefore, to the very foundations of the Union: art. 9, par. 1 establishes: "Anyone who has the citizenship of a Member State is a citizen of the Union. Citizenship of the Union is added to national citizenship and does not replace it". This last

formula introduces a significant institutional innovation: European citizenship is added to national citizenship without absorbing or replacing it, but confers further rights and new freedoms;

c) The Treaty of Lisbon contains a series of new provisions that refer to the rights of citizens of the Union (from the principle of equality of citizens to the task of offering its citizens an area of freedom, security and justice; from the provisions on of transparency to those on the consultation of civil society and the social partners).

European citizenship, a cornerstone of European integration, took a significant turn with the United Kingdom's exit from the European Union. In this article, we will examine how the UK's departure has influenced European citizenship and the legislative implications that have arisen from this unprecedented event.

European citizenship was initially introduced with the Maastricht Treaty in 1992. Article 17 established that every person who is a citizen of a Member State is also a citizen of the European Union. This linkage between national and European citizenship opened new perspectives in terms of rights and duties for European citizens.

The Treaty enshrines a series of fundamental rights for European citizens. Among these, the right to free movement and residence within the Member States is a key element. This principle allows European citizens to reside freely in any EU country, contributing to a more integrated Europe.
Another crucial aspect is the democratic participation of European citizens. Article 10 establishes the right to participate in the elections of the European Parliament and municipal elections in the country of residence. This reinforces the concept of European citizenship as an active and participatory element in the European project.

EU legislation guarantees non-discrimination based on citizenship. Article 18 prohibits any discrimination based on nationality, ensuring equal treatment for all European citizens.
It's important to note that European citizenship is an evolving concept. Recent developments, such as the 2019 Regulation on Union citizenship, have introduced additional elements to facilitate the mutual recognition of citizenship among Member States.

Case Grzeleczyk (Judgment of the Court of Justice of the European Union of 20 September 2001, C-184/99, Rudy Grzelczyk c. Centre public d'aide sociale d'Ottignies-Louvain-la-Neuve)
The Court of Justice considers that the status of citizen of the European Union it is intended to be the fundamental status of citizens of the Member States. This allows them to obtain identical legal treatment, regardless of their citizenship, in the sectors covered by community law.

The Court of Justice considers that the situations falling within the scope of application of the Treaty include those relating to the exercise of the fundamental freedoms guaranteed by the Treaty and, in particular, those relating to the exercise of the freedom to move and reside within the territory of the Member States , guaranteed by the provisions of the Treaty on European Citizenship.

The status of citizen of the European Union is intended to be the fundamental status of citizens of the Member States and this allows them to obtain identical legal treatment, regardless of their citizenship, in the areas covered by Community law.

the Court of Justice judges that the provisions relating to non-discrimination and European citizenship preclude the benefit of a social benefit from a non-contributory scheme from being made subject to a condition which is not required for citizens of the host Member State.
Contrary to what was requested by the Belgian government, the Court of Justice does not limit the effects of its ruling in time: the provisions relating to citizenship of the Union are applicable from the entry into force of the Treaty on European Union.

Following the entry into force of the Withdrawal Agreement (1 February 2020), EP, a UK citizen resident in France since 1984, was removed from the French electoral roll, thus not being able to participate in the municipal elections held there in March 2020 Before the Tribunal judiciaire d'Auch, EP complained of having been deprived, as a consequence of the loss of her Union citizenship, of the right to vote in municipal elections pursuant to articles. 18, 20 and 21 TFEU and articles. 39 and 40 CDFUE and no longer even enjoy the right to vote in the United Kingdom by virtue of the so-called. "15 year rule", which - at present - deprives English citizens of this right who have resided abroad for over 15 years (the English government, currently promoting a "votes for life" policy, has proposed to overcome this rule).

The French judge therefore asked the Court of Justice whether British citizens who, like EP, have transferred their residence to a Member State continue to benefit from the status of citizen of the Union and, more specifically, the right to vote and stand as a candidate. in municipal elections in their Member State of residence. If this were not the case, the judge invited the Court to evaluate, in light of the principle of proportionality, the validity of the aforementioned Council decision.

The inevitable consequences of the United Kingdom's "sovereign decision" to withdraw from the Union A fairly strong argument with which the Court motivates its decision is that the loss of the right to vote of British citizens resident in other EU states is an inevitable consequence of the "single sovereign decision" of the United Kingdom to withdraw from the Union (see § §53, 59 and 91; terminology already used by the Court in Wightman, §59).

The "sovereign decision" of the United Kingdom to leave the Union is to be interpreted as an explicit rejection of the founding principles of the Union, including those referred to in the articles. 18, 20, 21 TFEU and art. 39 and 40 CDFEU on the right to vote (which the referring judge himself defines as principles "that form the identity of the Union").

Such a decision, therefore, cannot fail to remain without consequences, including that of losing the most fundamental personal status that the Union is able to offer and the rights that follow from it.
The Union is no longer required to guarantee the rights of individuals who are citizens of a State that has left the European Union (so the AG in §75). I

t is a question of respecting the democratic decision of the United Kingdom, which cannot fail to produce unpleasant consequences, which were expressly desired or accepted by Brexit supporters. As Theresa May said, also for the Court "Brexit means Brexit!".

2. CONCLUSION

In conclusion, European citizenship stands as a crucial legislative instrument in consolidating European unity. Its legal foundation in the Foundational Treaties reflects the EU's commitment to promoting shared values and safeguarding the rights of its citizens. However, the debate on European citizenship is expected to continue as the EU evolves to address new challenges and build a more inclusive and cohesive future for its citizens.

European citizenship, a cornerstone of European integration, took a significant turn with the United Kingdom's exit from the European Union. In this article, we examined how the UK's departure has influenced European citizenship and the legislative implications that have arisen from this unprecedented event.

On January 31, 2020, the United Kingdom formally left the European Union, marking a new chapter in UK-EU relations.
With the exit, British citizens automatically lost their European citizenship status, forfeiting some previously guaranteed rights.

Despite Brexit, the EU-UK Partnership Agreement established some residual rights for British citizens living in EU member states and vice versa.

However, these rights differ significantly from those of European citizenship, underscoring the complexity of post-Brexit relations.

The UK's exit has raised legislative questions regarding the recognition of European citizenship for British citizens residing in EU member states. New bilateral agreements and provisions have become necessary to ensure a smooth transition and mitigate potential negative impacts on the involved citizens. The UK's departure has prompted philosophical inquiries into the nature of European citizenship itself. Some argue that European citizenship should be independent of national citizenship, while others see the EU as an entity based on closer political and geographic ties.

The UK's exit from the European Union represents an unprecedented chapter in the history of European citizenship. This event has highlighted fundamental questions about European cohesion and unity, revealing the intricacies of legislative dynamics within a federation of nations.

The Brexit process has made clear the practical and philosophical challenges associated with the concept of European citizenship. While the EU has sought to mitigate impacts on the lives of British and EU citizens through transition agreements, the need to redefine the links between European and national citizenship has become apparent.

Furthermore, the UK's departure has sparked a broader debate about the future direction of the EU. Some argue for the evolution of European citizenship independently of national citizenship, further enhancing European identity. Conversely, others believe the EU should focus on closer political ties and pragmatic cooperation, viewing European citizenship as a complementary rather than a substitutive aspect.
The legislative complexity and practical challenges raised by Brexit offer the EU an opportunity for reflection and adaptation. As the future of European citizenship is defined, it is crucial to strike a balance between EU unity and respect for national identities.

Ultimately, while undergoing changes, European citizenship remains a central element in building a united and integrated Europe. It will be interesting to observe how it evolves in response to emerging challenges and opportunities.

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FAMILY REUNIFICATION AFTER THE TREATY OF LISBON: IMPLICATIONS FOR SOCIAL COHESION IN THE EUROPEAN UNION

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Abstract
This article aims to explore the impact of the Treaty of Lisbon on family reunification within the European Union. Through a comprehensive analysis of the regulatory provisions introduced by the Treaty, we examine changes in criteria, timelines, and processes related to family reunification for EU citizens and their non-EU family members.

Providing an overview of the new rules and principles governing post-Lisbon family reunification, we also explore the challenges and opportunities that have emerged within this regulatory framework. The analysis is based on case studies, statistical data, and assessments of implementation practices in member states, offering a comprehensive perspective on the practical realization of these provisions.
In conclusion, the article outlines the broader implications of the Treaty of Lisbon on family reunification, emphasizing the crucial role this aspect plays in promoting social and familial cohesion within the context of European integration.
Key words: Treaty of Lisbon, Family reunification, EU citizens, Non-EU family members

1. INTRODUCTION

The Lisbon Treaty, which came into force in 2009, has had a significant impact on family reunification dynamics within the European Union. In this article, we will explore the key legal provisions related to family reunification following the implementation of this treaty, focusing on the regulatory developments that have influenced the lives of families in the EU.

The Lisbon Treaty brought specific attention to family reunification through Article 21 of the Charter of Fundamental Rights of the European Union. This article recognizes the right of every EU citizen to lead a family life and establishes the right to family reunification in cases where the citizen resides in an EU member state different from their country of origin.

An important regulatory development introduced by the Lisbon Treaty was the expansion of the concept of family. In addition to spouses, the treaty acknowledged the right to family reunification for registered partners, and in some jurisdictions, extended the family concept to direct descendants and ascendants of the EU citizen.

The treaty also encouraged greater harmonization among member states to simplify procedures related to family reunification. This contributed to reducing disparities in implementation practices across various countries, ensuring greater consistency and predictability for EU citizens seeking reunification with their families.

Particular attention was given to the protection of minors in the context of family reunification. The Lisbon Treaty, in alignment with the United Nations Convention on the Rights of the Child, emphasized the need to preserve the best interests of minors involved in such proceedings.

Despite these regulatory advances, the practice of family reunification varies among member states. Some countries apply the provisions more broadly, while others may be more restrictive. This highlights

the ongoing need to monitor the implementation of rules and address any disparities to ensure effective protection of rights.

In conclusion, the Lisbon Treaty has provided a solid foundation for promoting family reunification in Europe, recognizing its intrinsic value for building a cohesive society. However, the ongoing challenge is to ensure uniform and effective application of these rules in individual countries, so that EU citizens can fully enjoy their rights within the context of the family unit.

The possibility of configuring an individual's right to family reunification finds, rather, its theoretical framework within that wider range of "mechanisms" of expansion of European competences, which lead to the ordering of European Union to "invade" regulatory sectors that are not expressly attributed to it. In this regard, it is all too well known that, originally, the center of gravity of the Community was, in a nutshell, strongly "unbalanced" towards economic issues, rather than "social" in the broad sense. Therefore, the lack of skills in these sectors is not surprising, considering the pursuit of the objective of creating a single market based on the free circulation of production factors. Furthermore, the persistent lack of attribution of competences in these sectors to the Community/Union even in the subsequent reforms of the treaties reveals the resistance of the member states to limit their sovereign powers in a field that appears particularly delicate, due to the profound connections with the typical and characterizing regulatory context of each individual Member State.

In the context of the European Union (EU), the possibility for the migrant worker to be joined by family members has long been guaranteed as it is instrumental in promoting and guaranteeing some of the fundamental objectives to which the organization's activity is aimed: on the one hand the full exercise of freedom of movement and freedom of establishment, which represent some of the pillars on which, since its origins, the community system has found its foundation; on the other, respect for family life, which includes the obligation to protect the emotional relationships that constitute its prerequisite, and which is the object of a specific right, as provided for by art. 8 of the ECHR, and, more recently, by art. 7 of the Nice Charter, whose primary relevance within the sources of EU law is today expressly recognized by art. 6 of the Treaty of Lisbon.

The legal instrument through which this possibility is realized is the so-called residence permit for family reunification, which can be requested if the conditions established by EU law are met, as well as by the internal rules that implement it. In the European legal system, the matter is regulated by various regulatory instruments, which take into account the specificities of the situations in which the need to guarantee family unity may come into play, which are essentially distinguished on the basis of a citizenship criterion.

As regards subjects having the nationality of a Member State, Directive no. 2004/38/EC gives them and their family members the right to move and reside in the territory of the Union3; as regards citizens of third countries, the residence permit for family reunification is guaranteed, in the presence of certain conditions whose evaluation is left to the State, to the relatives of the worker regularly residing in the territory of a member country on the basis of the provisions from directive no. 2003/86/EC.

Although different in many respects, the two directives establish, according to a scheme common to both, that the granting of rights related to freedom of movement, which they aim to guarantee, remains subordinate, to an evidently more extensive extent with regard to citizens of third countries, to a certain discretion, which national authorities can exercise within limits that are not always well defined.

They also specify what interests the State can possibly invoke to limit the entry of foreign citizens into its territory, providing for some express possibilities of derogation from the freedoms of movement and residence (for example where it is necessary to protect safety, health or public order).

Finally, special regimes regarding the entry and establishment of citizens of states outside the EU are provided for by specific agreements, among which the association agreement is of particular importance, concluded with Turkey in 1964, which was followed by an additional Protocol, adopted few years later.

The agreement creating an association between the European Economic Community and Turkey was adopted on 12 September 1963 (see Council Decision 64/732/EEC of 23 December 1963, in OJ 1964, no. 217), with « the aim of promoting the continuous and balanced strengthening of trade and economic relations between the contracting parties, taking full account of the need to ensure a more rapid development of the Turkish economy and the improvement of the level of employment and the standard of living of the Turkish people" (art. 2 of the agreement).

Despite the profound differences that characterize the various regulatory instruments in which the right to family reunification or family unity are based, it seems to us that the rules that regulate the matter are formulated according to a common approach, which is also reflected in the framework of the provisions set out in defense of human rights, as well as in other areas of international law.

2. CONCLUSION

The post-Lisbon Treaty era has ushered in a new chapter for family reunification within the European Union, marking significant progress in recognizing and safeguarding the rights of EU citizens to maintain family ties across borders. As we reflect on the legal landscape and its implications, it becomes evident that the treaty has laid a robust foundation for harmonizing family reunification practices while simultaneously posing challenges that require continuous attention.

The legal basis provided by Article 21 of the Charter of Fundamental Rights has been pivotal, emphasizing the fundamental right of EU citizens to lead a family life and promoting family reunification when residing in a different member state. This recognition has not only affirmed the importance of family unity but has also set the stage for a more inclusive understanding of familial relationships, embracing diverse structures beyond traditional definitions.

The expansion of the family concept to include registered partners and, in some cases, direct descendants and ascendants, signifies a progressive shift in acknowledging the evolving nature of family dynamics. This move aligns with the evolving societal structures and ensures that legal frameworks are inclusive and adaptable to the changing needs of EU citizens.

The streamlining of procedures across member states has been a commendable effort, contributing to a more consistent and predictable process for those seeking family reunification. However, challenges persist in achieving uniformity across the EU, as variations in the application of rules and procedures persist among individual countries. Addressing these disparities remains a key task for the EU to uphold the principles of fairness and equality for all citizens.

The explicit attention to the protection of minors within family reunification processes underscores a commitment to the welfare of the most vulnerable members of society. The alignment with international standards, such as the United Nations Convention on the Rights of the Child, reflects the EU's dedication to preserving the best interests of children involved in such proceedings.

As we navigate the complexities of family reunification post-Lisbon Treaty, the focus must remain on fostering a cohesive and supportive European society. Ongoing efforts to monitor and address disparities in the application of regulations are crucial to ensuring that EU citizens can genuinely exercise their right to family reunification without undue barriers.

In conclusion, the Lisbon Treaty has undeniably propelled the discourse on family reunification forward, emphasizing the importance of family unity in the European project. While challenges persist, the legal framework established by the treaty provides a solid foundation for continued growth and adaptation, fostering a Europe where the right to family life is respected and protected for all its citizens.

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ULUSLARARASI KRİZ VE BARIŞ YÖNETİMİ KONUSUNDA FİLİSTİN İSRAİL SAVAŞI

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Özet

Uluslararası kriz ve barış yönetimi hususunda Filistin ve İsrail arasındaki savaşın değerlendirilmesi bu çalışmanın amacını oluşturmaktadır. İsrail ve Filistin arasındaki gerilim uzun yıllardır devam etmekle birlikte 7 Ekim 2023 günü Hamas ve İsrail arasında başlayan savaş ile birlikte Orta Doğu'da yeniden bir karmaşa ortamı hâkim olmuştur. Savaşta binlerce masum insanın hayatını kaybetmesine sessiz kalan Avrupa ülkeleri İsrail'e destek verirken özellikle Türkiye Gazze'yi desteklemektedir. Türkiye, Hamas'a yönelik terör örgütü suçlamalarını reddederek Hamas'ın hakkını savunan bir grup olduğunu ifade etmekte ve meydana gelen savaşın bir an önce çözülmesi için birçok diplomatik adım atmaktadır. Savaş devam ettiği müddetçe İsrail, Cumhurbaşkanı Erdoğan'a göre savaş suçu işlemeye ve masumları öldürmeye devam etmektedir.

Anahtar Kelimeler: İsrail, Hamas, Gazze, Savaş Suçu

Abstract

The objective of this study is to assess the international crisis and peace management in the context of the war between Palestine and Israel. The tension between Israel and Palestine has been ongoing for many years, but the war that began between Hamas and Israel on October 7, 2023 has once again plunged the Middle East into chaos. Thousands of innocent people have lost their lives in this war, and while European countries have remained silent on these casualties and supported Israel, Turkey, in particular, has been supporting Gaza. Turkey rejects the accusations of Hamas being a terrorist organization, asserting that Hamas is a group defending rightful causes. Turkey has been taking numerous diplomatic steps to resolve the ongoing war as soon as possible. According to President Erdoğan of Turkey, as long as the war continues, Israel persists in committing war crimes and killing innocents.

Keywords: Israel, Hamas, Gaza, War Crime

1. GİRİŞ

Uluslararası arenada barış ve istikrarın temel taşlarından biri, uzun süreli ve karmaşık çatışmaların çözümüdür. Bu çerçevede, Filistin-İsrail çatışması, tarihsel kökenleri, uluslararası yankıları ve çözümüne yönelik süregelen çabalarıyla dünya siyasetinde önemli bir yer tutmaktadır. Bu makale, uluslararası kriz ve barış yönetimi perspektifinden Filistin-İsrail savaşını ele almakta ve bu çatışmanın nasıl bir uluslararası krize dönüştüğünü, bu krizin yönetiminde uygulanan stratejileri ve barış çabalarını incelemektedir.

Filistin-İsrail çatışmasının kökleri, 20. yüzyılın başlarına, hatta daha öncesine dayanmaktadır. Bu çatışma, toprak hakları, ulusal kimlik, dini inançlar ve bölgesel güç dengeleri gibi bir dizi karmaşık ve iç içe geçmiş faktörlerden beslenmektedir. Çatışmanın uluslararası boyutu ise, bölgesel ve küresel güçlerin çıkarları ile iç içe geçmiş durumdadır. Bu makalede, çatışmanın tarihsel arka planı, önemli dönüm noktaları ve günümüzdeki durumu detaylı bir şekilde incelenecek; aynı zamanda, uluslararası toplumun barış sürecine etkisi ve bu süreçte karşılaşılan engeller ele alınacaktır.

Uluslararası kriz yönetimi ve barış sürecindeki çabalar, çatışmanın dinamiklerini anlamada kritik öneme sahiptir. Bu yüzden, çeşitli barış girişimleri, arabuluculuk çabaları ve diplomatik girişimlerin tarihsel bir perspektifle analizi, bu makalenin odak noktalarından birini oluşturacaktır. Ayrıca, bu süreçlerdeki

başarılar, başarısızlıklar ve devam eden zorluklar, çatışmanın çözümüne dair önemli dersler sunmaktadır.

Bu makale, Filistin-İsrail çatışmasını, sadece bir bölgesel çatışma olarak değil, aynı zamanda uluslararası kriz yönetimi ve barış süreçlerinin bir test alanı olarak ele alacaktır. Bu çerçevede, çatışmanın uluslararası barış ve güvenlik üzerindeki etkileri, çözüm yolları ve bu sürecin geleceği üzerine derinlemesine bir tartışma sunmayı amaçlamaktadır.

2. ULUSLARARASI KRİZ VE BARIŞ YÖNETİMİ

Kriz yönetimi, beklenmedik ve genellikle tehlikeli durumların, çatışmaların veya savaşların önlenmesi, kontrol altına alınması ve çözülmesi için kullanılan stratejileri ve yöntemleri içerir (Küçük, 2015). Diplomatik müzakereler, arabuluculuk, ekonomik yaptırımlar ve askeri müdahale gibi çeşitli araçlar kriz yönetiminde kullanılabilir (Tunçarslan, 2018). Önemli bir kriz yönetimi örneği olarak, Filistin-İsrail çatışması verilebilir. İsrail Devleti'nin 1948'de kurulması, bölgede demografik ve siyasi dengeleri derinden etkilemiş ve büyük bir mülteci krizine yol açmıştır. Uluslararası kriz yönetimi açısından bu çatışma, Birleşmiş Milletler başta olmak üzere birçok uluslararası kuruluşun ve devletin müdahil olduğu, sürekli çözüm arayışları ve barış girişimleri ile karakterize edilmiştir. Ancak, Filistin meselesi ve İsrail'in güvenlik kaygıları, karşılıklı şiddet olayları ve politik çıkmazlar ile çözümü zor bir hale getirmiştir. Bu durum, bölgesel ve global düzeyde sürekli bir gerginliğin ve diplomatik çabanın sürmesine neden olmaktadır (Aras ve Günar, 2016).

Barış yönetimi, çatışma sonrası durumlarda kalıcı barışı sağlamak için yapılan çabaları ifade eder (Demir, 2017). Bu, genellikle anlaşmazlıkların nedenlerini ele almayı, güven inşa etmeyi ve uzun vadeli politik çözümler üretmeyi içerir. Barışı koruma, genellikle Birleşmiş Milletler gibi uluslararası kuruluşlar tarafından yürütülen askeri ve sivil personelin, ateşkeslerin sürdürülmesine ve çatışmanın tarafları arasında istikrarın sağlanmasına yardımcı olmak için görevlendirildiği bir süreçtir (Aslantaş, 2022). Örneğin, Filistin-İsrail savaşına yönelik olarak uluslararası barış yönetimi; çatışmanın kökenlerini, mevcut durumunu ve potansiyel çözüm yollarını kapsamlı bir şekilde ele alır. Taraflar arasındaki diyaloğu teşvik eder ve uzun vadeli barış ve istikrar için stratejiler geliştirmeyi hedefler (Kemiksiz, 2018; Özer, 2023).

Diplomasi, uluslararası ilişkilerde devletler arası resmi iletişim ve müzakere sürecidir. Kriz durumlarında diplomasi, tansiyonun düşürülmesi ve anlaşmazlıkların barışçıl yollarla çözülmesi için kritik öneme sahiptir (Avenell ve Dunn, 2016). Arabuluculuk, bir kriz veya çatışma durumunda taraflar arasında diyalog kurarak ve müzakereleri kolaylaştırarak çözüm bulmayı amaçlayan bir süreçtir. Bu alanlar, uluslararası kriz ve barış yönetiminin temel bileşenlerini oluşturur ve her biri, global düzeyde barış ve istikrarın korunması için hayati öneme sahiptir (Wallensteen ve Svensson, 2014).

Uluslararası hukuk, devletlerarası ilişkilerde hukuki norm ve kuralları belirler ve bu kuralların ihlali durumunda çeşitli mekanizmaların devreye girmesini sağlar (Akkutay, 2018). Birleşmiş Milletler (BM) ve diğer uluslararası kuruluşlar, kriz yönetimi ve barışın korunması konusunda önemli roller üstlenir. BM Güvenlik Konseyi, uluslararası barış ve güvenliği korumakla görevlidir ve gerektiğinde barışı koruma misyonları başlatabilir veya yaptırımlar uygulayabilir (Kumek, 2023).

3. İSRAİL-FİLİSTİN ÇATIŞMASI

İsrail-Filistin çatışması, 20. yüzyılın ortalarından bu yana Ortadoğu'da devam eden karmaşık ve çok katmanlı bir ihtilaftır. Bu çatışmanın kökenleri, Filistin topraklarında iki ulusun, Yahudi ve Arap, egemenlik ve ulusal kimlik taleplerine dayanmaktadır. 1948'de İsrail Devleti'nin kurulmasıyla, bu bölgedeki demografik ve politik yapı önemli ölçüde değişmiştir. İsrail'in kuruluşu, binlerce Filistin vatandaşının yerinden edilmesine ve 1948 Arap-İsrail Savaşı'na yol açmıştır. Bu olaylar, İsrail ve Filistin arasında uzun süreli bir gerginliğin başlangıcı oldu (Ertürk ve Sayın, 2021).

Yıllar boyunca çeşitli savaşlar, intifadalar (ayaklanmalar), barış görüşmeleri ve diplomatik çabalar bu ihtilafın seyrini şekillendirmiştir. İsrail'in işgal altındaki topraklarda yerleşim yerleri inşa etmesi, Kudüs'ün statüsü, Filistinli mültecilerin hakları ve iki devletli çözüm gibi konular, çatışmanın çözülmesinde başlıca engeller olarak kalmaya devam etmektedir. Her iki taraf da ulusal haklarını ve güvenliklerini savunurken, uluslararası toplum bu uzun süreli çatışmanın adil ve kalıcı bir çözümüne ulaşılması için çeşitli girişimlerde bulunmaktadır (Yıldırım, 2021).

3.1. Arka Planı

İsrail ve Filistin arasındaki anlaşmazlığın temelleri, 19. yüzyılın sonlarına ve 20. yüzyılın başlarına uzanmaktadır. Bu dönem, Yahudiler ve Araplar arasında, her iki topluluğun da Orta Doğu'da egemenlik kazanmayı hedefleyen ulusal hareketlerin yükselişine tanık olmuştur. 1917'de Birinci Dünya Savaşı sırasında İngiliz hükümeti tarafından ilan edilen Balfour Deklarasyonu, Filistin'de "Yahudi halkı için bir ulusal yurt" oluşturulmasını destekleyen bir beyanname olmuştur (Gelwin, 2014). 1920'lerde gerçekleşen Fransa-Suriye Savaşı sonrasında Filistin milliyetçiliği ön plana çıkmış ve Levant'ın güney bölgesinde bu iki hareket arasındaki çekişme, 1930'lar ve 1940'lar boyunca Mandater Filistin'de mezhepsel çatışmaları tetiklemiş ve sonrasında geniş çaplı bir Arap-İsrail çatışmasına dönüşmüştür (POV, 2001).

29 Kasım 1947 tarihinde, Birleşmiş Milletler Genel Kurulu'nun 181(II) numaralı kararını onaylamasıyla, Filistin'in bir Arap devleti, bir Yahudi devleti ve bağımsız bir Kudüs Şehri olarak üçe bölünmesi tavsiye edilmiştir. Bu kararın akabinde, Filistin bölgesi şiddetli çatışmaların yaşandığı bir döneme girmiştir. Ardından gelen dört aylık süre zarfında, Yahudi topluluğu Yişuv, Arap saldırılarına maruz kalmış ve çoğunlukla savunma pozisyonunda kalmış, buna rağmen zaman zaman karşılık vermiştir (Morris, 2008). Arap Birliği ise, gönüllü temeline dayalı Arap Kurtuluş Ordusu'nu kurmuştur. Hasan Selame ve Abdülkadir el-Hüseyni liderliğindeki Filistin Arap Kutsal Cihat Ordusu'na destek vererek Arap mücadelesini güçlendirmiştir. Yahudi tarafında, İkinci Dünya Savaşı'ndan çok sayıda Yahudi gazisi ve uluslararası gönüllülerin katkıda bulunduğu Lehi, Irgun ve Haganah gibi büyük yeraltı milis grupları iç savaşa yön vermiştir. 1948 ilkbaharına gelindiğinde, Arap güçleri neredeyse tamamen dağılmış, Yişuv güçleri ise sürekli artan bir toprak kontrolü sağlamış ve bu durum, Filistinli Araplar arasında ciddi bir mülteci problemine yol açmıştır (Oruç ve Ateş, 2010).

3.2. Hamas-Fetih Bölünmesi

2006 yılında, Filistin parlamento seçimlerini Hamas kazanmıştır. İsrail, Hamas'ın İsrail-Filistin anlaşmalarını tanımaması, şiddeti terk etmemesi ve İsrail'in varlık hakkını kabul etmemesi durumunda ekonomik yaptırımlar uygulayacağını duyurmuştur (Erlanger, 2006). Hamas'ın bu şartları kabul etmeyişi ve El Fetih ile yaşanan iç çekişmeler sonucunda, 2007'de Gazze Şeridi Hamas'ın tam kontrolüne geçmiştir. İsrail, Gazze'ye karşı deniz ve kara blokajı uygulamıştır. 2008'in sonlarında İsrail, Gazze'ye karşı geniş kapsamlı bir askeri harekât başlatmıştır; bu harekât, binlerce sivilin ölümüne ve geniş çaplı maddi hasara sebep olmuştur. 2009 yılında, uluslararası arabulucuların girişimleriyle bir ateşkes sağlanmış, fakat gerginlik sürmüştür. 2011'de, Filistin'in Birleşmiş Milletler üyeliğine yönelik çabaları sonuçsuz kalmıştır. 2012 yılında, Filistin'in BM'deki statüsü artırılmıştır. 2014'te ise İsrail ile Gazze arasındaki çatışmalar, büyük insan kayıplarına neden olmuştur (Cankara ve Cankara, 2020).

3.3. İsrail'de Aşırı Sağ Hükümeti

2022 yılının Kasım ayında, aşırı sağcı politikacıları bünyesinde barındıran ve Binyamin Netanyahu'nun liderliğini yaptığı 37. İsrail Hükümeti'nin kurulmasının ardından, bölgedeki çatışmaların şiddeti yükselmiştir. 2023 yılının ocak ayında meydana gelen Cenin saldırısını takiben, Haziran ve Temmuz 2023'te Cenin'de yaşanan diğer saldırılar, 2023 Neve Yaakov çatışması, 2023 yılında Mescid-i Aksa'da gerçekleşen çatışmalar, Mayıs 2023'teki Gazze-İsrail çatışması ve 2023 yılında Hamas ile İsrail arasındaki savaş, bu dönemin belirgin olaylarındandır. Bu süreçte, 2023 yılında Filistinlilerin siyasi şiddeti, 2005 yılından bu yana en yüksek ölüm sayılarına ulaşmıştır (United Nations, 2023).

3.4. Barış Süreci

Filistin-İsrail çatışmasında barış süreci, tarihsel olarak önemli birkaç dönüm noktasını içermektedir. İlk olarak, 1990'ların başında Oslo Anlaşmaları, Filistin ve İsrail arasındaki ilk doğrudan görüşmeleri temsil etmiş ve iki devletli çözüm yolunda önemli bir adım olarak kabul edilmiştir. 2000 yılında, Camp David Zirvesi, daha kapsamlı bir barış anlaşması yapma çabasında önemli bir girişim olmuştur ancak sonuçsuz kalmıştır. 2002'de ise, Avrupa Birliği, Rusya, Birleşmiş Milletler ve Amerika Birleşik Devletleri tarafından oluşturulan Dörtlü'nün sunduğu Barış İçin Yol Haritası, sürecin daha sonraki aşamalarında ele alınacak olan Kudüs'ün kaderi ve İsrail yerleşimleri gibi zor meseleleri erteleyerek, şiddeti durdurma ve iki taraf arasında güven inşa etmeye odaklanmıştır.

3.4.1. Oslo Anlaşmaları

Filistin-İsrail çatışmasında önemli bir dönüm noktası olan Oslo Anlaşmaları, 1993 ve 1995 yıllarında imzalanmıştır. Bu anlaşmalar, İsrail ve Filistin Kurtuluş Örgütü (FKÖ) arasındaki ilk doğrudan görüşmeler sonucunda ortaya çıkmıştır. Anlaşmaların temel amacı, iki devletli çözüm yolunda ilerlemek ve bölgede kalıcı bir barışın temellerini atmak olarak belirlenmiştir (Kemiksiz, 2018). Oslo Anlaşmaları, Filistin'e kademeli özerklik verilmesi ve İsrail'in bazı işgal altındaki bölgelerden çekilmesi gibi önemli adımları içermektedir. Ancak, anlaşmalar tam anlamıyla uygulanamamış ve bölgede kalıcı bir barış sağlanamamıştır. Bu anlaşmalar, Filistin-İsrail çatışmasının çözümüne yönelik uluslararası çabalarda önemli bir yer tutmakla birlikte, hala tartışmalı ve tamamlanmamış bir süreç olarak kalmaktadır (Kaya ve Polat, 2023).

3.4.2. Camp David Zirvesi

Filistin-İsrail Savaşı'nda barış sürecinin önemli dönemeçlerinden biri, Camp David Zirvesi'dir. Temmuz 2000'de gerçekleştirilen bu zirve, ABD Başkanı Bill Clinton'ın ev sahipliğinde, İsrail Başbakanı Ehud Barak ve Filistin Özerk Yönetimi Başkanı Yaser Arafat arasında yapılmıştır (Kaya ve Polat, 2023). Camp David Zirvesi'nin amacı, İsrail-Filistin çatışmasına kalıcı bir çözüm bulmak ve iki devletli çözüm yolunda ilerlemekti. Görüşmeler yoğun ve zorlu geçmiş, Kudüs'ün statüsü, Filistinli mültecilerin hakları ve sınırlar gibi temel konularda anlaşmazlıklar yaşanmıştır. Zirve, taraflar arasında somut bir anlaşma sağlanamamasıyla sonuçlanmış, ancak sonrasında yapılan müzakereler için bir temel oluşturmuştur. Bu zirve, Ortadoğu barış sürecindeki en ciddi girişimlerden biri olarak tarihe geçmiştir (Atmaca, 2019).

3.4.3. Barış İçin Yol Haritası

2002 yılının 17 Eylül'ünde, Amerika Birleşik Devletleri, Birleşmiş Milletler, Rusya ve Avrupa Birliği kapsamındaki Dörtlü Grup tarafından sunulan barış tekliflerinden bir tanesi 'Barış için Yol Haritası' planı olmuştur. Bu strateji, Kudüs'ün geleceği veya İsrail'in yerleşim yerleri gibi karmaşık konuları hemen ele almaktan kaçınıyor, bunları müzakerelerin ileriki safhalarına bırakıyordu. Bu önerinin amacı hem İsrail'in yerleşim yerleri inşasını hem de İsrail ile Filistin arasındaki şiddeti durdurmak üzerine kurulmuş ilk aşamaydı, ancak bu hedeflere 2015 Kasım'ı itibariyle hala ulaşılamamıştır (Köylü, 2019; Topuz, 2022).

4. KÜRESEL AKTÖRLERİN İSRAİL İLE İLİŞKİLERİ VE İSRAİL-FİLİSTİN SORUNUNA BAKIŞI

İsrail ile en sıkı ilişkilere sahip küresel aktör, tarih boyunca Amerika Birleşik Devletleri (ABD) olmuştur. ABD-İsrail bağları, sadece diplomatik ve ekonomik ilişkilerle sınırlı kalmayıp, aynı zamanda dini, yasal ve askeri boyutları da içermektedir. Bu ilişkiler, II. Dünya Savaşı sonrasında stratejik bağlarla birlikte, ortak değerler üzerine şekillenmiştir. İki ülke liderleri, sadece diplomatik arenada değil, aynı zamanda karşı ülkelerin iç siyasetine müdahale ederek yakın bir iş birliği sergilemişlerdir. Bu bağlar,

İsrail'in kuruluşundan hemen sonra ortaya çıkmamış, derin teolojik, siyasi ve ekonomik boyutlara sahiptir (Freedman, 2012).

Özellikle 1948'de İsrail'in kuruluşunda, ABD'nin İsrail'i büyük bir siyasi ve güvenlik sorumluluğu olarak görmesi, bu ilişkilerin temellerini atmıştır. ABD, İsrail'e silah ambargosu uygulamış olsa da zamanla güvenlik konusu ABD-İsrail ilişkilerinde önemli bir yer işgal etmiştir. Bu ilişkiler, Soğuk Savaş döneminde İsrail'in ABD'nin yanında konumlanmasıyla daha da güçlenmiştir. ABD, Ortadoğu'daki çıkarlarını koruma noktasında İsrail'in önemli bir müttefiki olduğunu görmekte ve bu ilişki, her iki taraf için de karşılıklı çıkarları kucaklamaktadır. ABD'nin İsrail'e sağladığı askeri yardımlar ve yapılan silah anlaşmaları, güvenlik konusunda sıkı bir iş birliğini ortaya koymaktadır. İsrail'in Ortadoğu'daki stratejik konumu, ABD için önemli bir avantaj oluşturmaktadır. Bu ilişkiler, zaman içinde derinleşmiş ve çeşitlenmiş, kültürel bağlar oluşturarak her iki ülkenin güçlenmesine katkı sağlamıştır. ABD'nin İsrail'e sağladığı mali destek ve askeri yardımlar, karşılıklı çıkarlara dayalı bir ilişkinin sonucudur (Kolander, 2020).

AB ile İsrail ilişkilerine gelindiğinde, tarih boyunca yaşanan olaylar bu ilişkileri derinden etkilemiştir. Özellikle II. Dünya Savaşı'ndaki Yahudi soykırımı, AB ve İsrail arasındaki ilişkileri şekillendiren önemli bir faktördür. Ancak geçmişteki travmatik olaylara rağmen, AB ve İsrail arasındaki ilişkiler belirli sektörlerdeki anlaşmalar ve iş birlikleri ile iyileştirilmiştir. İsrail, AB ile akdi ilişkiler bakımından üye olmayan devletler arasında özel bir statüye sahiptir ve bu ilişkiler ekonomik ve siyasi başlıkları kapsayacak şekilde gelişmektedir. İngiltere'nin İsrail ile yoğun ilişki içinde olması dikkat çekerken, İsrail'in Filistin politikalarının AB normlarına aykırı olduğu iddialarına rağmen AB'nin baskısı sınırlı kalmıştır. AB ve İsrail arasındaki ilişkiler, ticaret antlaşmaları, bilim ve teknoloji iş birlikleri gibi alanlarda derinleşmiş, her iki tarafın da çıkarlarına hizmet etmiştir (Greene ve Rynhold, 2018).

Rusya ile İsrail arasındaki ilişkiler ise Soğuk Savaş sonrasında yeniden başlamıştır. Rusya Federasyonu'nun İsrail ile olan ilişkileri, SSCB'nin İsrail ile soğuk ilişkilerine kıyasla daha yapıcı bir şekilde gelişmiştir. Bu ilişkiler, ticaret antlaşmaları, bilim ve teknoloji alanındaki iş birlikleri gibi çeşitli sektörlerde güçlenerek devam etmektedir. İki ülke arasındaki diplomatik ve ekonomik ilişkiler hem İsrail'in hem de Rusya'nın çıkarlarına hizmet etmektedir (Averbukh ve Klein, 2018). Sonuç olarak, İsrail'in çok yönlü dış politikası, ABD, AB ve Rusya ile derin ve çeşitli ilişkiler kurarak güçlenmesine katkı sağlamaktadır. Bu ilişkiler, bölgesel ve küresel düzeyde İsrail'in güvenliği ve çıkarlarına hizmet etmekte, aynı zamanda diğer aktörlerle olan ilişkilerini şekillendirmektedir.

5. DÜNYA ÜLKELERİNİN SAVAŞA YÖNELİK YAKLAŞIMLARI

Küresel anlamda savaşa yönelik ülkelerin birbirlerinden farklı tutum ve yaklaşım gösterdikleri gözlenmektedir. Barışçıl yaklaşımlar ile savaşın sonlanması gerektiğini düşünen devletler ve devlet adamları bulunduğu gibi bunun tam zıttı şekilde savaş taraftarı olan ve özellikle İsrail'e savaşta daha iyi bir konuma gelebilmesi için silah ve ekonomik yardımlarda bulunan ülkeler bulunmaktadır. Savaşın küresel çapta bir kriz yaratmaması için bir an önce sonlanması gerektiğini dile getiren Cumhurbaşkanı Erdoğan, savaş ile ilgili en ılımlı yaklaşımları sergileyen ve masum insanların daha fazla zarar görmemesi için çözüm önerilerinde bulunarak kaos ortamını ortadan kaldırmayı temel gaye edinen devlet adamlarının başında gelmektedir.

Savaşın ilk başladığı dönemde Mısır ve Türkiye'den taraflar arasında itidal çağrısı gelirken birçok Avrupa devleti Hamas cephesini kınayarak İsrail devletine destek verdiğini açıklamıştır. Cumhurbaşkanı Erdoğan, "*Türkiye olarak bu sabah İsrail'de meydana gelen hadiseler ışığında tüm tarafları itidalle hareket etmeye, gerilimi daha da tırmandıracak fevri adımlardan uzak durmaya çağırıyoruz*" şeklinde yaptığı açıklamasında iki tarafında sakin olmasını talep ederek savaşın büyümemesi talebini dile getirmiştir (Anadolu Ajansı, 2023).

ABD, bu gelişmeler üzerine İsrail'e destek verdiğini açıklamış ve devlet başkanı Joe Biden, "*Benim yönetimimin İsrail'e desteği kaya gibi sağlam ve sarsılmazdır*" şeklinde yaptığı açıklaması ile savaşta

İsrail'e destek vereceklerini açık şekilde belirtmişlerdi. ABD Dışişleri bakanı ise yaşanan olaylarla ilgili, "*İsrail hükümeti ve halkıyla dayanışma içindeyiz ve bu saldırılarda hayatını kaybeden İsrailliler için başsağlığı dileklerimizi iletiyoruz*" şeklinde açıklama yaparak yanlı bir görüş bildirmekte ve İsrail devletini açıkça desteklediklerini göstermektedir (Anadolu Ajansı, 2023).

AB Komisyonu Başkanı olan Ursula Von der Leyen ABD'den çok da farklı olmayan bir açıklama ile Hamas'ı kınayarak İsrail'e destek vermiş ve bu desteğini, "*İsrail'in bu tür hain saldırılara karşı kendini savunma hakkı vardır*" açıklaması ile ifade etmiştir. Bu kapsamda Almanya Başbakanı da, "*Gazze'den yapılan füze atışları ve artan şiddet bizi sarsıyor. Almanya, Hamas'ın bu saldırılarını kınıyor ve İsrail'in yanında duruyor*" şeklinde açıklama yaparak savaşın suçunu Hamas'a yıkmakta ve İsrail'in haklı bir direniş gösterdiğini savunmaktadır. Bu açıklamaları takiben Fansa, İngiltere, Kanada, Letonya, Hollanda, İsviçre, Avusturya, Malta, Ukrayna ve birçok Avrupa devleti yine Hamas'ı kınamış ve İsrail'e destek veren açıklamalarda bulunmuşlardır (Anadolu Ajansı, 2023).

Irak ise yapılan saldırıları haklı bulan bir açıklama yapmış ve açıklama Irak hükümetinin basın sözcüsünden gelmiştir, "*Filistinlilerin bu sabah başlattıkları operasyonlar yıllardır uğradıkları haksızlığın bir sonucudur*". Irak dışında Ortadoğu devletlerinin taraf tutmaktan çok savaşın sonlanmasına yönelik açıklamalar yaptıkları görülmektedir (Anadolu Ajansı, 2023).

Türkiye Cumhuriyeti Cumhurbaşkanı Recep Tayyip Erdoğan, savaşın her ne kadar ılımlı tarafında bulunarak çözüm odaklı yaklaşsa da İsrail'in savaş suçu işlemeye devam etmesi ile birlikte açıklamalarının sertleştiği görülmektedir. Bununla birlikte Erdoğan tarafından yapılan, "*Hamas terör örgütü değil, kurtuluş ve mücahitler grubudur*" açıklaması açıkça İsrail'e karşı olduğunu göstermekte ve Hamas cephesinin haklı bir direnişte olduğunu ifade etmektedir. Bu açıklamasına karşılık olarak İsrail devletinden, "*Hamas, IŞİD'den beter, alçak bir terör örgütüdür*" açıklaması gelmiştir (BBC, 2023).

Cumhurbaşkanı Erdoğan'ın 4 Aralık'ta "SEDAK 39. Bakanlar Oturumu Açılış Programı" içerisinde yaptığı konuşmalar dikkat çekicidir. Cumhurbaşkanı konuşmasında Netenyahu'nun savaş suçu işlediğin ve yargılanması gerektiğin dile getirirken, "*Gazze'yi ve Filistin'i savunmak demek Mekke'yi, Medine'yi, İstanbul'u savunmak demektir*" açıklaması ile Filistin ve Gazze'nin desteklenmeye devam edileceği ve verilen desteğin Türkiye için ne derece önemli olduğunu ifade etmektedir. "*Küresel güvenlik için kurulan BM kendi çalışanlarını dahi İsrail barbarlığından koruyamıyor. İsrail'in katliamı hızlandı, direnen Gazze'yi selamlıyorum*" açıklaması ile Cumhurbaşkanı Erdoğan Gazze desteğinin devam edeceğini belirtmektedir. Batılı devletlerin İsrail'i desteklemesine karşı çıkan Cumhurbaşkanı Erdoğan, batılı devletlerin savaşa ve binlerce masumun hayatını kaybetmesine sessiz kaldıklarını dile getirirken demokrasi ve hukuk çağrısında bulunmuştur, "*Batılı ülkeler İsrail'e daha fazla çocuk öldürmesi için şartsız destek veriyor. Batı kör ve sağır. Uluslararası basın kuruluşları öldürülen meslektaşları için tek cümle kuramıyor. Bunlar bize yıllarca demokrasi ve hukuk dersi vermişti. Basın özgürlüğünden bahseden bunlar değil miydi?*" (INDYTURK, 2023).

Cumhurbaşkanı Erdoğan açıklamasını savaşa sessiz kalınırsa bir gün mutlaka Türkiye'nin de zarar göreceğini belirterek bitirmekte ve Gazze desteğinin süreceğini açıkça göstermektedir; "*İsrail'in mevcudiyetini kabul ettiği nükleer silahlar meselesinin unutulmasına izin vermeyeceğiz. Şu anda Gazze kasabı olan Netanyahu, bir savaş suçlusu olmanın ötesinde Miloseviç gibi, Gazze Kasabı olarak yargılanacaktır. Gazze'nin yeniden imarı için hazırlıklara şimdiden başlamalıyız. Gazze bir Filistin toprağıdır, Gazze Filistinlilerindir ebediyen de öyle kalacaktır. İsrail'e bırakmamak hepimizin boynunun borcudur. Bunun aynı zamanda kendi toprak bütünlüğü için yapmalıyız. Yarın başka yerlere göz dikeceklerini iyi biliyoruz. Gazze kasabı meselenin Gazze ya da Ramallah olmadığını kameralar önünde ifşa etti. Gazze'yi ve Filistin'i savunmak demek Mekke'yi, Medine'yi İstanbul'u savunmak demektir. Yangının acının, feryadın bizim ocağımıza ulaşmasını beklersek o yangın bir gün evimize gelecektir*" (INDYTURK, 2023).

6. SONUÇ

İsrail'in küresel aktörlerle olan ilişkileri, özellikle ABD ile olan sıkı bağları, tarihsel, stratejik, ekonomik ve askeri boyutları içerir. İsrail, ABD'nin Orta Doğu'daki önemli müttefiklerinden biri olarak konumlanmış ve bu ilişkiler zaman içinde derinleşmiş, çeşitlenmiş ve güçlenmiştir. AB ile İsrail arasındaki ilişkiler, tarih boyunca yaşanan olaylarla şekillenmiş, özellikle II. Dünya Savaşı'ndaki Yahudi soykırımının etkisiyle iyileşmiştir. İsrail, AB ile özel bir statüye sahip olup, ekonomik ve siyasi alanlarda iş birlikleriyle ilişkilerini güçlendirmiştir. Rusya ile İsrail arasındaki ilişkiler ise Soğuk Savaş sonrasında gelişmiş, ticaret antlaşmaları ve bilim-teknoloji iş birlikleriyle güçlenmiştir. İki ülke arasındaki diplomatik ve ekonomik ilişkiler, her iki tarafın çıkarlarına hizmet etmektedir.

Dünya ülkelerinin İsrail-Filistin savaşına yönelik yaklaşımları farklılık göstermektedir. Bazı ülkeler savaşın sonlanması ve barışçıl çözümler için çağrı yaparken, diğerleri İsrail'e destek açıklamalarında bulunmuştur. Türkiye Cumhurbaşkanı Recep Tayyip Erdoğan, savaşın ılımlı bir tarafında yer alarak çözüm odaklı yaklaşmış, ancak İsrail'in savaş suçu işlemesi durumunda sert açıklamalara yönelmiştir.

Sonuç olarak, İsrail'in dış politikası çok yönlüdür ve ABD, AB ve Rusya gibi küresel aktörlerle derin ve çeşitli ilişkiler kurarak güçlenmiştir. Ancak İsrail-Filistin sorunu, dünya ülkelerini farklı tutumlar sergilemeye yönlendiren karmaşık bir konudur. Bu çerçevede, devletler arası ilişkiler, siyasi durumlar ve liderlerin açıklamaları önemli bir rol oynamaktadır. Özellikle Türkiye'nin savaşın gidişatında uygulayacağı politikalar hem Türkiye'nin hem de Filistin'in geleceğinde rol oynayacak etkiler yaratabilecek güce sahiptir.

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THE INFLUENCE AND ROLE OF THE EUROPEAN COURT OF HUMAN RIGHTS IN GUARANTEEING WOMEN'S RIGHTS

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Abstract

The paper discusses the important role and influence of the European Court of Human Rights in guaranteeing women's rights. The European Court of Human Rights is part of the Council of Europe and is responsible for handling individual and collective cases for violations of the European Convention on Human Rights, which aims to protect fundamental rights and human freedoms. Given the broad definition of these rights, including women's rights, the European Court of Human Rights has a key role in their interpretation and implementation. Although at the beginning of the Court's work there were not many issues related to discrimination, over time the jurisprudence of the European Court of Human Rights has been enriched and there is now a consolidated practice in this direction. Specifically, the document addresses the general principles of implementation of Article 14 of the European Convention on Human Rights and Fundamental Freedoms, and its complementary nature. Article 14 of the European Convention on Human Rights defines the general principles regarding discrimination. This article includes both forms of discrimination: direct and indirect. This provision aims to ensure equality and protection from discrimination. Article 14 is an important tool to prevent discrimination and ensure that all individuals enjoy the rights and freedoms guaranteed by the Convention without prejudice. The European Court of Human Rights has a fundamental role in ensuring that Member States respect and protect these rights. Decisions issued by the European Court of Human Rights could influence member states' practices and set a precedent for similar cases in the future. This process helps to deepen and improve the protection of women's rights at the national and international level in the jurisprudence of courts.

Keywords: Discrimination, protection, women's rights

1.INTRODUCTION

The concept of equality before the law in most modern democracies excludes any possibility of discrimination on the basis of origin, ethnicity, social condition, sex, religious belief, etc. It is precisely this concept that constitutes the foundation of the democratic development of an emancipated society. The principle of non-discrimination is a principle that we find in all international acts focused on human rights. Everyone should enjoy these rights equally and without discrimination. There are already numerous international legal documents that define these rights, which also define the legal obligations of member states to respect these rights in their reality. States are the entities that have the duty to respect, protect and realize the human rights, that is, of the individuals within their jurisdiction. In many cases, implementation implies the duty of the State and the competent authorities to respect the rights recognized by it. The duty to protect requires the State to prevent violence and other human rights violations within its territory. Likewise, human rights have a human dimension, which is given importance especially with the involvement of states in the globalization process. Together with equality before the law and equal protection guaranteed by the law without any discrimination, non-discrimination constitutes the foundation of the enjoyment of human rights. The European Court of Human Rights is an important institution in the field of human rights protection in the context of the Council of Europe. This body has the task of evaluating cases presented by individuals, groups or Member States concerning complaints of violations of human rights guaranteed by the European Convention on Human Rights. The European Court of Human Rights is the guarantor and protector of human rights for this reason of the Council of Europe. Please note that you will be able to assist the person in organizing safety equipment and making sure you have your tires. The European Court of Human Rights sells the characteristics of individual previous cases and common standards in the interpretation and action of human rights, creating common European jurisprudence in the drafting.

Decisions of the European Court of Human Rights can have an impact on the legal reform process in member states, encouraging them to improve their practices and meet European human rights standards.Decisions of the European Court of Human Rights have a significant impact on jurisprudence and the protection of human rights in the context of the Council of Europe. Furthermore, the Decisions of the European Court of Human Rights influence the creation and definition of common standards regarding the interpretation and implementation of human rights in the member countries of the Council of Europe. This creates a common legal basis and helps to harmonize spelling practices at European level. The Court's decisions can influence the process of legal reform in Council of Europe member states. They can push states to change or improve their laws and practices to meet European human rights standards. Strengthen the independence of the Court and respect for its decisions: Building a positive image for the Court and respect for its decisions by Member States and local authorities increases awareness and responsibility for the protection of human rights in European level.The Court's decisions can serve as powerful human rights protection tools, encouraging states to implement European standards and build effective human rights protection systems at the national level. Meanwhile, it is important to note that the influence of the European Court of Human Rights also depends on the respect and implementation of its decisions by Member States and local authorities.

2. RESEARCH METHODOLOGY AND METHODS

Of particular importance, the methodology is also presented in the document, which was designed through different methods. The methodology of the research work is based on the use of both qualitative and quantitative methods, depending on the topic and presented structure of the work.

Due to the objective of the topic, the prominent methods are historical method, analytical method and comparative method.

The historical method is of particular importance in the document because it summarizes in a general way the history of gender equality in order to increase and consolidate the role of women in society. The analytical method is also of particular importance because in this article the material is analyzed in detail, i.e. doctrines related to women's rights, international, European and national laws on the protection of women, female. European and regional jurisprudence relating to issues of discrimination and gender equality is also analyzed in detail.

The comparative method is also of particular importance because in this document, women's rights and issues of gender equality and non-discrimination have been addressed at a comparative level.

3. THE ROLE OF THE EUROPEAN COURT IN GUARANTEEING WOMEN'S RIGHTS

The main enforcement mechanism for the protection of human rights in Europe is the European Court of Human Rights in Strasbourg, whose compulsory jurisdiction is now recognized by all member states of the Council of Europe (Daci, 2011, 167). Although at the beginning of the Court's work there were not many cases related to discrimination, over time the jurisprudence of the ECtHR has been enriched and there is now a consolidated practice in this direction. Among the first cases dealt with in this jurisdiction we remember the case Airey vs. Ireland (1979). In this case, the Irish government refused legal assistance to a woman who wanted to obtain legal separation from her abusive husband. The Court decided that Article 8 (which protects private and family life) not only obliges the State to avoid arbitrary interference, but assigns it positive obligations in the name of respect for private and family life. The Court also found in this case a violation of the right to a fair trial. (Gomien, 2007). The case Marekx vs. Belgium (1979). A mother and her natural child brought a case against the Belgian authorities demanding that the mother take special measures to give her daughter the legal status of her daughter and to exclude her from full legal status vis-à-vis other family members. The Court held that this is a violation of Article 8 because a State must define the internal legal system in such a way that the persons for whom this system is established lead a normal family life. In this respect, no difference should be allowed between the treatment of legitimate children and those born out of wedlock. (Gomien, 2007)

The Court explained its approach to claims of sex discrimination in Abdulaziz, Cabales and Balkandali v. United Kingdom (1985) arguing that "gender equality is one of the principal objectives of the Member

States of the Council of Europe" and that "compelling reasons had to be presented for a change in treatment based on sex to be considered compatible with Convention".

In this case, the European Court of the Human Rights adopted the gender equality approach to gender equality and therefore its review was very strict, but this has not always been the European Court of the Human Rights 's treatment.

Nel caso di Leyla Sahin contro la Turchia del 2004, il problema dei diritti delle donne all'uguaglianza è stato una questione sostanziale per questa decisione. La Corte EDU non ha modificato il divieto turco di indossare il velo islamico nelle sedi universitarie. La corte ha deciso all'unanimità che c'era un'ingerenza nel diritto dei musulmani di manifestare la propria religione, ma tale ingerenza era prevista dalla legge e, basata sul principio della laicità e dell'uguaglianza tra donne e uomini, era legittima. In questo caso, la Corte ha dichiarato per la prima volta che il principio dell'uguaglianza di genere era uno dei principi fondamentali che attraversano la Convenzione. La corte non ha discusso espressamente il significato dell'uguaglianza di genere e come le azioni della ricorrente minacciassero i diritti delle donne, o come il principio potesse giustificare il divieto a una donna adulta di seguire quella che sembrava essere una pratica personale importante e liberamente abbracciata. Inoltre, non ha indagato sulle conseguenze che questo divieto avrebbe per la ricorrente e per molte altre donne in Turchia, che non avrebbero potuto avere libero accesso all'istruzione, a causa del fatto di indossare il "velo" della categoria delle donne, la cui i diritti e l'uguaglianza dovevano essere tutelati (Anastasi, 2009: 160). L'essenza della decisione della Corte in questo caso è legata alla posizione secondo cui il divieto di indossare il velo musulmano nelle istituzioni accademiche pubbliche può essere giustificato come misura necessaria in una società democratica (Daci, 2011, 169).

As mentioned, Article 14 of the European Convention on Human Rights does not create an obligation for States to guarantee non-discrimination in the exercise of the rights and freedoms provided for by the Convention, such as life, liberty, security, privacy, liberty of thought, of conscience. and belief, expression, and so on, beyond. It does not create a special right like the "right to equality". The Convention bodies have established that, although the additional character of Article 14 does not give it an autonomous existence, it nevertheless has an autonomous meaning. Although in some cases the Commission and the Court have held that a prima facie violation of one of the rights or freedoms protected by the Convention must be demonstrated to allow consideration of a further application for violation of Article 14, they have not always adhered to this stable vision. The autonomous status of Article 14 means that, even if none of the essential provisions of the Convention have been violated, the Convention bodies (European Convention on Human Rights and Fundamental Freedoms) can find a violation of the prohibition of discrimination in the implementation of the provision in question.

   a) General principles of implementation of Article 14 European Convention on Human Rights and Fundamental Freedoms: its complementary nature

   Court cases based on Article 14 of the Convention, despite its limited scope, have been complex and varied. The two main dilemmas that arise in judicial proceedings are related to the complementary nature and autonomous status of the article in question.
   The Court has been dealing with these two implementation issues since the beginning of the implementation of the Convention, in the Belgian Linguistics case. In the main case, based on Article 14, finding a violation of Article 2 of Protocol No. 1 which guaranteed the right to education in conjunction with article 14, the Court formulated the following principles:
   "Although it is true that such a guarantee does not have an autonomous existence in the sense that it concerns only the "rights and freedoms provided for in the Convention", a measure which in itself complies with the provisions of the article which underlines the right or freedom in question, it may constitute a violation of this article when treated in relation to article 14, as it has a discriminatory character". (Gomien, David Harris, Leo Zwaak1996).

   These principles were reiterated in other subsequent cases. In the case of Abdulaziz, Cabales and Balkandali, the Court found a violation of the right to family life guaranteed by Article 8 in relation to discrimination on the basis of sex prohibited by Article 14 and noted that the Contracting States have no obligation to respect the choice of spouses for the country in which they will live and therefore accept

the settlement of non-citizen spouses. However, the Court found that the UK had breached Article 14 in conjunction with Article 8 by stating: The notion of discrimination under Article 14 generally refers to cases where a person or group is treated, without adequate justification, in a less more favorable way than another, even if the Convention does not provide for more favorable treatment[4].

Therefore, it is the inequality of a particular treatment that is the subject of Article 14, and not the comparison of the different possibilities that a State can choose when limiting the exercise of a particular fundamental right. The Commission and the Court have rarely found that, where there is not a violation of one of the fundamental rights and freedoms guaranteed by the Convention, there may be a violation of one of the essential provisions adopted in relation to Article 14.

b) The principle of autonomy

The Strasbourg bodies appear not to accept this autonomy in cases where they actually detect a violation of fundamental rights and freedoms. In a number of cases where the Court has found such violations, it has declared it unnecessary to review the complaint of discrimination under Article 14, thus giving this article a substitute rather than complementary status. The Court established this principle in Airey v. Ireland, when a poor Irish woman was denied legal aid to file an application for judicial separation from her husband. The court found a violation of his rights under Article 6 (right of access to court) and Article 8 (right to respect for family life), but rejected the request for review of his discrimination complaint, stating: "Article 14 has no independent existence; it constitutes a peculiar element (non-discrimination) of the rights guaranteed by the Convention. If the Court finds no specific violation of any of these articles, then the case must be examined on the basis of 'article 14. On the other hand, such examination is not required in general, when the Court finds a violation of the first article to take with you.

The situation changes if the evident disparity in treatment in the enjoyment of the right in question constitutes a fundamental aspect of the case. .."[5] In the case of Dudgeon v. United Kingdom, the Court found a violation of Article 8, but stated that "there is no useful legal purpose to be used to determine whether the applicant has suffered further discrimination compared to other persons subject to lesser restrictions of the same right ". The court rejected the request based on Article 14.[6] Similar facts and opinions were set forth in a later case, that of Norris v. Ireland.[7] Before concluding the discussion on the complementary nature and autonomous status of Article 14, it is important to address an issue that constitutes a pure exception to the rule that Article 14 is usually applied as a supplement to other fundamental rights of the Convention. In the case East African Asians v. the United Kingdom, the latter refused to allow British passport holders deported from Uganda, Kenya and Tanzania to enter and settle in the United Kingdom. The individuals alleged that the refusal of entry was racially motivated and as such constituted a violation of Article 14 and the degrading treatment clause of Article 3. The Convention does not guarantee the right to enter a country or to emigrate. Although the Commission's report has not been published, the Commission and the Committee of Ministers have underlined in their public statements on the subject that racially motivated actions may in some circumstances constitute a violation of Article 3,[8] even if the essence of discrimination itself has been compromised. it does not concern the provision or denial of a right protected by the Convention.[9]

c) Differences from discrimination

To determine the point at which a national law or practice has crossed the threshold of prohibited discrimination, the Commission and the Court apply some of the same principles of interpretation developed in court cases dealing with problems arising from articles containing restrictive clauses (Articles 8-11) . The interpretation of Article 14 as a complementary article to other articles may partially

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[4] Abdulaziz, Cabales and Balkandali decision of 28 May 1985, series A no. 94. In this case, three women holding permanent residence permits in the United Kingdom wished to be permitted to reunite with their husbands. Immigration legislation in force in the United Kingdom at the time prohibited men from marrying legally resident women, but did not prohibit women from marrying legally resident men.

[5] Airey decision of 9 October 1979, series A n. 32, page. 16, par. 30.

[6] Dudgeon decision of 22 October 1981, series A no. 45.

[7] Norris decision of 26 October 1988, series A n. 142.

[8] Prohibition of torture.

[9] NO. 4715/70, 4783/71 and 4827/71, Dec. 6.3.78, R.V. 13. The matter was resolved amicably.

justify this treatment in cases raising issues based on Article 8, allowing for the limitation of its own provisions.

In the Belgian Linguistics case, the Court applied criteria comparable to those used in cases raising questions under Article 8 with restrictive clauses, implying the legality of the aim to be achieved by a particular practice and the proportionality between the means used and the legitimate purpose. The Commission and the Court have granted States parties a broad margin of appreciation to determine the circumstances in which certain distinctions are appropriate, defining the principle more clearly in two lines of cases, those involving restrictions on the enjoyment of property under Article 1 of Protocol no. l and those who deal with the rights of trade unions and professional organizations. The first direction includes cases such as Lithgow and others and James and others.[10] The first issue deals with nationalizations, compensations and related issues; the other issue concerns the adoption of laws that allow long-term users of rental properties to acquire ownership of the property under certain conditions. The Court considered both types of legislation and their implementation within the freedom of action granted to the Government.

This difference in treatment is discriminatory if there is no "objective and reasonable justification", in the sense that it is not justified by "a legitimate aim" and if there is no "reasonable relationship of proportionality between the means used and the aim pursued be accomplished"

Following the three criteria mentioned in the Belgian Linguistics case, a complementary element can be assessed by the Commission and the Court, when the applicant's situation is more or less similar to that of subjects enjoying more favorable protection of the claimed right. The Court noted that this standard was not met in the Marckx case, in which a woman complained of a violation of Protocol No. 1, Article 1 (enjoyment of property), Article 8 (family life) and Article 14 for the Belgian legislation which applied to cases of children born out of wedlock. The court noted that the situation of both the child and the mother was more or less similar to that of a married woman and her child, so the State could not justify the difference in treatment imposed.[11]

In the case of Ireland v. United Kingdom, the appellant government argued that the United Kingdom applied the Special Powers Act, intended to combat terrorism, in a discriminatory manner, focusing its application only on the Catholic community and excluding the Protestant community in Northern Ireland. Despite the statistical evidence to support this claim, neither the Commission nor the Court assessed the violation of Article 14 in relation to Article 5, taking into account the scope of the Government's assessment.[12] It is important to note that both the Irish and UK Governments agreed that there was a public risk under Article 15 (which provides for derogations from the Convention in such circumstances). The Court noted that any difference in the treatment of these acts of terrorism in Northern Ireland could be justified by the fact that the aim pursued was legitimate and the means used did not conflict with the aim to be achieved.

Today, the European Court of Human Rights wants to prohibit direct discrimination to strengthen the provisions of Article 14, so it has not created systematic jurisprudence in point k. The practice of Kur Pala is one of the most popular categories, while the component must be considered objective and justified. Only in 2000, in the Thlimmenos case against Greece,[13] The Court has expanded its jurisprudence by assessing the failure to create reasonable solutions to meet the needs of some special categories as a violation of Article 14. In this case, the applicant, a Jehovah's Witness, was denied the position of chartered accountant because he had refused to perform military service. The Court's decision in this case can be used to meet the needs of Gypsies arising from the tradition of their nomadic lifestyle.

Another direction the European Court of Human Rights is moving in is easing the burden of proof for discrimination. Where evidence can be provided in the form of statistical data, this could lead to a

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[10] Judgment in Lithgow and others of 8 July 1986, series A no. 102; James and others decision of 21 February 1986, series A no. 98. For this topic, see Zaganjori, Xh.; Canaj, E. "The right to property under Article 1, Protocol 1, of the European Convention on Human Rights and the impact of decisions of the European Court of Human Rights in Albania", Jus&Justicia, No. 3 , UET Press, 2009, p. 40; Besnik Maho "Acquiring ownership of real estate" UETPRESS, 2009.

[11] Marckx decision of 13 June 1979, series A n. 31.

[12] Ireland v United Kingdom 18 January 1978, Serie A n. 25.

[13] Thlimmenos c. Greece of 6 April 2000, 34369/97.

gradual recognition that there is prohibited discrimination under Article 14. In Hugh Jordan v. United Kingdom,[14] the Court found that over the last 25 years in Northern Ireland, 357 people have been killed by members of the security forces, the majority of them belonging to the Catholic or nationalist community. With respect to the level of killings of individuals in the protesting community, the Court concluded that there was a difference in the treatment of the use of lethal force and a lack of protection of a part of the community on the basis of descent or national unity. The Court found rejected the complainant's claim for discrimination.

4. CONCLUSION

Address the main priority, namely the commitment and growing participation of women in public life and in the decision-making and political process, through positive actions and concrete and global policies. Recognize and implement international instruments and refer to court decisions, taking care to respect the standards of:

- The Convention and the recommendations of the European Convention on Human Rights and Fundamental Freedoms Committee as well as observations on Albania;
- Convention of the Council of Europe "On the prevention of violence against women and violence in the family".
- Dynamically update justice system actors with the European Court of Human Rights jurisprudence addressing issues involving Article 14 [protection from discrimination], or even additional the European Court of Human Rights protocols.
- Dynamically update judicial system actors with European Convention on Human Rights and Fundamental Freedoms cases;

The courts must seriously engage in the practical implementation of this legislation, starting from the interpretation of the main concepts of discrimination and equal treatment up to the definition of the criteria that serve as the basis for discrimination. It is important to define and determine restorative and reparative measures for victims of discrimination. This can certainly be done on the basis of individual requests before the courts, but also on the requests that different organizations operating in the field of human rights can present before our Constitutional Court. In this phase of evolution of the concept of fighting discrimination, it is necessary to modify the traditional concept of the burden of proof. This is because although the United Europe Directives have the character of direct implementation in the internal legal system, in my opinion, the internal legal system must clarify the practical implementation of these Directives in detail. In this context, the Commissioner for Protection against Discrimination and the Ombudsman can play an important role.

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VELİLERİN EĞİTİM FELSEFESİ EĞİLİMLERİNİN YAŞ GRUPLARI, OKUL TÜRÜ VE ÇOCUK SAYISI AÇISINDAN İNCELENMESİ

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Özet

Bu araştırmada; velilerin eğitim felsefi eğilimlerinin yaşları, çocuk sayıları ve velisi bulunduğu öğrencilerin devam ettikleri okul türü değişkenlerine göre incelenmesi amaçlanmaktadır. Araştırma; nicel araştırmanın nedensel karşılaştırması ile desenlenmiştir. Araştırmanın örneklemi, Türkiye'nin değişik bölgelerinde ve eğitim kademelerine devam eden öğrencilerin velilerinden aşamalı örnekleme yöntemi ile belirlenmiş 2955 kişiden oluşmaktadır. Velilerin eğitim felsefesi eğilimlerini ölçmek amacıyla 19 maddeden oluşan Veli Eğitim Felsefesi Ölçeği (VEFÖ) kullanılmıştır. Araştırmada kapsamında toplanan verilerin analiz sürecinde velilerin eğitim felsefesi eğilimleri puan ortalamalarının yaş grupları, okul türü ve çocuk sayısı kategorik değişkenlerine göre farklılaşmalarının önem kontrolü içim Varyans Analizi (ANOVA) kullanılmıştır. Bu test sonucunda farklılaşma çıkan boyutlarda farklılaşmanın kaynağı, varyansların eşitliği durumunda tukey, eşit olmadığı durumlarda Dunnett's testi ile tespit edilmiştir. Varyans analizinde etki büyüklüğü kestirmek için eta kare ($\eta2$) ve omega kare ($\Omega2$) formülleri kullanılmıştır. Araştırma bulgularına göre, yaşları 40-59 yaş arasında olan veliler, yaşları 20-39 yaş arasında olan velilere göre daha fazla Bireyci ve Toplumcu eğitimci felsefesi görüşüne sahipken, yaşları 20-39 yaş arasında olan veliler, yaşları 40 ve üstü olan velilerden daha fazla konu merkezli eğitim felsefesi görüşüne sahiptir. Araştırmada 1-2 aralığında çocuklara sahip olan veliler, 3 ve üstü sayılarda çocuklara sahip velilere göre daha fazla Bireyci ve Toplumcu eğitim felsefesi görüşe sahipken daha az Konu Merkezli eğitim felsefesi görüşüne sahip olduğu bulunmuştur. Araştırmada öğrencileri liseye devam eden veliler dana fazla Toplumcu eğitim felsefesi eğilimine sahiptir. Yine veliler öğrencilerini devam ettikleri öğretim kademeleri artıkça daha konu merkezli eğitim felsefesi görüşüne sahiptir. Araştırma sonuçlarına dayalı olarak yaş grupları, okul türü ve çocuk sayısı değişkenlerine ait grupların birbirleriyle etkileşimlerinin eğitim felsefesi eğilimlerindeki yordayıcılığı araştırılabilir.

Anahtar Kelimeler: Veli, Eğitim Felsefesi, Yaş Grupları, Okul Türü ve Çocuk Sayısı

EXAMINING PARENTS' EDUCATIONAL PHILOSOPHY TENDENCIES IN TERMS OF AGE GROUPS, SCHOOL TYPE AND NUMBER OF CHILDREN

Abstract

In this study; It is aimed to examine the educational changes of parents in terms of age groups, school type and number of children. Research; It was designed with a causal comparison design within the scope of the good research method. The independent variable of the research is; Age groups, school type and number of children vary. The parents' education scheme consists of blockable variables. The scope of the research; It consists of 2905 people consisting of their parents at different configuration levels. The Parent Educational Philosophy Scale (VEFÖ) was used by Yılmaz and Yıldırım (2023) to create components related to the educational philosophy of parents. Depending on the age of the parents in whom the research was conducted, the average scores of the Individualist, Socialist and SubjectCentered dimensions of the educational geology order differ significantly. The research revealed that the number of children parents have has an impact on the process of parents' educational changes. Another result of the research is that the average scores of the Individualist, Socialist and SubjectCentered dimensions of the educational chemistry demonstrations differ significantly depending on the children the parents have.

Keywords: Parents, Philosophy of Education, Age Groups, School Type And Number of Children

1. GİRİŞ

Aile, çocuklarının biyolojik ve psiko-sosyal gelişimi açısından önemli bir kurumdur (Aslanargun, 2007). Aynı zamanda çocuklarının okul başarısı ve okuldaki sosyal gelişimlerin de ailelerin önemli bir yeri vardır (Aslanargun, 2007). Eğitim süreci açısından bakacak olursak, eğitim ailede başlayan bir süreç olup okul ve çevrenin etkileşimi ile yaşam boyu devam eder (Akbaşlı ve Kavak, 2007). Eğitimi sürecine yönelik politikalar ve stratejiler geliştirebilmek için ailelerin eğitime ve eğitim süreçlerine yönelik algılarının betimlenmesi önemlidir. Ailelerin eğitime ve eğitim süreçlerine bakışı onların eğitim felsefesi ile ilişkilidir. Veliler birey olarak; insanın doğası, bilgi ve çeşitli unsurlarının varlığı hakkında sahip oldukları farklı algı ve varsayımlardan dolayı, eğitimle ilgili farklı felsefi görüşlere sahip olabilirler (Ozmon ve Carver, 1995). Çünkü bireylerin eğitim felsefeleri, çocuk ve onun doğası nedir?, çocuklar nasıl gelişirler?, nasıl öğrenir? gibi soruların cevaplarıyla oluşan bir yapıya sahiptir (Köksal ve Özcan, 2022). Öğrencilerin aileleri veya velileri, onların informal eğitimlerini aldığı ve aynı zamanda formal eğitim süreçlerine katılımlarıyla bu süreçlerini de etkileyebileceği bireyler olarak düşünebiliriz. Özellikle velilerin yaşları, velisi bulunduğu öğrencinin devam ettiği okul türü ve çocuk sayısı değişkenleri açısından eğitim felsefesi eğilimlerinin betimlenmesi önemlidir. İnsanların zihniyetleri birçok değişkenden etkilenebilir. Bu araştırmada; velilerin eğitim felsefesi eğilimlerinin yaşları, çocuk sayıları ve velisi bulunduğu öğrencilerin devam ettikleri okul türü değişkenlerine göre incelenmesi amaçlanmaktadır.

Alanyazı

Bireyin yaşamını geçirdiği aile, onun kişiliğinin oluşmasını büyük bir biçimde etkilemektedir (Kurtkan, 1972). Çocuk okula devam etse bile okul ve toplum karşısındaki tutum ve davranışları, ailedeki yaşantılarına bağlıdır (Binbaşıoğlu, 2004). Velilerin çocuklarına aile yaşantısı sürecinde oluşturduğu ortam ve çocuklarıyla etkileşimleri onların eğitim felsefelerinden etkilenebilir. Eğitim felsefesi, eğitimle ilgili temel soruların cevabının aranmaya çalışıldığı bir disiplindir (Yılmaz vd., 2023). Eğitim felsefesi, eğitim nedir?, eğitimin amacı nedir?, insanın eğitim yoluyla gelişmesi gereken potansiyelinin yapısı nasıldır? gibi sorularla ilgilenir (Youngs, 1979). Veliler eğitim felsefesi ile ilgili soruların cevaplarını ararken bir bireysel eğitim felsefesi eğilimine sahip olabilirler. Eğitim felsefesi eğilimleri; öğrencilerin en iyi şekilde nasıl eğitileceği ve öğrenmenin nasıl teşvik edileceğine yönelik bakış açıları sunar (Sadker & Sadker, 2017). Yılmaz ve Yıldırım'a göre (2023) velilerin eğitim felsefesi eğilimlerini üç boyutta inceleyebiliriz. Bunlar; Bireyci, Toplumcu ve Konu Merkezli eğitim felsefesi eğilimleridir.

Bireyci Eğitim Felsefesi

Bireyci eğitim felsefesi eğilimi, ilerlemecilik ve varoluşçulukla ilişkilidir (Yılmaz ve Yıldırım, 2023). Bu sebepten dolayı bireyci eğitim felsefesine göre, gerçeklik insanlıktan kaynaklanmaktadır. Eğitim öğrenci merkezli bir eğitim olmalıdır. Öğretmen sınıf ortamında otoriter ve bilginin tek aktarıcısı değil bir yol göstericidir. Öğrenci, eğitim sürecinde ve sınıf ortamında kendi tercihlerini ve öğrenmelerini gerçekleştirirken özgürdür (Malik ve Akhter, 2013; Kooli, 2019; Sadker ve Zittleman, 2018; Segall ve Willson, 2004). Bireyci eğitim felsefesi, İlerlemecilik gibi, aktif öğrenmeyi, eleştirel düşünmeyi ve bireysel gelişimi teşvik eden bir yaklaşımı savunur. Eğitim süreci, gerçek dünya, problem çözme ve deneyimsel öğrenmeyle ilgili olmalıdır (Ergün, 2009). Bireyci eğitim felsefesi eğilimi ilerlemecilikten etkilendiği için, eğitim ortamının demokratik olması gerektiğini savunur. Öğrencilerin ilgileri ve eğilimleri öğrenme sürecinde işe koşulmalıdır (Gutek, 2006). İlerlemecilik geleneksel eğitimin savunduğu fikirlere tepki olarak ortaya çıkmıştır. Geleneksel eğitimde öğretmen öğrenme sürecinin her aşamasında merkezde bulunmakta ve aktif olmaktadır. İlerlemecilik ise öğrenciyi merkez koymakta ve onun aktif olması gerektiğini savunmaktadır. (Eti ve Tepe, 2023). İlerlemecilik eğitim felsefesinde eğitimin içeriği; öğrenenin ihtiyaçları, ilgi ve istekleri kapsamında oluşturulmalıdır (Ornstein ve Levine, 2008; Sönmez, 1996). Yine Bireyci eğitim felsefesi eğilimi varoluşçudur. Bundan dolayı; insan özgürce ve kendi seçimleriyle, kararlarını özgürce verebilen, kendine ait değer sistemini oluşturabilen, kendi hayatına kendi kararlarıyla şekillendirebilen tekil varlıktır (Topses, 2012). İnsanın bunu sağlıklı gerçekleştirebilmesi için kendini tanıması ve bilmesi gerekir. Bu açıdan insan bu durumdan bizzat sorumludur (Foulquie, 1998). İlerlemecilik ve varoluşçuluk akımlarına dayalı bir şekilde bireyci eğitim felsefesi eğilimi; eğitimde önemli olanın bireyin kendisini geliştirmesi olduğunu, öğrencilerin kendi deneyimlerine ve performanslarına göre değerlendirilmesi gerektiğini, öğrencilerin eğitim sürecinde

kendi doğrularını bulmalarını sağlayacak ortamlar oluşturulmasını, öğrencilerin kendine ait özellikleriyle biricik olduğunu öngörmektedir (Yılmaz ve Yıldırım, 2023).

Toplumcu Eğitim Felsefesi

Toplumcu eğitim felsefesi eğilimi, pragmatizme ve yeniden kurmacılığa dayanır (Yılmaz ve Yıldırım, 2023). Okulu, sosyal yaşantının bir parçası olarak gören Toplumcu eğitim felsefesi eğilimine göre eğitimin amacı, toplumu yeniden kurmaktır. Eğitim, toplumsal sorunları ve problemleri çözmede aktif bir rol almalı ve bu sorunların çözümüne yönelik yapılandırılmalıdır (Varış, 1994). Bu akıma göre eğitim, toplumsal yapının yani topluma ait sorunlarının çözümünün bir aracısıdır. Toplumsal reformların eğitim aracılığıyla gerçekleşmesi gerektiğini öne süren toplumcu eğitim felsefesi eğilimine göre eğitim, demokratik değerlere dayalı bir dünyanın inşasına aracılık yapmalıdır. Okullar, toplumun sorunlarını çözmede aktif olmalıdır. Hatta öğrencilerin değerlendirilmesi, onların toplumsal problemlere yönelik geliştirdikleri çözüm önerileri dikkate alınarak yapılmalıdır (Yılmaz ve Yıldırım, 2023). Sonuç olarak Toplumcu eğitim felsefesi eğilimi, yeniden kurmacılığın etkisinde kalmıştır. Bundan dolayı toplumcu eğitim felsefesi eğiliminde, toplum kavramına bir vurgu vardır. Ayrıca temelinde toplum kavramı ile gelen sorunlara da çözüm bulma yatmaktadır. Toplumun gelişeceğini ve değişime ayak uydurabileceğini savunur (Eti ve Tepe, 2023). Öğretmenler, öğrencilere toplumdaki sorunlara çözüm ürettirerek onları toplumu yeniden yapılandırabileceklerine inandırmalıdır. Böylece öğrenci eğitim ortamında aktif bir birey haline gelir. (Kahramanoğlu ve Özbakış, 2018).

Konu Merkezli Eğitim Felsefesi

Konu merkezli eğitim felsefesi, daimicilik ve esasicilik eğitim felsefesi ile ilişkilidir (Yılmaz vd; 2023). Daimicilik ve Esasicilik felsefesi, idealizm ve realizme dayanmaktadır (Weber, 1991). İdealizm ve realizm ise; eğitimin konu merkezli olması gerektiğini savunmaktadır (Hançerlioğlu, 1989). Konuyu merkeze alan bir felsefi akımında okulun temel görevi, mevcut bilgiyi ve becerileri öğrenciye öğretmektir (Varış, 1994). Konu Merkezli yaklaşım, , öğretmeni bilgi aktarıcılık rolü ile öğretim sürecinin merkezine koyan, ödülü, cezayı ve bilgi ezberlemeyi öngören ve sıkı çalışmayı savunun bir felsefi görüşü ifade eder (Yılmaz ve Yıldırım, 2023). Konu merkezli eğitim felsefesi eğilimi daimicilik ve esasiciliğin yansıması olarak değişimin evrensel hakikat olduğunu kabul eder. Evrensel hakikatin çeşitli dini ve felsefi geleneklerde bulunan temel öğretilerin ve manevi içgörülere dayandığını varsayar (Schuon, 2005). Konu merkezli eğitim felsefesi eğiliminde temel bir bilgi birikimi ve temel beceriler kazandırmak önemlidir. Öğrenme merkezli disiplin anlayışını vurgular. Bu eğilime göre dil, matematik, fen, tarih ve edebiyat gibi dersler önemlidir (Sadker & Sadker, 2017). Öğretmen sınıfta otorite merkezidir. Öğretmenin öncelikli amacı, disiplini sürdürmek, öğrencileri otoriteye saygıyı teşvik etmek ve eğitim yoluyla öğrencilere gerekli beceri ve bilgileri kazandırmayı sağlamaktır (Sadker & Sadker, 2017)

2. ÇALIŞMANIN YÖNTEMİ

Araştırmanın Deseni

Araştırma; nicel araştırmanın nedensel karşılaştırması ile desenlenmiştir. Nedensel karşılaştırma deseninde, bir araştırmada gruplar arasındaki farklılıklar, sonuçlar ve katılımcılar değiştirilmeden betimlenir (Büyüköztürk vd., 2013). Araştırmanın bağımsız değişkenleri velilerin yaş grupları, sahip oldukları çocuk sayısı ve velisi bulundukları öğrencilerin öğrenim gördükleri okul türüdür. Araştırmanın bağımlı değişkeni ise, velilerin eğitim felsefesi eğilimleridir.

Evren-Örneklem

Araştırmanın evreni Türkiye'nin değişik bölgelerinde öğrenim gören öğrencilerin velileridir. Toplam velilerin sayısı 19 milyon 155 bin 571'dir. Örneklem içinde velilerin temsiliyet gücünü sağlamak için Özdamar (2003) önerilen formül $n = \frac{N.\sigma^2.Z\alpha}{(N-1).d^2}$ kullanılmıştır. Bu formüle göre; (N)= 19 milyon 155 bin 571, evrenin standart sapması (σ)= 7,7; Zσ = 0.05, için 1.96 değeri, kabul edilebilir hata düzeyi (d)=0,5 olarak kabul edilmiştir. Hesaplamalar sonucunda örneklemde bulunması gereken en az kişi 462 olarak hesaplanmıştır. Örneklem, aşamalı örnekleme yöntemi ile oluşturulmuştur. İlk önce, evren yedi coğrafi bölgeden oluşan tabakaya ayrılmıştır. Daha sonra her tabakadan random yöntemiyle uygulama yapılacak iller belirlenmiştir. Bu illerde okul ve program tipine göre okullar belirlenmiş, belirlenen okullara basit rastgele örneklem yolu seçilen velilerden 2955 kişi örneklemi oluşturulmuştur.

Tablo 1: Örneklem Demografik Özellikleri

Velilerin Cinsiyetleri	n	%
Erkek	647	21,8
Kadın	2308	78,2
Velilerin öğrenim düzeyi		
İlkokul	673	22,8
Ortaokul	463	15,6
Lise	923	31,3
Üniversite	756	25,6
Yüksek lisans ve doktora	140	4,7

Örnekleminde velilerin %21,8'i erkek iken %78,2'i kadındır. Velilerin %22,8'i ilkokul, %15,6'sı ortaokul, %31,3'ü lise, %25,6'sı üniversite ve %4,7'si yüksek lisans ve doktora mezunudur.

Veri Toplama Araçları

Araştırmada velilerin eğitim felsefesi görüşlerini belirlemek amacıyla "Veli Eğitim Felsefesi Ölçeği" ve bazı demografik özelliklerini belirlemek için araştırmacı tarafından geliştirilen "Kişisel Bilgi Formu" kullanılmıştır.

Veli Eğitim Felsefesi Ölçeği

Velilerin eğitim felsefesi eğilimlerinin ölçmek amacıyla 19 maddeden oluşan Veli Eğitim Felsefesi Ölçeği (VEFÖ) kullanılmıştır. Yılmaz ve Yıldırım (2023) tarafından geliştirilen ölçek, üç boyutludur. Bu boyutlar Bireyci, Toplumcu ve Konu Merkezli eğitim felsefesi eğilimleridir. Yapılan güvenirlik analizleri sonuçları, Veli Eğitim Felsefesi Ölçeği'nin faktörleri açısından bakıldığında Bireyci boyutu için .896; Toplumcu boyutu için .781 ve Konu Merkezli boyutu için .717 olarak bulunmuştur. Araştırma örnekleminde ise Veli Eğitim Felsefesi Ölçeği'nin güvenirlik analiz sonuçları Bireyci boyutu için .900; Toplumcu boyutu için .799 ve Konu Merkezli boyutu için .732 olarak bulunmuştur.

Verilerin Toplanması

Araştırma kapsamında "Kişisel Bilgi Formu" ve "Veli Eğitim Felsefesi Ölçeği" online formu oluşturulmuştur. Veri toplama araçlarının online formunun linki örneklemedeki velilere ulaştırılmıştır. Veri toplama araçların cevaplandırılmasında gönüllülük esas alınmıştır. Katılımcıların açıklama yapılmasını istedikleri yerlerde mesajlar ve aramalar yoluyla yazılı ve sözlü olarak açıklamalarda bulunulmuştur.

Veri Analiz Yöntemi

Tabachnick ve Fidell, (2007) araştırma için toplanan verilerin uç değerler, verilerin Z puanlarıyla incelebileceğini belirtmiştir. Bu sebepten dolayı araştırmada toplanan verilerin Z puan değeri incelenerek 18 veri tek değişkenli aykırı değer olduğuna karar verilerek veri setinden çıkarılmıştır. Veri çıkarımı ile elde edilen veri setine ait normalliği, çarpıklık ve basıklık katsayısı ile incelenmiştir.

Tablo 2: Araştırma Verilerinin Normallik Değerleri

Normallik Değerleri	Eğitim Felsefesi Boyutları		
	Bireyci	**Toplumcu**	**Konu Merkezli**
Ortalama	36,08	20,79	22,40
Medyan	37,00	21,00	22,00
Mod	38,00	20,00	22,00
Çarpıklık Katsayısı	-,611	-,332	-,184
Basıklık Katsayısı	-,465	-,512	-,353

George ve Mallery (2016), veri setlerinin çarpıklık ve basıklık değerleri - 2 ile + 2 arasında ise normallik şartlarını sağladığını belirmiştir. Araştırmaya ait verilerini Tablo 2'deki çarpıklık ve basıklık değerlerine göre toplanan veriler normal dağılım gösterdiği kabul edilmiştir. Araştırmada kapsamında toplanan veriler normal dağılım şartlarını sağladığından analiz sürecinde araştırmanın amaçlarına uygun istatistiksel analizler gerçekleştirilirken parametrik testler kullanılmıştır. Velilerin Eğitim Felsefesi eğilimleri puan ortalamalarının yaş grupları, okul türü ve çocuk sayısı kategorik değişkenlerine göre

farklılaşmalarının önem kontrolü içim Varyans Analizi (ANOVA) kullanılmıştır. Bu test sonucunda farklılaşma çıkan boyutlarda farklılaşmanın kaynağı, varyansların eşitliği durumunda tukey, eşit olmadığı durumlarda Dunnett's testi ile tespit edilmiştir. Varyans analizinde etki büyüklüğü kestirmek için eta kare (η^2) ve omega kare (Ω^2) formülleri kullanılmıştır. Eta kare değeri, örneklem tarafından kestirilen varyansa yönelik iken omega kare evrene yönelik varyans oranını ifade eder (Levine ve Hullett, 2002; Özsoy ve Özsoy, 2013). Araştırmada anlamlılık düzeyi olarak *p<.05 ve **p<.01 anlamlılık değerleri kabul edilmiştir.

3. SONUÇ

Araştırmanın amaçları kapsamında istatiksel analizler gerçekleştirilmiş. Araştırmanın bu bölümünde gerçekleştirilen analizlere ilişkin tablolar ve bu tablolara yönelik yorumlar sunulmuştur.

Tablo 3: Yaş Gruplarına Göre Velilerin Veli Eğitim Felsefesi Ölçeği'nin Boyut Puanları Arasındaki Karşılaştırmalara İlişkin Bulgular

Değişken	Yaş Grubu	n	$\overline{X}$	ss	Levene's Testi; p	F	Gruplar Arası Fark (Tukey)	η^2 / Ω^2
Bireyci	A. 20-39 yaş arası	1344	35,88	3,44	,597; p>.05	5,960**	A<B	0,004
	B. 40-59 yaş arası	1402	36,29	3,49				
	C. 60 yaş ve üstü arası	209	35,24	3,67				/0,003
Toplumcu	A. 20-39 yaş arası	1344	20,54	2,91	,594;	11,213**		0,008/
	B. 40-59 yaş arası	1402	21,04	2,91			A<B	
	C. 60 yaş ve üstü arası	209	20,17	2,90	p>.05			0,007
Konu Merkezli	A. 20-39 yaş arası	1344	22,76	3,75	022; p>.05	14,312**		0,010/
	B. 40-59 yaş arası	1402	22,07	3,88			A>B;A>C	
	C. 60 yaş ve üstü arası	209	20,82	3,43				0,009

(**: p<.01; *: p<.05)

Velilerin yaş değişkenine göre Veli Eğitim Felsefi Ölçeği'nin Bireyci, Toplumcu ve Konu Merkezli boyut puan ortalamaları anlamlı bir şekilde farklılaşmaktadır (p<.01). Yaşları 40-59 yaş arasında olan veliler, yaşları 20-39 yaş arasında olan velilere göre daha fazla Bireyci ve Toplumcu eğitimci felsefesi görüşüne sahiptirler (p<.05). Yaşları 20-39 yaş arasında olan veliler, yaşları 40 ve üstü olan velilerden daha fazla konu merkezli eğitim felsefesi görüşünü benimsemektedirler (p<.05). Velilerin eğitim Felsefelerinin Bireyci boyutundaki değişkenliği, yaşları örneklem genelinde %0,4'ünü, evren genelinde %0,3'ünü açıklamaktadır. Velilerin Toplumcu eğitim felsefesi görüşündeki değişkenliğin örneklem genelinde %0,8'ini, evren genelinde %0,7'isini yaşları açıklamaktadır. Velilerin Konu Merkezli eğitim felsefesi görüşündeki değişkenliğin örneklem genelinde %1'ni, evren genelinde %0,9'unu yaşları açıklamaktadır.

Tablo 4: Sahip Oldukları Çocuk Sayısı Değişkenine Göre Velilerin Veli Eğitim Felsefesi Ölçeği'nin Boyut Puanları Arasındaki Karşılaştırmalara İlişkin Bulgular

Değişken	Sahip Oldukları Çocuk Sayısı	n	$\overline{X}$	ss	Levene's Testi; p	F	Gruplar Arası Fark (Tukey)	η^2 / Ω^2
Bireyci	A. 1-2 çocuk	1505	36,33	3,36	2,824; p>.05	8,886**	A>B;	0,006
	B. 3-4 çocuk	1205	35,87	3,59			A>C;	/0,005
	C. 5 ve üstü çocuk	245	35,55	3,47				
Toplumcu	A. 1-2 çocuk	1505	21,09	2,83	2,535; p>.05	19,450**	A>B;	0,013/
	B. 3-4 çocuk	1205	20,54	2,98			A>C;	0,012
	C. 5 ve üstü çocuk	245	20,10	2,89				
Konu Merkezli	A. 1-2 çocuk	1505	21,81	3,84	1,195; p>.05	37,019**	A<B;	0,025/
	B. 3-4 çocuk	1205	22,98	3,76			A<C	0,024
	C. 5 ve üstü çocuk	245	23,17	3,55				

(**: p<.01; *: p<.05)

Velilerin sahip oldukları çocuk sayısı değişkenine göre Veli Eğitim Felsefesi Ölçeğinin Bireyci, Toplumcu ve Konu Merkezli boyutlarının puan ortalamaları anlamlı bir şekilde farklılaşmaktadır (p<.01). Farklılaşmanın kaynağına test etmek amacıyla uygulanan karşılaşma analizlerine göre; 1-2 aralığında çocuklara sahip olan veliler 3 ve üstü sayılarda çocuklara sahip velilere göre daha fazla Bireyce ve Toplumcu eğitim felsefesi görüşüne sahipken daha az Konu Merkezli eğitim felsefesi görüşüne sahiptirler (p<.05). Velilerin eğitim Felsefelerinin Bireyci boyutundaki değişkenliği, sahip oldukları çocuk sayıları örneklem genelinde %0,6'ısını, evren genelinde %0,5'ini açıklamaktadır. Velilerin Toplumcu eğitim felsefesi görüşündeki değişkenliğin örneklem genelinde %1,3'ünü, evren genelinde %1,2'ini sahip oldukları çocuk sayıları açıklamaktadır. Velilerin Konu Merkezli eğitim felsefesi görüşündeki değişkenliğin örneklem genelinde %2,5'ini, evren genelinde %2,4'ünü sahip oldukları çocuk sayıları açıklamaktadır.

Tablo 5: Öğrencilerin Öğrenim Gördükleri Öğretim Kademesi Değişkenine Göre Velilerin Veli Eğitim Felsefesi Ölçeği'nin Boyut Puanları Arasındaki Karşılaştırmalara İlişkin Bulgular

Değişken	Eğitim Kademesi	n	$\overline{X}$	ss	Levene's Testi; p	F	Gruplar Arası Fark (Tukey)	η^2 / Ω^2
Bireyci	A. Anaokulu	182	36,63	2,99		2,451		
	B. İlkokul	1091	35,99	3,49				
	C. Ortaokul	872	35,96	3,45			-	
	D. Lise	810	36,20	3,58				
Toplumcu	A. Anaokulu	182	21,00	3,06	4,327; p>.05	3,838**		0,004
	B. İlkokul	1091	20,60	2,94			B<D	/
	C. Ortaokul	872	20,75	2,94				0,003
	D. Lise	810	21,03	2,81				
Konu Merkezli	A. Anaokulu	182	20,68	4,35	3,390; p>.05	19,304**		0,019
	B. İlkokul	1091	22,64	3,76			A<B; A<C; A<D;	/
	C. Ortaokul	872	22,79	3,76				0,018
	D. Lise	810	22,04	3,75				

(**: p<.01; *: p<.05)

Velilerin velisi bulunduğu öğrencisinin devam ettiği eğitim kademesi değişkenine göre Toplumcu ve Konu Merkezli boyutlarına ait puan ortalamaları anlamlı bir şekilde farklılaşmaktadır (p<.01). Liseye devam eden velilerin Toplumcu eğitim felsefesi boyut puan ortalamaları, ilkokul velilerinkinden anlamlı bir şekilde düşüktür (p<.05). Velisi bulunan öğrencinin devam ettiği eğitim kademesi, Toplumcu eğitim felsefesi görüşlerindeki değişkenliği örneklem genelinde %0,4'ünü, evren genelinde %0,03'ücünü açıklamaktadır. Anaokulu velilerinin Konu Merkezli eğitim felsefesi boyutları puan ortalamaları, ilkokul. Ortaokul ve Lise velilerinkinden anlamlı bir şekilde düşüktür (p<.05). Velisi bulunan öğrencinin devam ettiği eğitim kademesi, Konu Merkezli eğitim felsefesi görüşlerindeki değişkenliğin örneklem genelinde %1,9'unu, evren genelinde %1,8'ini açıklamaktadır. Velilerin velisi bulunduğu öğrencisinin devam ettiği eğitim kademesi değişkenine göre Bireyci boyutlarına ait puan ortalamaları anlamlı bir şekilde farklılaşmamaktadır (p>.05).

Tartışma

Araştırmanın bulgularına göre, yaşları 40-59 yaş arasında olan veliler, yaşları 20-39 yaş arasında olan velilere göre daha fazla Bireyci ve Toplumcu eğitimci felsefesi görüşüne sahipken, yaşları 20-39 yaş arasında olan veliler, yaşları 40 ve üstü olan velilerden daha fazla konu merkezli eğitim felsefesi görüşüne sahiptir. Velilerin yaş değişkeni eğitim felsefesi eğilimlerini açıklamaktadır. Genç velilerin eğitimde geleneksel görüşleri savunun esasicilik ve daimiciliğe dayanan (Phillips, 2003) Konu merkezli eğitim eğilimlerinin diğer yaş gruplarından daha fazla benimsemeleri anlaşılabilir sayılabilir. Çünkü bu

yaş grubu diğer yaş gruplara göre daha yakın Türk eğitim sürecinde mezun oldukları veya deneyimlediklerini varsayabiliriz. Türk eğitim sisteminde eğitim anlayışı uygulamada ise esasiciliğe ve daimiciliğe dayanmaktadır (Sağbaş ve Özdemir, 2021). Türk eğitim sisteminin okullarındaki eğitim anlayışını daha yakın deneyimlediği ve etkilendiği düşünülen velilerin, konu merkezli eğitim felsefe görüşlerini daha fazla benimseyebilirler. Görece diğer yaşa grubundaki velilerin daha yaşlı olması ve hayatla ilgili deneyimlerinin fazla olması, toplumsal sorunları, insani, yaşamın kendisini merkeze alan bir görüşü sahip olmaları sağlayabilir. Bu durum da onların daha toplumcu bireyci bir eğitim anlayışına sahip olmalarını sağlayabilir. Tutal'ın (2023) öğretmen adayları üzerinde gerçekleştirdiği araştırmada ilerlemecilik eğitim felsefesi eğilimlerinde 20-22 yaş aralığında yer alan öğretmen adaylarının ortalama puanlarının, 17-19 ile 30 yaş ve üzeri yaş aralığındaki öğretmen adaylarından daha yüksek olduğu görülmüştür. Ayrıca 23-25 yaş aralığındaki öğretmen adaylarının ortalama puanlarının da 30 yaş ve üzeri yaş aralığındaki öğretmenlerden daha yüksek olduğu tespit edilmiştir. Öğretmenler üzerine yapılan araştırmada öğretmenlerin yaşları ilerledikçe daha fazla geleneksel felsefi yaklaşımları benimsedilerini göstermektedir (Kahramanoğlu ve Özbakış, 2018, Dağ ve Çalık., 2020). Tuncel (2002) ve Türkeli'nin (2011) öğretmenler üzerine yaptığı araştırmalarda yaş değişkeni göre öğretmenlerin felsefi görüşleri farklılaşmamaktadır.

Araştırmada 1-2 aralığında çocuklara sahip olan veliler, 3 ve üstü sayılarda çocuklara sahip velilere göre daha fazla Bireyci ve Toplumcu eğitim felsefesi görüşüne sahipken, daha az Konu Merkezli eğitim felsefesi görüşüne sahip olduğu bulunmuştur. Velilerin sahip oldukları çocuk sayısı, eğitim felsefesi görüşlerini açıklamaktadır. Çayak ve Ergi (2015) tarafından yapılan araştırmada velilerin sahip olduğu çocuk sayısı arttıkça ve özellikle dört çocuktan sonra her birine yeteri kadar zaman ayıramadığını bulmuştur. Ailelerin çocuk sayısı arttıkça anne babaların artan görev ve sorumlulukları sebebiyle çocuklarıyla çok fazla ilgilememektedirler (Tezcan, 1997 ve Başar, 2005). Williams vd., (2002) tarafından yapılan araştırmada çocuk sayısı artıkça velilerin çocuklarının eğitimine katılımının azaldığı, sahip olunan diğer çocukların bakımının olumsuz etkilendiği bulunmuştur. Yine araştırmada çocuk sayısı azaldıkça çocuklarıyla öğrenme, öğretme ve iletişimle ilgili etkinliklerin daha fazla arttığı, çocuk bakımına yönelik ebeveynlik rolünün etkisinin arttığı bulunmuştur. Tümkaya (2017) tarafından yapılan araştırmada çocuk sayısı azaldıkça çocuklarıyla iletişim kurma, ebeveynlik rollerinde ve çocuklarının evde öğrenmelerinde iyileşmeler olduğu bulunmuştur. Canpolat (2001) yaptığı çalışmada çocuk sayısı az olan ailelerde okul-aile işbirliğini daha fazla önemsediğini bulmuştur. Tüm bu araştırma sonuçları gösteriyor ki çocuk sayısı az olan aileler, çocuklarıyla dana fazla ilgilenmekte, iletişim kurmakta ve okullarıyla olan işbirliğini önemsemektedirler. Çocuk sayısı fazla olan aileler, çocuklarının öğrenmelerine çok fazla zaman ayıramadıkları için tüm bu görevleri okuldan ve öğretmen bekleyebilirler. Buda onların daha fazla konu merkezli eğitim felsefesi görüşüne sahip olmalarını sağlayabilir.

Araştırmada öğrencileri liseye devam eden veliler dana fazla Toplumcu eğitim felsefesi eğilimine sahiptir. Yine veliler öğrencilerini devam ettikleri öğretim kademeleri artıkça daha fazla konu merkezli eğitim felsefesi görüşüne sahiptir. Aykol ve Yıldırım (2020) tarafından yapılan araştırmada ailelerin eğitime katılımına ilişkin öğretmen görüşleri arasında eğitim kademesi değişkenine göre anlamlı farklılık bulunamamıştır. Epstein ve Dauber (1989) yaptığı araştırmada ailenin eğitime katılımı temel eğitimin ilkokul kısmında ortaokul kısmına göre daha güçlü ve olumlu katılımlar da olduğu bulunmuştur. Aileler okula katılımlarının çocuklarının erken yaşlarında daha fazla olması, çocuklarının eğitim sürecini ve onları önemsedikleri düşünebiliriz. Türkiye'de bir eğitim seviyesinden diğerine geçişi düzenleyen merkezi sınav sistemi vardır. Veliler, bu çocuklarının bu sınavlarda test çözme becerileri ile geride kalmasını istememektedir (Tansel, 2013; Tansel ve Bircan, 2004; Turan vd., 2015). Velilerin bu düşüncesi çocuklarının konuları ve bu konular kapsamında bilgileri nitelikli öğrenmesi ve bu bilgilerle ilgili soruları doğru çözerek sınavlarda başarılı olma beklentilerini artırabilir. Bu sebeplerden dolayı anaokulu velilerine diğer kademelere devam eden velilerin daha fazla konu merkezli eğitim felsefesi görüşüne sahip olması beklenebilir.

Öneriler

Araştırma bulgularına dayalı olarak yaş grupları, okul türü ve çocuk sayısı değişkenlerine ait grupların birbirleriyle etkileşimlerinin eğitim felsefesi eğilimlerindeki yordayıcılığı araştırılabilir. Velilerin eğitim felsefesi eğilimlerinin farklılaşmasının nedenleri nitel çalışmalarla derinlemesine betimlenebilir. Velilerin eğitim felsefesi eğilimlerinin öğrencilerinin eğitim süreçleri üzerindeki etkileri düşünüldüğünde, yaşları küçük olan, çocuk sayısı fazla olan velilerin daha güncel ve çağdaş eğitim anlayışları kazanmalarına yönelik çalışmalar yapılabilir.

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