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ABSTRACT BOOK

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Paper ID: 1054

Institutionalization size influencing consumer behavior of examination. Example of a hospitality industry

Faruk Okyay
Akyay Uygur

The aim of the study, The institutionalized hospitality business is discussed to examine the size affect consumer behavior. Institutionalization of social processes, the process has become a rule of necessity of social thought and action or activity. The process to determine the effect to, A field survey onducted on consumers in an accommodation company in Ankara. Study population our choseed the hotel constitutes consumers. Datas were obtained with face to face with the consumer survey in hotel. This survey was conducted on 300 consumer with interviews. Our main hypothesis was accepted as a result. Our research hypothesis, Institutionalization is based on determining the effect sizes between consumer behavior. Institutionalization sizes; professionalism, organizational structure, formalization, transparency, social responsibility, consistency and is shown to be an effective communication. Our main hypothesis is that:
H1: Institutionalization has a significant impact on consumer behavior.
H1.1: Professionalization there is a significant impact on consumer behavior.
H1.2: Specialization there is a significant impact on consumer behavior.
H1.3: Transparency there is a significant impact on consumer behavior.
H1.4: Organizational structure there is a significant impact on consumer behavior.
H1.5: Consistency there is a significant impact on consumer behavior.
H1.6: Social responsibility there is a significant impact on consumer behavior.
H1.7: Develop an effective communication system there is a significant impact on consumer behavior. At the end of, institutionalization in influencing consumer behavior has emerged as an important influence.

Paper ID: 1215

Are hedonic shopping motivations different from the perspective of consumers' socio-demographic characteristics: a study on consumers living in Nazilli

Ece Aksu Arma□an
Mutlu Tokmak
Gül□ah Dikici

In today's modern consumption societies, the emotional dimension of consumption is becoming more important. Hedonic shopping; consumers' emotional arousal, multiple faces to detect effects such as images, products means that you use. Consumption occurs mainly for functional reasons, and hedonic consumption is seldom played up. Consumers are not merely seen as rational problem solvers who try to find maximum benefit in their problems. Thus, determining the motivations that lead consumers to hedonic shopping is important in analyzing their behaviours and satisfying their needs.In this study, by reason of the hedonic shopping motivations are classified with factor analysis using the scale developed by Arnold and Reynolds (2003). Six sub-dimensions were found. These are;adventure shopping, gratification shopping, social shopping, idea shopping, role shopping and value shopping. Consumers hedonic consumption cause of showing differences in terms of socio-demographic characteristics regarding the testing of hypotheses generated in T test and Anova were used.

Paper ID: 1217

The relationship between work alienation and employees' demographic variables: an ampiric study on five and four star hotel employees

Hakan Atay
Ülker Çolako□ lu
Fulya Murteza

The aim of this study was to analyse the relationship between work alienation and employees' demographic variables. The research has been conducted with hotel employees' who work for five and four star hotel enterprises in Kusadasi. Data collected by structured questionnaires. The relationship between variables analysed by using a multivariate data analysis.

Paper ID: 1284

The impacts of the demographic features on the students' hedonic consumption behaviors

Tu rul Ayyıldız
Ahu Yazıcı

The main aim of this study is to expose the impacts of the demographic features on the students' hedonic consumption behaviors. The sample of this study is formed of the students having their university education at School of Tourism and Hotel Management. Questionnaire is used in this study as the data collection method. The questionnaire is made up of two sections. The variables to define the demographic features of the students take part in the first section, and the hedonic consumption behaviors scale which is formed of 20 statements take part in the second section. Frequency distributions, t-test and Anova are benefited from for the evaluation of the data in the study. First of all, the hedonic consumption behavior levels of the students are expose in this study. After that, by means of the data analysis, the differences between the hedonic consumption behaviors are presented according to the features of the students such as their age, sex, level of income, level of family income and hometown.

Paper ID: 1109

Data envelopment analysis performance by health agencies and an application

Özlem □ pekgil Do□ an
M. Kemal Demirci
Sabri Erem
Nuray Mercan

Nowadays, measurement of the performances of health care institutions is the most important issues. Hospitals constitute the basis of health institutions. Due to necessity of hospitals for the continuation of life, the importance of the performance of health care institutions is further increasing. In previously studies done related to health care intitulions, generally variables such as the number of doctors, beds, and patients were used as data. A relationship between the capacity of the hospital and staff has been established for the performance measurement. In the study to make the analysis, a university hospital has been chosen. On the patients remaining in the university hospital at inpatient services, the performance measurement between transactions done until the day of discharged and the materials used for the transactions with the efficiency of the services have been investigated. DEA Solver and Excel Solver package programs are used for the performance measurement. The study includes 25 (twenty five) inpatients services.

Paper ID: 1139

Evaluation of the breakfast habits of vocational high school students

Didem Önay Derin
Adem Üzücü

This is a case study which aimed at determining the breakfast habits of the female students attending at vocational schools in the city centre of Van. Sampling group of the research consist of volunteer female students attending at female vocational schools of Central and Halide Edip Adıvar in the city centre of Van, and 200 students were randomly selected.The data were collected using data forms which prepared by researcher between May 2014- June 2014. Questionnaire form consist of the vary questions included general information about the students and their breakfast habits.While evaluating the questionnaire regarding the questions that students should make a selection, the T=3T1+2T2+T3 formula is used so that the comparison made would be clear. In the Formula T refers to total score, T1 refers to the first choice, T2 refers to the second choice and T3 refers the third choice. When scoring the first choice multiplied with 3 points, second choice multiplied with 2 points and the third choice multiplied with 1 point and then the total score obtained. The heights (cm) and weights (kg) of the students were measured and their Body Mass Index (BMI) (kg/m2) values were being calculated also and necessary arithmetical means were taken. At this study, age mean of the students was 16.9±1.49 year. The mean of height and weight measurements of students were respectively; 161.96±6.09 cm, 53.78±8.50 kg. Daily meal mean of the students was 2.77±0.84.More than half of students (59.0%) are no having breakfast regularly and 41.0 % are having breakfast regularly. The students, who are not making breakfast regularly, reported that the reason of no making breakfast were no hunger in the morning (66.9%) and were lack of time (25.4%).Three drinks mostly preferred by students at breakfast were respectively tea (454 points), fresh fruit juice (190 points) and buttermilk (150 points) and three foods were respectively honey (378 points), cheese (264 points) and jam (187 points).It was determined that the students had mostly experienced problems such as fatigue (59.3%), weakness (54.2%) and the feeling of hunger (51.7%) when the students did not make breakfast. The importance of breakfast was great to start a day willingly and to carry on a day efficiently. In case of skipping breakfast, the body uses its own store and difficulties such as fatigue, exhaustion, attention deficit are experiencing and school performance is declining. It should be explained the importance of breakfast in nutrition to generations who will form the future of the society and public must be illuminated by making advertising and programs to tempt of breakfast and to teach of adequate and balanced nutrition.

Paper ID: 1218

Impact of tax burden and tax responsibility on assignment of obligations

Funda Diril

Tax payers wish to know the obligations they have undertaken within the period from assignment of obligatios through to payment of tax in terms of the activities they partake in the formal economy. Consequently, this has an impact on their preferences relating to assignment of obligations. Businesses of real or corporate nature see the taxed amounts as profit sharing. Thus the tax payer identity varies in line with preferences. This study covers an evaluation proposing that tax tax liability and tax burden impacts on the business and partnership structure. The point that the tax payer whose tax burden varies may consider this to be an advantage will be discussed. It is observed that the type of business preferred by the tax payers, who wish to decrease the obligations undertaken regarding public receivables as much as the laws permit, may vary. On the other hand, in terms of the partnership structure and the type of business, the obligations undertaken regarding the public receivables from the point of view of business type is also effective on choice of business type. The obligations of business proprietor and partners within the framework of obligations that are designed to ensure security of public receivables as well as the variability of the said obligations depending on the business type will be discussed. Especially evident is indirect taxation having many economical and social effects on tax payers. In essence, this study corresponds with the repercussions of tax planning on the tax payer in terms of tax liability. Alternative choices, which will decrease the tax burden on the taxpayer in the face of indirect taxation methods that evoke the power of taxation will be discussed on a case study of a model practice. Accordingly, alternative situations that are advantageous ,both in terms of tax burden and tax liability for the tax payer, but are not unlawful, will be clarified. For this reason, the area of activity of model practice, how the tax burden differs when the business type is different for the tax payer, whose profit level is unchanged, will be exemplified.

Paper ID: 1015

Abu Bakr Sarakhsi's concept of international law and its value today

Abdumalik Tuychibaev

Fiqh – Islamic jurisprudence was the main field of Islamic sciences to be deeply explored by Central Asian faqihs (Islamic jurists). Abu Bakr Muhammad ibn Ahmad Ibn Abi Sahl Sarakhsi (d. 1090) had the special place among them. His main service was to investigate the original sources of hanafi fiqh – zahir al-riwaya. He commented the works of Muhammad ibn Hasan, the second famous disciple of Abu Hanifa and played significant role in transferring his heritage to the next generation. Besides, Abu Bakr Sarakhsi deeply explored siyar, the branch of Islamic law concerning the International law matters and systemized all information and scientific data which had been achieved until his time and his work called "Sharh as-siyar al-kabir", which is a commentary of Muhammad ibn Hasan's book and which also have Sarakhsi's own specific views on international legal matters have been being the only magnificent source of Islamic International law. Today in the world the process of globalization is going and we can watch interrelations between different cultures and religions. Islamic world is actively taking part in these relations as well. So in this case it is important and very interesting to investigate the Islamic Law concept concerning the regulation of Muslim's relations with Non-Muslims, and generally the relations between countries of the world. So our article aims to investigate Islamic International Law – siyar's concept in Abu Bakr Sarakhsi's works and to compare his thoughts on International Law matters with the modern legal thoughts.

Paper ID: 1073

Why we still need so many human resources professional?

Emrah Gazi Candan

Indeed we don't. Because of Human Resoures functions grew up independed, it is very hard and slow to integrate them into each other. When we analye companies' HR processes, we can easily realized that HR professionals generally unaware of what their team-mates are doing and why. This situation reduce the effectiveness of HR. We can say that recent HR systems unfortunately uses "inductive method". This is not a wisely method for HRM. Because HRM systems are more integrated than thought. We simply define the functions of HR as Recruitment, Payroll, Compensation&Benefits, Performance Management, Training&Education and Carreer Management. When we cautiously view these fuctions, we see that any output of any function feeds the others' input. This cycle is a repetitive and multiple process.Many HR proffesionals are unaware of this strong integration. As a result of this unawareness, every HR Professional develops only the function which is his/her working area. The HR professionals are establishing so many effective and efficient HR System but substatially, effectiveness and efficiency don't involve whole HR System. We sense these only in each HR process in itself.This problem is reflected the HR technology as well. Unfortunately, there is not a fully automated and integrated HR software. This causes more operational HR processes and high work-load. Because of this, we need so many HR Professional to share the high work-load and conduct the operational processes.
We need to use "deductive method" and design a new HR system.

Paper ID: 1075

The representation of pr as a profession in turkish cinema after 2000

Gül Co□ kun De□ irmen

Public Relations is one of the fields as a profession has recently progressed and gained acceptance in our country. Public Relations contains all the activities of a corporate to establish a balanced communication corporate with its target groups. When the historical process of Pr analyzed, seen that the basic representative perception of the profession has changed through the years. Today, requried features that a public relations expert must have and the extent of the public relations profession has been revealed via the several theoritical studies on the public relations. Any representaion of the profession is so important to grow stronger the image of the profession in a positive way. Public relations is also represented in the severeal tv serials and movies shot and broadcasted in Turkey. Especially the movies, reaching the mass target groups, is an effective medium on the target groups to establish the perception of this profession. Target groups have no opinion about the profession, can get to know the public relations through this movies. Within this context, the profession's image reveales. In this study, analyzing the movies containing professions like publice relations and the related fields and produced in Turkish cinema after 2000, the representation of the profession will be examined. This study aims to reveal a data on image of public relations in turkish cinema and transmission of public relations to the target groups as social sciences field.

Paper ID: 1168

Virtual agoras that resulted from communicative action: case of Toplanzi

Metin I□ ık
Simge Ünlü

Today agoras, beyond being public spheres, they are located in focal point of social interaction that which emerged as an extension of the information and communication society. Social life, shaping by social networks where a large of individuals in constant interaction. The result of the rapid advances in the communication technologies, tradional communication forms have changed and with increasing the functionalty of social networks a new of agora formed in virtulal space. □ n this study, the transformation process of agoras to first known type of public opinion to the a place that moved virtual space where the social relations shaped with the digitization of communication. According to this, the function of the virtual agoras which an element of socialization space will be examined on the will be examined on the "Toplanzi" example.

Paper ID: 1182

Differences between female and male brain structure and its influence on effective behaviour in organizations

Sultan Ba aran

The studies made on the brain mostly take the male brain as a model.. For ages, the little differences have been considered between male and female brains. As aresult, female brain has been neglected and the desired results have been analysed considering the male brain. Recently, according to the studies so many differences between male and female brains have been determined. The male brain has great influence on male behaviour likewise female brain has great influence on female behaviourin organizations.. The attitudes on communication in organizations gve ways to our behaviour.Differences between the male and female brain can be studiedon different eight criterias of effective behaviour in organizations such as; giving importance to human, trust, giving confidence, being thrustworty, being honest, caring physical appearance, using body language, having good communication skillsand empathy. In the organizations there can be lots of differences between male and female behaviours in relation to the structure of their brains.

Paper ID: 1289

Cyberbullying and child abuse: cyber bullying child abuse awarenessand practice of parents of facebook

Aslı Karaarslan

Cyberbullying which is defined as the use of information technology for the intention of harming or harassing individuals or groups of people is a serious problem which threatens young people and families at the resent time.Fast-growing technological developments create the threat of cyber bullying which is hard to take control especially among teenagers and children. Developments in the technology paved the way for easy access to media and use of media in the society. Children are also exposed to media products such as television, video, social media accounts, films, music, computer games etc. If contents of electronic media and access of children to media are not controlled properly and appropriately by parents; children could be exposed to information which contains violence and which does not contribute to the development of children. This paper discusses about how parents who use social media are aware of cyber bullying and child abuse caused by it. The awareness of parents will be presented through the survey conducted as part of their Facebook use practices.

Paper ID: 1028

The evaluation of adult and adolescent male prisoners in terms of crime type and adolescent risk-taking theories

Özden Turgut

This presentation aims to evaluate some striking findings of Youth in Statistics (2013) – a publication of Turkish Statistical Institute- in terms of adolescent risk taking theories. The data presented shows the percentages of adult and adolescent prisoners about certain crime types. The findings show that the ratio of adult and adolescent prisoners reaches 1/7 in the crime type "robbery". This finding indicates that an adolescent has the possibility to rob 7 times more when compared to an adult. This finding needs to be explained theoretically.

Comprehending why an adolescent is more likely to rob when compared to an adult can be possible by adolescent risk taking theories. This view can be functional for understanding the sociological dimension of juvenile delinquency.

The major theories of adolescent risk taking include the social develomental theory, social ecological theory and peer cluster theory. The social develomental theory, social ecological theory and peer cluster theory of adolescent risk taking will be run to comprehend adolescent risk-taking. Finally, the intervention strategies that can be improved in the future will be discussed.

Paper ID: 1152

The relationship between perceived organizational support, job satisfaction and organizational cynicism of ÖYP research assistants

Selver Özgür

The target group of this study is research assistants in Ö retim Elemanı Yeti tirme Programı (ÖYP Training Program for Scholars) in Turkey. In universities, during their education these people face many difficulties. Because of the known fact that they will leave to go to the institution they were appointed to when they finish their education, they can feel neglected or can't get enough organizational support. Purpose of this study is to research ÖYP research assistants' job satisfaction and perceived interaction support as the most effective dimensions of perceived organizational support; and to predict the effect of job satisfaction and perceived organizational support on organizational cynicism. To measure these notions, "Perceived Organizational Support Scale", "Minnesota Job Satisfaction Scale-Short Version", "State-Trait Anxiety Inventory" and "Organizational Cynicism Scale" will be applied to ÖYP research assistants online to make the accessibility easier. It is expected that there will be an inverse correlative relationship between perceived organizational support, job satisfaction and perceived organizational cynicism. It is predicted that when job satisfaction and perceived organizational support decrease, perceived organizational cynicism increases as found in a previous study carried out with non-ÖYP research assistants. Currently data collection is under way. The study will provide more information about the details of the experiences of ÖYP research assistants both vocationally and educationally.

Paper ID: 1278

Development of Person-Centered Social and Emotional Learning Scale

Tarık Totan

Starting from the early stages of the students promoting social and emotional characteristics are essential key as well as academic learning. The main aim of this study was to develop the Person-Centered Social and Emotional Scale which based on its theoretical implications as self-awareness, social awareness, responsible decision making, self-management, and relationship management. The scale has got 23 items which are responded to using a five-point scale ranging from strongly agree to strongly disagree. Participants consisted of 577 middle and high school students attending different public schools. They were 300 (Mean age= 14.21, s.d.= 1.54), girls (52%) and 277 (48%) boys. Principal component analysis, exploratory factor analysis, confirmatory factor analysis, item analysis, and internal consistency analysis were used for validity and reliability of the scale. Scree plot on principal component analysis was shown that one factor structure. According to the exploratory factor analysis results of scale has got three factors greater than 1 eigenvalue. This three factors explained 50.55% of the total variances. The scale construction is set up as five factors model in order that the confirmatory factor analysis is performed for investigation to conformity between five factors model and research data. The confirmatory factor analysis concluded that the five factor model had acceptable goodness of fit indexes (2= 619,08, df= 220, 2/df= 2.81, CFI= .93, RMSEA= .04). The Cronbach alpha reliability coefficients for each factor were found as follows: self-awareness, .76; social awareness, .70; responsible decision making, .73; self-management, .74; and relationship management, .83. The internal consistency coefficient was found for entire scale as .92. The items total correlations for the scale have ranged from.35 and.70. According to these findings, the Person-Centered Social and Emotional Scale has got strong psychometric properties also it is appropriate for measure to self-awareness, social awareness, responsible decision making, self-management, and relationship management levels of middle and high school students.

Paper ID: 1280

The mediation effects of positive and negative events on the relationship between emotional self-efficacy, happiness, and self-esteem

Tarık Totan

Life events are imported variable on current happiness of the individuals. The empirical findings show that positive or negative life events have manipulative effect on self-esteem and happiness. But, the mediation variable on this effect should be determined by research. In this aim, hypothesis models were tested via structural equation modelling. According to this model emotional self-efficacy effects positive life events and negative life events. And, self-esteem and happiness are effected by positive life events and negative life events. The emotional self-efficacy has got indirect effects on self-esteem and happiness. The participant group of the research consisted of 317 young adults. 182 (57.4%) of participants were female and 135 (42.6%) of the participants were male. The Emotional Self-Efficacy Scale, the Scale of Positive and Negative Experience, the Self-Liking/Self-Competence Scale, the Oxford Happiness Questionnaire were used for data collection tools. The structural equation modelling with maximum likelihood estimation was used to test the hypothesis model which construction via priori empirical findings. The relationship between the variables of the model and the measurement model were investigated before examined to the hypothesized model. Also, descriptive statistics and internal consistency coefficients were conducted for the research variables and its observed variables. AMOS and SPSS were used for the research analysis via .05 statistical significance level. According to research finding positive events and negative events have got partial mediation effect on the relationship between emotional self-efficacy and happiness. Also the relationship between emotional self-efficacy and self-esteem was effaced by positive event or negative events.

Paper ID: 1050

The problematic of tradition in contemporary Turkish painting

Hatice Özdo□ an Türkyılmaz

In this study, the concept of tradition in Modern/Contemporary Turkish art has been discussed and an assessment has been made via a number of selected artists who are thought to have put the "tradition" to the centre of their art and interrelated with it in different ways.It has been seen that in Modern/Contemporary Turkish art, nearly in every period from Early Republican Period to the present day, there has been a contact with 'tradition' in various ways; however, in some specific periods, certain notions such as memory, recollection, tradition, past history and identity have become prominent. On the other hand it has been observed that the relationships which the artists developed with the tradition have different motives/reasons with the effect of political, social and cultural circumstances.The first of these is an approach that came up in the early Republican period and can be considered as 'weakening the relationship with the past'. This is synonymous with forming a new future as well as acquiring a new recollection, and it displays a futuristic approach. Another one is directly related to the abstract art movements that arose after World War II and remained on the agenda for a long time along the axis of "East-West synthesis" and "nationality-universality". Since 1980s, Contemporary Turkish art has also entered in the process of a true transition and inversion simultaneous with the World through 'the postmodern discourse which does not disconnect with the past, but puts the present time to the foreground, and emphasizes pluralism as well as diversity' (Yasa Yaman 1998: 130-131; 2004: 15-17).

Main References:

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Paper ID: 1131

The place of actresses in 17th century France

pek Özgüven

Women's existence on theatre stage was not approved till the 17th century, the date that they first appeared on stage. Women, with who we have met for the first time as actresses in 16th and 17th centuries, eventually caused various polemics. The woman figure who has replaced the transvestite actor and who has found a place for herself, had long waited patiently for this position. After this waiting, the perception of the actresses, both by their partners on stage and also by the society, is certainly one of the most important factors for the development of this process. France has become one of the pioneers for the actress' first step on stage, thanks to its system of apprehension and consideration, to its artists that took the lead of that era and to its theatre conditions; and also guided other European countries in this settlement period. In this manifesto, the aim is to examine the characteristic place of women on theatre stage through the problematics of the necessities in legal, hierarchical and human relations contexts. This manifesto, which is a descriptive work through examples, will try to put forward its determinations about the place of actresses and their forms of existence in 17th century France.

Paper ID: 1148

Dragon figures seen in Turkish carpet art animal figured carpets group

Murat Atukeren

Carpet Art has originated in Central Asia where Turks lived and has been one the arts that has come to present time by continuing its development. It is understood that in the oldest knotted carpet of the world that has been found in the fifth of Pazırık graves in Altay mountains , the animal figures are masterly used and imaginary animal figures took place. Dragon figure is one the mythological origin animal figures in Turkish Carpet Art. Dragon figures described double in Central Asia and Anatolian Seljuk Art and meanings like goodness , bravery , abundance , power , happiness were loaded. Historical samples of dragon figures of animal figured carpets are encountered in paintings and wall pictures of European painters. Dragon figure that took place more intensely in "Animal Figured Carpets" group was described in a composition fighting with Simurgh was interpreted in same carpets more stylish form like double and single.

Paper ID: 1184

The tree motif in Turkish embroidery art

Mine Can

Tree cult has always existed in Turkish history, literature and arts. Turks came across with many religious and culture, due to living in different geographies. Thus, they were affected values, such as cultural structure, thinking system and handicrafts. Today it has still possible to see traces of this influence. The first of these is recognized handicraft products that Turkish people use of in their daily life, their feelings and their artistic appreciation. Our embroidery art which has over Centuries and a deep history in the processing trade is one of the handicraft arts. Unfortunately, in our country or any other countries' collections of museums don't introduce our fine arts to embroderied artifacts.Many of motifs in used to Turkish emboridey were derived from the natural. It is seen protecting certain main lines while any flowers, leaves and fruit trees is created. This method, called stylization was turning point in the field of art and it can be said that the classic motifs were created through this method. Human and animal figures, geometric shapes, the various symbols, created objects inspired by motifs from daily use items, architectural monuments and landscape motifs are other motifs used in Turkish embroderied.Tree motifs among the natural origin motifs are constitute a separate place. Because, tree cult is very important place in Turkish social life. The person processing embroidery is also meaning to install at the same time. The tree has been believed in life and infinity as a symbol between the Turkish communities. Its fruits have symbol of abundance and fertility. In other words, Turkish people has thought that they have similar among your own life and formation of the tree for ages. As a result of this belief, the tree motif has observed to possible subject of many products from ancient civilizations to the present day.In this paper, trace of old beliefs in Turkish people culture will be discussed embroderied which take a subject the tree motif. In addition to, ıt will be given information about Turkish embrodery art history.

Paper ID: 1025

Examination of approaches of novelists to the phenomenon of management

Osman Bayraktar

Novel is the effort of rebuilding life through the perspective and remark of the writer. This style of work opens a wide space of flexibility and freedom to the writer in terms of understanding life. Especially in science-fiction novels, as reality is defined totally on the mental level, the writer's area of intellectual freedom is much wider. These works that are written without adhering to any scientific pattern are subjective by their nature. But novels which are classics attracted attention of many scientific disciplines such as psychology, law, economy, and politics. In this article ways of approaching to the phenomenon of management in five novels which can be evaluated as fantastic literature having high literary value are discussed. Aldous Huxley's Brave New World; George Orwell's Animal Farm and 1984, Philip K. Dick's Vulcan's Hammer, Ahmet Hamdi Tanpınar's The Time Regulation Institute are chosen as the area of examination. In fantasy novels of Huxley and Dick world is managed from an only center. In Brave New World tragedy brought by forcing people to be standardized; in Vulcan's Hammer the destruction wrought to humanity after leaving all decision-making processes to computers are narrated. Orwell's novels which are written in a symbolic language are strong criticism directed to the communist management style. The Time Regulation Institute is a rooted criticism aimed at bureaucratic management approach with its style of humor that has high sense of reality.

Paper ID: 1129

The role of cultural intelligence in international strategic allience formation among organizations: the Petkim

Nuray Mercan,
M. Kemal Demirci
 brahim Kırmızı
Canan Kırmızı

Cultural intelligence is a type of intelligence bearing a wide range of culture oriented features acting as a critical criteria for considering the success of managing the working groups from different cultures and recognizing, understanding and working with peole from different nations, different institutions and different professions. Cultural intelligence levels of the leaders and the employees have important effect on successfull management of cultural differences. Strong cultural intelligence skills help the leaders develop a more suitable understanding of the needs and perspectives of their working teams and thus establish strong relationships with the team members having different cultural backgrounds. In this context, the role of cultural intelligence in strategic alliences among organizations from different cultures on an international platform is presented by this study through a qualitative and quantitative research conducted on Petkim.

Paper ID: 1230

The level of information technologies use in logistics sector in zmir

Güne Açelya Sipahi
Didem Tezsürücü

Many renovations together with information Technologies have directly affected Logistics Management. In the course of the Second World War, ways have been sought to make wars which take place in various geographical regions continue successfully, significant improvements and developments occurred through the use of numeral methods, and these methods helped the analysis necessary for logistics to come true. Since 1980, on the other hand, the developments in Communication and Computer Technologies made it possible for much more detailed problems where variables are too many to be analyzed. Nowadays, through the effective use of logistics information systems, it helps firms not only to take competitive advantage in the market but also make contribution to the employees to continue and manage their work more easily. Customer service is the key point between the traditional marketing function and logistics function. The most important focus of marketing and logistic struggles should be to create value for the customers continually and coordinately. It's seen that the logistics firms making use of information Technologies could gain more customer satisfaction in comparison with the ones which do not use the so-called Technologies. Finding out the level of information technology use among the logistic firms which operate in the vicinity of Izmir and in Izmir, which is an important place in terms of logistics in Turkey, is the main concern of this study. The hypotheses of the study are as follows:
H1: The firms in Izmir and around Izmir are not aware of logistic information Technologies and they do not use them sufficiently.
H2: Logistic firms' use of new Technologies increase and traditional operational activities decrease.

Paper ID: 1283

The impacts of the demographic variables of tourism students on their state –trait anxiety levels

Tu□ rul Ayyıldız
Ahu Yazıcı

The aim of this study is to expose the impacts of the demographic variables of tourism students on their state-trait anxiety levels. The sample of this study is formed of the students having their university education at School of Tourism and Hotel Management. Questionnaire is used in this study as the data collection method. The questionnaire is made up of two sections. The variables to define the demographic features of the students take part in the first section, and the state-trait anxiety scale which is formed of 40 statements take part in the second section. Frequency distributions, t-test and Anova are benefited from for the evaluation of the data in the study. First of all, the state-trait anxiety levels of the students are expose in this study. After that, by means of the data analysis, the differences between the state-trait anxiety situations are presented according to the features of the students such as their age, sex, level of family income, whether their parents are alive or not.

Paper ID: 1098

Some words about the history of linguistics

Naile A□ ababa

The language has a special place in the world of science. Without it, the wold is not able to understand the full exstent. In philology, linguistics as an independent branch of science is of grate importance. Linguistics introduced us languages and peoples kinship, in social sciences is widely practiced today the comparative- genetic method is a science. Independent of the neighboring departments of various branches of science constantly growing emerging branch of science is impossible to find. Two immutable law compliance: separation or division and alignment or integration in the reality that surrounds us regulates the acquisition and deepening the knowledge. Legality of contention between the two provides the progress of science. Language is an important tool for the expression the historical process as reflected in written sources. Join any of community, since material and spiritual culture, history, the development of social production, formation and development of nations is unthincable without language. Important means of communicating with the language, the progression of major steps in different periods of civilization between the generations is a means reliable. People for thousands of years millions of individuals own thoughts and feelings expressed with the help of language. These thoughts and feelings expresses with words countries, its nature and history of the people.

Paper ID: 1170

The place of experience in John Dewey's philosophy of education

Faruk Manav

According to John Dewey, one of the foremost representatives of pragmatism, school is life itself, rather than preparation for life. Since life and school are based on the same principles, schools should provide students with knowledge that will provide practical benefits in daily life, rather than useless knowledge to be learnt by rote. The source of such knowledge should be the own experiences and lives of students, not teachers. According to John Dewey, experience is the source of all kinds of knowledge and it is what students benefit from, because the knowledge learned on the basis of students' own experiences are permanent and can be used in every area throughout life. This study, taking these ideas as bases, will describe the meaning of the concept of experience in the John Dewey's philosophy of education and examine the ideas related to this concept.

Paper ID: 1202

Self's fate as a detotalized totality: opening to other beyond the essence

Gülay Özdemir Akgündüz

As a totality of Self, subject's relation with Other has been questioned throughout the history of philosophy. The relationship of individual, thought as an existence in the being process, with the things external to Self is the fate of him. The fatedness of fate is the otherness to Self which comes from impossible identity of the subject with himself. The result of being fatedly dependent on Other reveals not to be Same with Self. This position of not being Same with Self provides a basis for authentic existence. The authentic relationship between Same and Other demonstrates itself in the connection of being distant to Self and being open to Other. The desire of totality created by the wishing of being Same with Self is dissatisfied with the event of being Other to Self as a result of constant exposure to Other. Dissatisfaction of the totality desire is resulted in the detotalized totality of Self. The dynamic relation formed in Greek tragedies between One and Plurality provides a model to go beyond the inauthentic relation between a withdrawn- identity with Self-individual and otherized Other. The authentic relation necessitates a relation which witnesses to the existence of Other and does not exhaust this witness in his totality. In this paper, transformation process of the relation between One and Plural based on philosophies of Sartre and Levinas and its current meaning and conflicts will be questioned

Paper ID: 1259

Importance of Empathy in Education

Feysel Ta çıer

One of the most significant problem(s) of education philosophy and education in general is to reveal that how understanding process will take place with its ideal and practical manner. Considering the fact that philosophy is process of explaining of the thing being general/universal and of its understanding and giving meaning; reviving of the process of understanding and giving meaning in a practical field such as education will shed light on the solution of many issues. Analysing education as an awareness process through a philosophical viewpoint and showing the gaps of different education models applied in practice by also following Plato's lead will be primary subject of this study. In this regard, human occupying a place as both object and subject of education comments, observes and changes via transfer, have a creative identity in short, as well as having a position of object observed, commented, transmitted and altered. Keeping a special position of human phenomenon both in theoretical and practical area like education makes philosophical questioning and discourse a natural part of education.

Paper ID: 1195

The case of social exclusion in the context of the crisis and restructuring of the welfare state

Pınar Kaya Özçelik
Mirace Karaca

The concept of social exclusion has been conceptualized in the context of the crisis of the welfare state in Europe in 1974. The widespread use of the concept however, awaited its outburst in the early 1990s. Particularly since the prevalence of neoliberal policies on a global scale after 1980, the serious erosion of the welfare state has led to a rapid increase in unemployment and poverty. Together with the neoliberal policies, the introduction of post-fordist flexible forms of production have deepened and disseminated unemployment and poverty. The concept of social exclusion related to poverty and unemployment has been in the agenda of the European Union since the 1990s, and it is one of the central cases of social policy development efforts on platforms from various nations aiming to prevent the process. Since the stage that prepared conditions for the emergence of the concept was the crisis of the welfare state, this determined to a large extent the contents of the term and it has also led it to be considered relevant to the poverty debate. Though the concept of social exclusion covers the term of poverty, it cannot be reduced directly to mere incidence of poverty. The concept of social exclusion in relation to poverty and unemployment represents a multifaceted condition of disadvantage with economic, social, cultural, and political dimensions. Social exclusion, with its all aspects that can be observed by the real signifiers of health, living conditions, education, and housing is one of the most significant phenomenon of today.

Paper ID: 1200

Sociological perspectives on global climate change and security

Mümtaz Levent Akkol

Global Climate Change has sociological effects and results. These sociological effects and results are all related with security problem. Reaching to resources is getting harder with global climate change. Distributing the wealth in a justice way is a problem when people can't reach the living resources. Some gatekeepers control the living resources and trade. Also Global Climate Change is a cause of carbon using. Carbon using is a cause of industrialism. The debate on capitalism and industrialism takes us to social classes and social inequality. Inequality and social classes are studying fields of sociology. Other sociological studying fields; "Inequality of distributing wealth, reaching resources, social classes and gender" have relationship with global climate change problem. Sociological analyses of the causes of Global Climate Change and sociological perspectives on the impacts of Global Climate Change are important to understand security problem. Especially social inequality causes conflicts and unrest. Sociological analyses on Global Climate Change help to understand relationship between climate change and security. Especially at poor countries, security problems are more related with Global Climate Change. As a recommendation for advancing sociological research on Global Climate Change and security problem, all studying fields which are related with global climate change can examine under the title of "Sociological Perspectives on Global Climate Change and Security".

Paper ID: 1227

Rural transformation and urban labour in Turkey

Emin Yi□ it

Neo-liberal policies, that were applied in Turkey since 1980s because of the imposition came from the global capital and their actors and of Turkey's ambition to become an actor in global arena, not only affected agriculture but also impoverished the peasants by transforming the rural. While some dynamics such as dispossession and the transformation of possession raise up peasents' poverty they also result in rural population's tendency in terms of employment towards urban sectors. Informalisation that interlace with new work conditions, as a result of neo-liberal policies, is a determinant factor over immigrant population's work forms.The conditions of those new labourers who experience flexible, irregular and unsecured employment in subcontracting sector became crucial in the understanding and questioning the circumstances of urban labour now in Turkey. Hence, the main objective of this paper is to examine and discuss these transformations.

Paper ID: 1237

Foreign immigrant and refugee issue in turkey: if the guests become neighbors?

Serdar Ünal

Because of the recent developments in the World and the new requirements of the country's social-economic developments, Turkey came to the position which creates a "transit area" to immigrants and on the other hand "migration-receiving" country. Therefore, Turkey become a hosting of a more permanent immigrant population. In this regard, Turkey will have to deal with the issue of international migration in the near future much more. Thus, it's important how the people evaluate the issue of immigration, foreign immigrants, refugees and asylum seekers today. Hence, in this paper, some research results which offering some tips to how the people evaluate the issue of immigration and foreign immigrants in the World and Turkey have been analyzed. In addition, some examples of the concrete discourse and actions which reflects the attitudes of the people constructing towards the refugees in Turkey which faced with a heavy influx of Syrian refugees today is examined. In this respect, it's focused on the issue of how the local community affected by the Syrian refugees. Therefore, the issue of how the people evaluate the immigration, foreign immigrants and refugees in Turkey and the perception in society created by these phenomena is tried to be examined.

Paper ID: 1243

Values education within “Billur Kö k”

Esma Dumanlı Kadızade

This study includes the analysis of children’s tales in terms of values education. Tales aim to educate children at several layers as well as expanding their imaginary world. Here, particularly social values reflected in tales have been examined. Starting from the first reading books, all reading material has great effects on the growth process of an individual and the acquisition of social values.Social values either local or universal, help individuals in the process of socialization. By means of these values, individuals are integrated to the society. They help people approach social problems by logic, propose common sense solutions, avoid being alienated from the society, and avoid getting suppressed or marginalised due to the effects of the urban life. For this reason, tales fiction should involve social values as much as possible.The purpose of this study is to analyse whether the investigated tales contributes to values education or not. With regard to this, a tales book, “Billur Kö k”, by Tahir Alangu has been assessed. Simple random Sampling has been adopted and the study is restricted to the four tales included in this book.

Paper ID: 1132

"Social distance in today's Turkey: will Ay□ e marry Hrant?"

Charles Allen Scarboro
Behruz Davletov
Gulnara Nadamova
Sevde Uyla□

A May-November 2011 survey of 822 of respondents of 7 cities (Ankara, Diyarbakır, Edirne, □ zmir, Konya, Mardin, and Van) reveals high levels of intolerance towards members of many social identities in Turkey. This paper examines ages, ethnicities, occupations, political party preferences, levels of football fanaticism and tolerance against other people such as; Armenians, Jews, atheists, homosexuals, or other minorities. We explore diversities among these cities in order to compare tolerance and social distance levels. With the exception of people perceived to be ethnically 'Turkish' or 'Dindar' (religiously observant), the respondents rejected close social interaction with other ethnic (particularly Kurdish), national (especially American and Greek), religious (specifically Jewish and Atheist), or sexual (namely homosexual) identities. Further, large percentages of the respondents preferred that members of these 'other' identities be excluded entirely from Turkey, not even permitting those 'others' to enter the country as tourists. Intolerance is alive and thriving among these residents. The data show several significant relationships: 1) Age is indirectly related with tolerance: as age increases, tolerance decreases; 2). Education however is directly related to social distance: as level of schooling increases, tolerance increases; 3) Sports fanaticism shows a direct relationship with intolerance among some but not all social 'others.' On the other hand, 4) Region of origin shows little relationship to social distance, and 5) Gender has no significant relationship to social distance. 7) Political party preference and 8) Turkish exceptionalism show the strongest and most consistent relationship to tolerance.

Paper ID: 1205

The ethical violations in social media advertisements

U□ ur Gündüz
Nilüfer Pembecio□ lu

The "Social Network" is gaining more and more importance in today's world and has a deeper impact on the society more than the traditional media. Neither the print media allowed by the law and protected by the traditions, fragmented into local, regional, national and international categories, nor the long wave – short wave radios or television stations having being allocated at certain frequencies, cable, satellite or digital channels had demonstrated such an unplanned, unregulated and wide range broadcasting. This no boundary nature of social networks and a little patronizing attitude towards all other forms of broadcasting both provide a rapid flow of information but also create a pollution of messages. It is obviously surprising to see how patient the audience could be to read, like and forward the same kind of news or messages even if it is repeated hundreds of times whereas the spoiled traditional media audience who have difficulty in reading the two-page newspapers or only satisfied with the summary of the news instead of reading the whole. By the side of using information, the advertisements used the traditional media heavily and eventually consumed it up, that's why they are also trying to position themselves within the social media as they try all the ways to make themselves inevitable. The social network is paying attention to the ads strolling around and consuming, liking, forwarding and commenting on them. Even if some of these ads are the banned ones nobody stop them at the moment. The structure of law is inadequate in their cycling in the net. This study aims to concentrate on the advertisements appearing in the social networks and to question their qualities.

Paper ID: 1216

Fostering social networks for corporate social responsibility communication: an exploratory study on twitter

Selin Türkel
Ebru Uzuno□ lu

The new consumer, whose priorities go beyond product/service quality and the perceived value for money, expects the companies to contribute to society's well-being. Thus, today corporate social responsibility (CSR), stemming from social performance of companies, is not an option, but rather a necessity. Furthermore, companies are expected to inform the public about their CSR activities in order to render possible a mutual trust and understanding between customers (first and foremost), stakeholders and the company. Facilitated by the new media environment, publics who seem to be more sensitive about the societal concerns are able to get information about the companies and their activities and express their concerns if they need to, through new media channels. Consequently, for providing information about their business and social responsibility activities companies increasingly use new media that are still accepted as an unexplored area. In order to shed light on this evolving field, this study aims to provide insights into consumer expectations towards brands with the best CSR reputations on social network namely "Twitter". To this objective, following a theoretical background focusing on basic concepts, i.e. social responsibility, online corporate communication and microblogging, the use of social media in CSR communication will be discussed. At the last part, it is within the intentions of the authors to carry out seven separate focus groups of men and women in order to boost understanding of expectations with regard to CSR communication about companies identified through Forbes' 'The Ten Companies with the Best CSR Reputation' ranking.

Paper ID: 1222

Experiences of infertile women in assisted reproductive technology treatment: the reflections of professionals' attitudes and relations with them

Gülhan Demiriz
Tu□ ba Sarı

Starting from their childhood women are brought up by identifying them with motherhood. Biologically having a baby is a very important factor for those who build up their subjectivity in terms of motherhood in order to fulfil their existence as women. Therefore, although it is socially and psychologically a difficult and expensive process, some women turn to assisted reproductive technologies (ARTs). In other words, assisted reproductive techniques became important instruments in fulfilling the expectations of patriarchal domination over infertile woman. Hence, it is important to take psycho-social aspects into consideration. Although many studies are carried out in this area they are mainly concentrated on technical, psychological or ethical aspects and disregard the sociological backgrounds especially related to women's experiences in treatment process. In addition, the understanding of women's psychology mainly requires an understanding of patriarchal constraints that impose biological motherhood. In other words, women's application to the clinic carries out the social indications with it. Therefore, particularly at the beginning and the during the treatment process the professionals' attitudes may function as a tool in the reproduction of patriarchal domination and become an important part of how women experience the whole process. In brief, based on this way of understanding of the issue, the main objective of this paper is to investigate and explore women's experiences in ART treatment by looking at the effects of professionals' attitudes and relations with them.

Paper ID: 1277

Impacts on alcohol consumption of 10 p.m. prohibition: Karaman case

Deniz Ho□ bay

In Turkey since September 10th 2013; after 10 p.m., retail sale of alcohol has been prohibited. This prohibition has led to several discussions. There are contrast two ideas about this implementation. First of these views argues that the regulation has caused a decrease in alcohol consumption,the other view alleges the contrast of first view; the regulation has brought an increase in alcohol consumption.With reference to these discussions about the prohibition, this study will focus on the impact on consumer behavior and alcohol consumption in the center of Karaman. The cause of handling Karaman, is the lack of places with license to sell alcoholic beverages. As it is well known; the prohibition covers only retailers and alcohol dealers, it does not include entertainment venue with the liquor license. This situation facilitates observing the impacts of the regulation on the alcohol consumption in concrete way because the people consumed alcohol in Karaman prefer buying from retailers and dealers more than entertainment venue. The sample used is the people who live in Karaman and consume alcoholic beverages at least once a month (one beer one glass of wine etc). The behavior of buying alcohol before and after the regulation, if there is any change in preferences and the direction of change will be explored. In brief, this study aims to present concrete information for the discussions that have no data. Hence, the study is intended to provide a concrete and scientific base for 10 p.m. prohibition discussions.

Paper ID: 1114

The effect of coping with stress and problematic internet use on academic procrastination

Ahmet Sapancı
Mehmet Engin Deniz

In modern societies, procrastination becomes to be an important problem in both daily life and academic enviroment. In this study, coping with stress and problematic internet using, which are estimated as predictor of academic procrastination, are analysed. Also, the relation between gender, which is one of the demografic variables, and academic procrastination is analysed. In the study, Academic Procrastination Scale, developed by Çakıcı (2003), was used to measure academic procrastination. Internal consistency coefficient (□) of the scale was found .92. Besides, Coping With Stress Scale, which was developed by Türküm (2002) and whose internal consistency coefficient (□) was calculated as 0,78, was used to specify the coping with stress styles. Also Problematic Internet Using Scale, developed by Ceyhan and Gürcan (2007), was used to specify students' problematic internet using behaviors. Internal consistency coefficient (□) of the scale was found 0.94. The study consists of 400 university students (272 Female, 128 Male). According to independent groups t test, which was used to analyse the differantion of academic procrastination according to gender, male university students' academic procrastination means are significantly bigger than female students' means (t(398) = -5,917, p= .000). According to correlation analyse between variables, it was found that there is a negatif relation between coping with stress and academic procrastination (Pearson's r = -,337, p = 0,01) and positive relation between problematic internet using and academic procrastination (Pearson's r = 0,611, p = 0,01). According to multiple regression analyse, which was used to find out the predictive power of problematic internet using and coping with stress on academic procrastination, two independent variables explain %40 of the variance of academic procrastination (R= .631, R^2= .398, F_((2))= 131,120, p= 0,000). When standardized regression coefficient was analysed, it was found that problematic internet using (□ = ,561, t= 13,689, p= ,000) is a stronger predictor of academic procrastination than coping with stress (□ = -,164, t= -4,001, p= ,000).

Paper ID: 1136

The effect of teaching material developed in graphic novel style to student motivation in 7th grade science education

Sami Oluk
Gonca Babada

Motivation is an important component for learning. Studies show student's success is closely related with their motivation levels. In this study in which the effect of teaching material developed in graphic novel style to student's motivation in 7th grade science education is researched, it is aimed to propound the potential of graphic novels.The study is a part of the project in which the effect of graphic novels to remove misconceptions about energy concepts of livings is researched. As a part of that developed by researchers material has been applied to 7th grade students (n= 220) for 3 weeks. Data was collected with "Teaching Materials Motivation Survey" (Ö retim Materyalleri Motivasyon Anketi) which is transcribed to Turkish by Kutu and Sözbilir (2011) and comprised of 24 items at the end of application. Scale is prepared with 5-Likert-type. Data was analyzed with SPSS.
According to data, the arithmetic average of scales which are the level of attention and conformity (48.25), median and mode (49), standart deviation (7.80), skewness (-3.031), kurtosis (1.947), minimum value (11), maximum value (55) and arithmetic average of the items about confidence-satisfied (50.42), median (52), mode (49), standart deviation (7.73), skewness (-0.997), kurtosis (0.837), minimum value (28) and maximum value (60) were obtained. Alpha Reliability of scale is 0.90. Whether motivation is connected to the gender was analyzed with t test. In this study, it was reached that generally graphic novel style materials are effective for students to motivate towards lesson and this motivation is independent of gender variable.

Paper ID: 1146

The musical, visual and typographic integrity of beginning piano books

Ruken Öztopalan
Elif Tekin Gürgen
Betül Uslu Özkan

Beginning piano books support piano playing skills and help to create basic musical knowledge via visual perception. The aim of this study is to investigate the relationship between the visual - typographic features of the beginning piano books and the musical targets. At the end of the study certain examples were detected among the books in Turkey which were found to be appropriate or inappropriate from the musical, visual perception and typography points of view. Additionally some suggestions were made as a result of the comparison of the books.

Paper ID: 1286

Studies to improve vocational maturity for the 8th grade

Fatma Funda Akkoç

The improvement of vocational maturity is important when it is time to focus on career decisions. According to Super's theory 8th grades are at beginning of the term called exploration that covers the ages between 14 to 24. The Exploration period includes the developmental tasks faced by the individual, to states of becoming decisive and stable, the improvements in their career (Özyürek,2013). At the Primary level the main aim of vocational guidance should be to help individuals to discover their abilities to be able to set realistic choices not to determine which proefessions they will choose (Bozgeyikli, 2011). It is important that the studies that will take place during this period should also continue to attract their attention (Niles and Harris-Bowlsbey, 2013).
8th grade students are placed to High schools after their performances being evaluated by a national exam held by the Ministry of Education. It is been stated that when the students forget that the period of getting ready for the exam is a part of their career development they have hard times. It helps the students to do some studies that will assist their goals for their future plans and this will also help them to get the meaning behind their studying. The vocational maturity studies at Çakabey Schools include; the recognizing of High school life, students knowing themselves and recognizing the professions. Due to these studies we held, presentations of High school subjects, Career Decision-Making Self-Efficacy Scale, Career day event, group guidance activities. The study is also supported by related articles. At the academic year of 2013-2014, 120 8th grade students attended this vocational maturity development program. The results of the studies and the scale scores were shared with the students and their parents. At the end of the process the students also provided positive feedback of the studies. At the process of preparations for the exams it is important that the students can get to know themselves and set goals that will guide their own studies effectively. The professional guidance studies which will take place at schools will be more of a help if they will also support the vocational maturity of the students.

Paper ID: 1290

Perceptions of class teachers through metaphors related to designing future's learning environment by their 21st century skills

Derya Girgin Sarıda
Çavu ahin

Today, teachers are expected to have 21st century skills in order to design learning environment in the schools which give opportunity to support individual differences in a holistic manner, prepare students as entrepreneurs to make contribution for country development, improve the critical, scientific, creative thinking and problem solving skills of students and their adaptation to technological innovations. This study aims to determine the perceptions of classroom teachers through metaphors related to designing future's learning environment by the 21st century skills. This phenomenological research is conducted within the context of qualitative research methodology. Participants of the study consist of class teachers working in Canakkale province in 2014-15 academic year. A data collection is distributed to the participants with the prompt "Future's learning environment with 21st century skills is look like …… Because ……" to indicate the perceptions of designing learning environment. Class teachers are asked to complete the sentence in data collection form by focusing on a single metaphorical image. The metaphors teachers generated are analyzed using the content analysis following coding and categorizing process.

Paper ID: 1017

The impact of organizational culture on two-factor model of environmental and psychological empowerment: an assessment of behavioral and motivational approaches

Seçil Ta tan

The author investigated the relationship between organizational culture and two-factor model of empowerment as measured with environmental and psychological empowerment constructs. The main purpose of the study was to examine the relationship of organizational culture to two-factor model of empowerment and to determine the impact of organizational culture dimensions on perceptions of environmental and psychological empowerment. Sample and Methods: The research study was performed throughout a questionnaire survey among the employees working in various organizations from sectors including banking, insurance, telecommunication, and consulting located in Istanbul. Survey measures administered included the Psychological Empowerment instrument, the Environmental Empowerment instrument, and the dimensions of Organizational Culture of IUHs. The relationships between organizational culture and two-factor empowerment were examined in a series of correlational analyses and regression analyses. Expected Contributions: The study may contribute to previous studies which have indicated that organizational culture is associated with empowerment. Further, the study may provide an insight to evaluate a two-factor model of empowerment (environmental and psychological) and how each of the constructs are impacted by organizational culture dimensions.

Paper ID: 1065

The change of logistics organizations caused by globalization

□ rfan Kadıo□ lu
Ahmet Murat Köseo□ lu

Globalization has significant effects on all over the world in recent years especially by the contribution of communication and technology. Due to these effects globalization is inevitable in today's world and it is more difficult now than before adapting to rapid changes caused by globalization. Today globalization has eliminated the boundaries of international trade. Thus it is possible to compete globally in a common market across the national borders. Logistics and supply chain activities are among the most important factors in determining the level of competitiveness and the position in the market for both countries and international organizations. The changes among logistics and supply chain activities caused by globalization are also being felt intensely. Logistics organizations are the practitioners of logistics activities. These organizations operate at different levels such as national, regional or global. The organizations mentioned here provide a significant added value in many areas in our country. In this context the logistics activities evaluated within the scope of globalization in the study at first. Later the influences of changing logistics activities to the logistics organizations were examined.

Paper ID: 1172

Should the "grumpy" cynical stay or leave?: an empirical study on the relationship of organizational cynicism and job satisfaction

Gülten Eren Gümü tekin
Burcu Akdeniz

In this study a positive and a negative attiude among emloyees against their organizations were analyzed and their relationship was evaluated. One of an individual's pozitive attitudes towards the organization; job satisfaction and one negative attitude cynicism were considered in this respect. The fact that individuals holding high levels of organizational cynicism have negative feelings against their organization and this situation may sometimes reflect in their behavior is widely accepted. Moreover, it is considered that the individuals with high levels of job satisfaction internalize the objectives of their organization and are pleased to put in effort in this respect. In this context, some hypotheses proposing that high levels of organizational cynicism decrease job satisfaction were developed. They were tested through data obtained from the teaching staff employed at DPU School of Foreign Languages, Kütahya, Turkey. As a result, statistically significant relationship of organizational cynicism with job satisfaction was reached. In the study, also evaluations considering further research in this field and recommendations were included.

Paper ID: 1188

Corporate reputation and marketing activities

Ilknur Bilgen
Ceyda Aysuna Türkyılmaz
 ahavet Gürdal

Reputation, by its general meaning, tells us what others say or think about someone. Although it seems to be a personal character, today we know that it is also related with corporations. Corporate reputation is about how stakeholders' thoughts are about a corporate. Factors like suppliers' attention to work with or employees' desire to work for a corporate shapes its reputation. In this study, researchers try to define some of the marketing activities that influence the corporate reputation and also some of the marketing activities that are influenced by corporate reputation. By this aim, brand image, reliability and strength, service quality, satisfaction, loyalty and commitment are discussed with corporate reputation. The case of Marmara University is selected and the corporate reputation and other elements of this university are measured.

Paper ID: 1196

The culture industry and Turkey

Gülten Eren Gümü tekin
Fatih Akdeniz
Burcu Akdeniz

The concept of "culture industry", which was first used by Thedor Adorno and Marx Horkheimer in their "Dialectic of Enlightenment" and is usually considered within the framework of the critical theory, can be defined as irresistable tangible or intangible concepts produced with industrial techniques and emitted rapidly. Culture industry is a typical product of the mass society which is closely linked by mass media. Today's communication facilities basically composed of social media, the internet and television helps a product of the culture industry reach large masses overnight. In this industry, which fuses the old and familiar into a new quality, products are tailored for consumption by masses, and the nature of that consumption is determined to a great extent. These products become commodities and thus the dominant ideology is reproduced in the minds of the masses both economically and ideologically. In today's world, where the income gap has critically enlarged, another role played by the culture industry is deriving economic profit. The individual is convinced that s/he is worthless on their own and within all the efforts to become part of the whole, some goods are presented them like vital needs. As a result, masses are encouraged to purchase these products. Moreover, using their envy towards those of higher social classes, they are motivated to consume some certain products presented to be a part of that ideal world. A deeper understanding of this concept considering its reflections in Turkey would be a good inspiration for further fruitful studies hereof.

Paper ID: 1023

Overview of public administration discipline in Turkey particularly through the journal of public administration

Songül Demirel
 . Pınar Dülgar

Although the history of public administration education begins with Tanzimat reform era in Turkey, examination of this as a science takes place with the establishment of professorship chair in Faculty of Political Sciences in Ankara University in 1957. Public administration as a discipline is a US-originated discipline; its topic is "administrative organization/bureaucracy" subject to execution in modern society. The discipline has been designated to produce technical knowledge serving the political purposes of the period rather than scientific knowledge for a long time. At present, the discipline of public administration has fallen into a void as a field of subject/object. If public administration is transformed into scientific knowledge as a research field rather than technical knowledge it would be able remain as science. For this purpose the field requires drawing a new framework by means of being described. Problematic areas of public administration should be capable of covering all "administrative", "judicial", "martial", "academic" administration fields rather than being an "administrative" instrument.During the years when the foundations of Public Administration discipline were laid, Public Administration Institute for Turkey and Middle East (TODAIE) was founded within the framework of technical assistance agreement signed between Republic of Turkey and United Nations in 1952. Journal of Public Administration which is one of the six journals in the institute is the single journal indexed by Social Sciences Citation Index (SSCI) in our country. The journal that has been published four times a year without delay since 1968 has a record in this sense as well. In our study, perspective on public administration discipline in Turkey is examined through the Journal Public Administration that has been published for forty six years. The subjects considered as problem and worth to investigate by the scholars will be classified and we will try to reach an overall perspective on discipline.

Paper ID: 1099

An overview for the perception of poverty within the framework of neo-liberal policies implemented in Turkey after 1980

Mehmet Tu□ ral
Hüseyin Serhan Çalhan
Onur Kulaç

Poverty is a problem with which the world struggle for centuries. Global scale help campaigns aiming to reduce/remove poverty for the poor increasingly continue day by day. While political, social and economic changes such as imbalanced use of world resources, inequality in income distribution, wars, etc. increase the wealth of some people, they also cause further impoverishment of others. Causes of poverty may be very different. The deteriorating economic due to inefficiency of the land, lack of water resources, crowding of the population, lack of working space, wars, civil rebellion and etc. and many reasons like these cause to the appearance of poverty. According to data, food poverty in Turkey tends to decrease gradually. On the other hand, the ratio of per capita income which is less than $ 1, the ratio of per capita income which is less than $ 2,15, the ratio of per capita income which is less than $ 4,3 also decrease. Hence, it can be said that Absolute poverty, objective poverty, physiological poverty, human poverty and income poverty in Turkey have decreased. Considering the poverty data based relative expenditure, the perception of the absence of the above-mentioned change and that relative poverty has not change are seen. Neo-liberal policies, beginning to be implemented across the world, especially in the second half of the 1970s, have brought in a consumer culture. This change has inevitably affected Turkey. In this study, the effects on the perception of poverty on the impact in Turkey of neo-liberal economic system will be analyzed.

Paper ID: 1097

Youth voluntary activities in the cities in educational field: example of educational volunteers foundation of Turkey (Tegv)

Aslı Yönten
□ nci Çoban □ nce

Volunteer activities, which can be described as activities without demanding any recompense, has an important role in strengthening the social structure. Youth participation into voluntary activities makes them active in the field of social integration while contributing their personal development.Civil society organisations have a facilitative role in developing young people voluntary activities. Educational Volunteers Foundation of Turkey (Türkiye E□ itim Gönüllü Vakfı, TEGV) conducts its activities in educational field entirely by volunteers' support. Throughout Turkey, in 90 activity points, educational support is provided for children by 9400 active volunteers. While young volunteers find an opportunity to realise their social responsibilities by actively participating into projects, they also benefit from increasing their professional development, social responsibility and appreciation for the civil society organisations. In this way, voluntary action is encouraged along with raising consciousness of volunteering.In this study, youth voluntary activities with regards to education in Turkey will be discussed. It is also aimed to evaluate the contribution of young volunteers' activities to themselves in specific and to society in general. This study is based on local and foreign literature along with interviews conducted with the young volunteers and people in learning units.

Paper ID: 1285

Ideology of fascism and its body category

Elifhan Köse
Özgür Bayraktar

The body has been ignored as a notion that "presence with absence" in modern sociology and political studies long time. Modern philosophy that bases superior the mind than body and its reflections in political ideologies area may create a blindness that misses the importance of the body in emergence ideology and settle. The post-structuralist philosophers that express the indispensable position of body in the construction of "subject" also propounded the importance of body during construction of ideology and settle. Fascism references directly the body as "we and the others" separation by biologic factors. It constructs its policy through organic society connected with race. How does the body construct this ideology morphologicly. Where do the body and its features stand in fascist fantasy and construction of subject? Which body features do exist in founder feature? Which body features are ignored? The study will try to answer these questions by analyzing fascism as a political ideology.

Paper ID: 1053

Economic relations between Turkey and the republic of Moldova

Remzi Bulut

Republic of Moldova is located in Eastern Europe and the Balkans as geographic location and it has a great importance for Turkey. Moldova, that is a member of organizations such as Commonwealth of Independent States (CIS) and the Black Sea Economic Cooperation (BSEC), has an important quality in terms of economy as a transition place. It declared its independence on 27 August, 1991 after the breakup of Union of Soviet Socialist Republics and it was recognized by all countries of the world in a short time. Although there have been a number of political and economic instabilities during last twenty-three (23) years, it is an important country in the Balkans geography. Some agreements were signed between the Republic of Moldova and the Republic of Turkey, that is one of the first countries to recognize the independence of it. These agreements were based on cooperations in trade and economic and so on. relationships about mutual encouragement and protection of investments. This study includes general information about Moldova, economic potential, investment opportunities, and labor migration. Because of the fact that Moldova is an agricultural country, we focused on these properties and exported agricultural products. The macroeconomic structure of the country was examined and it was found out that it is similar to Romania which is a EU member. Moreover, recently developing economic relations between Turkey and Moldova were investigated in detail. General situation of Moldova's economic relations with Turkey and development process were investigated considering this information. In addition, the Gagauz who are our compatriots living in this country, has a special importance in the development of bilateral trade relations. The investments of Turkey in Gagauz Autonomous Republic and region's economic structure have been slightly mentioned.

Paper ID: 1138

G-20: a critical view and assessment of summit Australia

Celal Kızıldere

The aim of this study, to discuss G-20 countries theoretical framework and is now made up to assessment the summit.Was laid the foundation of the group in Fransa in 1975. Finance Ministers and Central Bank Governors wich community the G-20 countries, they have the common goal, to the instability in the world economy to finding a solution. In this context, has intensified studies especially starting in 2007 gained momentum in 2008, as a result of US-based global financial crisis.Have a truly impartial treated equally to the whole economics?, Is to GATT being complied?, Is protectionism stood? Is the United Nations can behave impartially?... In light of all these questions, to made has been studied, which of the G-20 last summit Australia assessment. For example, Objecting to the decisions taken in Australia, Russian President Vladimir Putin, has abandoned the G-20. Why? Because don't crush to weak (Ukrayna) statement said. Tenth of the G-20 summit will be held in Turkey in 2015.

Paper ID: 1228

The perception of poverty in the context of socio-economic factors

□ ansel Özpınar
Musa □ kizo□ lu
Mesut Çakır

With the globalization process, the meaning and depth of poverty have varied. Beyond being an economic problem, its being salient as a social problem caused the concequences of poverty to be reflected in every area. Poverty and exclusion in both developed and developing countries are the most important problems that should be coped with. The solution to these problems requires a multi-disciplined approach and it also makes it the understanding of the perception of poverty important. This study aims at presenting the perception of poverty in the context of different income groups through a survey study with 1110 people in □ stanbul, Ankara and □ zmir. In the study, the differentiation of poverty perception through basic socio-economic variables are presented by using the statistical analysis.

Paper ID: 1262

An investigation on the the relationship between real exchange rate, international trade and current account deficit in Turkey: a cointegration analysis for the period 1991-2013

Aslı Yenipazarlı
Arif Aral

The real exchange rate gains importance as an indicator of competitiveness of a country in international trade. Real exchange rate is a leading factor affecting foreign trade performance of a country. Exchange rate policies are important from the point of view of determining the value of currency initially as foreign trade policy instruments such as tariffs, quotas or subsidies. Since 1980 in Turkey exchange rate policies radically changed. These changes affected foreign trade. Changes in trade and exchange rate policies in developing countries increased international trade deficit with liberalization policies leading the country to be more dependent on foreign trade. Especially from 1990s parallel to economic growth various studies discussed foreign trade deficit and current account deficit in these countries. Devaluation of currency has been mostly used method for financing current account deficit. As a result of devaluation, prices of exported goods in international markets decreases and volüme of export rises. Moreover, prices of imported goods increases and total amount ofimports can be restrained. In this study, for the period of 1992:01- 2013:12 , the relationship between real echange rate index with foreign trade and current account deficit has been investigated. In accordance with liberalization policies after 1980, the evolution of real exchange rate, foreign trade and current acoount deficit are introduced.For the period of 1992-2013 monthly data are selected and the relationshipa of foreign trade and current account deficit with real exchange rate are tested empirically by using cointegration method.

Paper ID: 1263

Relationship between loan use and growth in Turkey

Tuba Turgut I□ ık
Fatma Esra Görmez

In this study, it is aimed to confirm the relationship between level of income and loan use and data of Turkey economy in 2003:1- 2012:4 is used. For loan use, monthly data published by Central Bank that covers housing, automobile and other loan and use of credit card is transformed into quarterly data. And for level of income, quarterly GDP data that is published by TUIK. In unit root test done by ADF test it is found that both of series are I(1). Short term relationship of variables is confirmed by granger casuality test and one way Granger casuality from loan use to level of income is found. By Engle-Granger co-integration analysis it is found that there is relationship between variables, that is variables are co-integrated. In set error correction model error term is found negative and statistically significant. Accordingly, 78% of deviance occurs in equality in current term is closed in next term.

Paper ID: 1100

Freedom in Spinoza

Yunus Bayrak

This study aims to analyze Spinoza, who is one of the most important thinkers of the 17th century, views concerning the concept of freedom. His views on the relationship between God and universe, freedom, and the way he takes into consideration these concepts are unorthodox. Spinoza tries to analyze freedom of human being claiming that absolute freedom belongs only to God as a singular self-subsistent substance. Possesing absolute freedom God acts and effects by necessity. On the other hand, human being could be free insofar as he becomes aware of the necessity of God. This study dwells on fundamentally two questions, namely. How is it possible to talk about both necessity and freedom at the same time? How is it possible to give human being free rein?

Paper ID: 1134

Turkey, in the grip of presidential and semi-presidential system

Mehmet Ülker
Volkan Tatar

Although political culture, which comes from the traditions of society and the combination of many items of culture, it always changes. The countries determine their own management system in accordance with their political culture. Reconciliation culture is one of the most important values of political culture. The system of management and reconciliation culture, affect and convert each other. In Turkey with the beginning of new changes in culture through time, a new environment has been created for the discussion of political system. In particular, parliamentary democracy practiced in our country created instability. It is thought that the solution for the instability will be provided by presidential or semi-presidential system giving strong power to the leader of ruling party. In both systems, even though significant measures were taken against the instability, these management systems need to have a suitable reconciliation culture in order to be successful as it is in the United States and France. If the community structure is incompatible with the system, various problems will arise. Accelerated work on a new constitution in Turkey in this debate can be explained by making comparisons on different examples and applications. By this work that we have done, we aim to investigate the features of presidential and semi-presidential systems, and application of reconciliation culture in those countries so that we can discuss the application of the reconciliation culture and systems to Turkey.

Paper ID: 1147

Women's perceptions of cartoons of the republic's first year: Zümrüd ü anka newspaper case

Mehmet Kaya
Meltem Acarlı

Cartoon has an important place in human life. Each stage of the life discussed in a humorous way, society is seen that brought in all kinds of events that affect the cartoon. The cartoon in Turkey's history dates back to the 19th Century last. Newspapers and magazines began withdrawing, humor continued with the publication of newspapers and magazines in the coming years. Perception of women in the early years of the Republic is also an important place in the cartoon. Overview of women's time that society has given to relations with various events. Papers topics selected as the Order of Zümrüd ü anka newspaper began to be published in early 1923 and continued publication of a period of about two years of life. Published two days a week this newspaper expresses the perception of women in society in a nice way. Papers will be discussed in terms of subject matter, it will eventually veriel place some determination and assessment of women's perceptions.

Paper ID: 1254

□ zmir's occupation in Kalpaklılar and Doludizgin novels

Mustafa Aydemir

It is a period in which □ zmir's occupation took place,the Turkish historical heritage has been destroyed and dark days were experienced. The mission of the novelist is to tell his thoughts without fear and to scream what he knows right. Those which were experienced during the occupation of □ zmir are mentioned widely in the novel in which the life's pulse is kept best among the genres. Although the number of the novels telling the occupation of □ zmir's occupation in Turkish literature isn't enough, they are significant in terms of reflecting the spiritof those days.The purpose of this study is to determine Samim Karagöz's style in depicting the human tragedy and the Greek cruelty. Moreover, another purpose of the study is to mention about what happened during the occupation and to examine the historical background of the novels which study the torture of the man to the man in detail with these novels written being inspired from the historical facts. Kalpaklılar and Doludizgin are extraordinary and interesting novels in terms of the Greek atrocities mentioned in terms of both the people and the places where the events took place and the historical facts which it is based on. In these novels the rewakening and rebirth of a nation starting from 14 May 1919 and extending to the 9 September 1922 are expressed in an epic style. In the novels based on the real events experienced, the problems □ zmir people suffered, their survival struggle are depicted. Within this concept, in the introduction part which consists of 3 parts, the novels which mention about this important event in Turkish literature, are mentioned shortly after mentioning about □ zmir's occupation based on the historical facts. In the first part, after mentioning about how the tension the rumour that the Greeks would land troops affected both the managers and the public and seperated them into groups, the developments after the troops were landed to □ zmir have been mentioned. In the second part, opponent activities which the occupation caused and the organizations have been mentioned. It has been mentioned how the soldiers and the people organized within the bounds of possibility and they confronted the enemy. In the third part, both patriotic indigenous people and foreign occupation forces take place on several occasions. These heroes have been arranged as positive and negative types. While the occupation forces are depicted as negative types, the Turkish soldiers resisting against the occupation are entioned as positive types.

Paper ID: 1265

Politics, ethics and values

Adviye Erbay

British philosoher Whitehead had said that whole philosophy of history consists of the footnotes to Plato. Since philosophy is considered to be the mother of all science, it would be obvious that it holds an important place for all sciences in general, but a sources of knowledge for social and human sciences specifically. The term "siyaset"(politics) comes from the Ottoman word "seyislik". (It means grooming the horses) This is a care procedure performed to tame the horses. Public profile of politics, on the other hand, is the art of governing. Politeia, Nomoi and Politicon had become comerstones for determining the needs of the state and the waysof governing the state. In Politikon's dialogue, government styles which Plato sees as corrupt or ineffective were critised. Unfortunately, this list includes democracy as well. According to Plato, people live by their ambition in excitements in democracy. Also, it was the "Athenian Democracy" that condemned Socrates to death. In the system he created by observing his teacher and/or mentor Socrates, Plato sees people as prototypes of the state. In this context, he tries to understand and explain how righteousness (or fairness) manifests in single human being. Thus, for Plato, the ultimate value is justice, both for human beings and for the state.Values scales are formed according to this belief .As ages tum, different utopias were emerged and had promised heaven on earth.

Paper ID: 1004

Effects of aging on beliefs about memory, metacognition and actual memory performance

Metehan Irak
Dicle Çapan

There are two goals in the present study. First goal is to investigate the effect of aging on the relationship between beliefs about memory and actual memory performance. Second goal is to test age differences on beliefs about different aspects of memory and also prediction and postdiction of actual memory performance. 166 (18 to 89 years; 98 female, 68 male) individuals participated in the study. Different measures were used to measure beliefs about memory, metacognitive beliefs and actual memory performance, namely, Personal Beliefs about Memory Instrument, Belief about Memory Questionnaire, Meta-Cognitions Questionnaire-30 Form, Serial Digit Learning Test (SDLT), Wechsler Adult Intelligence Scale Vocabulary Sub-Test, and Episodic Memory Task. Results showed that age main effect was significant on beliefs about memory variables, namely retrospective change, prospective change, control, future control, and specific memory ability factors. For all significant results, middle-aged group has more positive beliefs than older adult participants. Also, recall postdiction, recall, recognition prediction, recognition, SDLT total score, and WAIS vocabulary total score was significantly affected from aging. Thus younger participants showed better performance than middle-aged and older participants in all variables. We discussed the results with reference to the literature of aging effect on the relationship between memory beliefs, metacognition, and actual memory performance.

Paper ID: 1035

The role of affectivity on perceptions of needs-supplies fit and job satisfaction

Doruk Uysal Irak
Janet Mantler

Despite the importance of personality in terms of its interaction with the work environment and its influence on organizational outcomes, there is relatively little research regarding how different traits could influence individuals' perceptions of their fit in the workplace. Affectivity has an influence on several job attitudes such as organizational commitment, intention to quit, job satisfaction or burnout (Connolly & Viswesvaran, 2000). People who are high in negative affectivity have a negativistic cognitive style (Watson, 2000), which leads to more negative attitudes compared to people who are low in negative affectivity. On the other hand, people who are high in positive affectivity are more positive toward their environments, which leads to more positive outcomes in measures of attitudinal variables (Watson, Clark, & Carey, 1988). The present study investigated the role of positive and negative affectivity on perceptions of needs-supplies fit (i.e., the perceived fit between individual needs and conditions supplied by the organization) and job satisfaction. Participants were 350 people (41% male, 59% female) working either full-time or part-time in Canada and the USA. The results of a 2X2 factorial MANOVA (positive affectivity: high/low X negative affectivity: high/low) supported our hypothesis; employees who had high positive affectivity and low negative affectivity reported significantly higher levels of needs-supplies fit and job satisfaction relative to employees with low positive affectivity and high negative affectivity. Results are discussed in the context of the relation between characteristics of workplace and job satisfaction.

Paper ID: 1037

Relevance vs. valence: directed forgetting in sub-clinical checkers and washers

Metehan Irak
Dicle Çapan

It remains unclear whether valence or personal relevance is the basic factor for memory bias in obsessive-compulsive disorder. The main goal of the present study is to investigate memory bias in sub-clinical checkers and washers. A directed forgetting paradigm, in which participants were instructed either asked to remember (R) or forget (F) a list of words, was used. The list consisted of neutral and symptom-relevant words. Recall and recognition performance was measured for all items. Results showed standard directed forgetting effect in all three groups. The sub-clinical individuals recalled more of the symptom-relevant items they were asked to forget than the control individuals. Also, checkers showed higher levels of memory bias for checking items than washers, similarly washers showed higher levels of memory bias for washing items than checkers. Our findings support the existence of memory bias for symptom-relevance rather than the valence of the items.

Paper ID: 1130

The perspectives of teacher candidates on the use of augmented reality technology in science education courses

M. Tuncay Sarıta□
□ brahim □ enocak
Ali □ hsan Ba□ aran

Augmented Reality (AR) technology has commonly been recognized as one of the powerful future technologies that combine the real and virtual realities by adding virtual objects on the user's nearby environment. With rapid advances in technology, augmented reality technology has now become more available and affordable in educational contexts. The utilization of this technology in learning environments could have positive contributions not only to the ease of teaching but also to the meaningful learning experiences. AR provides new instructional techniques and methods particularly for the courses including lab activities or experiments that are difficult to apply in real settings (e.g., Chemistry and Biology). In this study, a learning material based on Augmented Reality technology was created to teach the subject - "Cell Organelles" for Science and Technology course at secondary schools. This learning application could be used in various platforms such as mobile devices, namely tablet PCs and cellular phones as well as personal computer platforms. The seminar about the introduction and use of this AR learning material was given to the biology teacher candidates. In this study, the perceptions and evaluations of teacher candidates about AR learning material were collected through semi-structured interviews by addressing four categories: the use of innovative technologies in education, the contribution of AR technology to science and technology courses, the effect of AR application on meaningful learning, and the integration of AR into science education.

Paper ID: 1197

Concept of ugly/abject in recent Turkish cinema: unbeautiful is aesthetic?

lknur Gürses

As Bakhtin and Kristeva emphasized the modern western body is the project of the Englihtment Era. Thus, the complete, linear and unite body of the Englightment is an outcome of Apollonic discourse which is the cultural discourse itself and always in a dichotomic relationship with the Nature. All the grotesque and abject situations of the body is metaphor of the nature and they transgress the borders of the Englightment's organised and reproduced body. In other words, grotesque and abject/freak body images are the transgressive ones which are the other of fictive cultural body. In this study, will be focused on the Ugly/abject body images represented in the recent turkish cinema to excess the borders of Cultural/Apollonic Discourse. Samples from films shot after 1990's will be analyzed within the framework of Kristeva and Paglia's definiton of ugly and unbeautiful using the theory of Foucault and Nietzsche.

Paper ID: 1208

Supporting students' scientific argumentation in technology-enhanced learning environments

Hale H. Üstünel

Argumentation is an important skill in everyday life since people are usually faced with situations in which they have to decide on which action to take based on evidence. However, constructing arguments is difficult for students because they have difficulty in knowing what counts as evidence and in justifying their claims with evidence via warrants. In response to this, researchers and practitioners over the 20 years have developed technology tools and designed technology-enhanced learning environments both to support and teach argumentation. The purpose of the study was to analyze the effect of various scaffolds on 41 middle school students' argumentation in a technology-enhanced learning environment was analysed. Design-based research design was used in this study.

Paper ID: 1297

Autonomous facades - seperation from architectural design

Duygu Koca

Today, the living environments of people are constituted by the dominance of curtain wall facades. Curtain wall, the first examples of which have been emerged in Bauhaus since the beginning of the 20th century, undergone many changes in time both technically and in use. Together with these changes, facades have been separated from both the structural system of the building and the architectural design intention of the architect. In other words, facades have acquired autonomous character by the development of technology and the emergence of new architectural styles. Thus, the images of the cities have been generated with the dominance of these autonomous facades. In the light of this concept, the study aims to examine how the formation of architectural façades, that is, the interface with a dual response both to interior functioning and to the exterior urban fabric, is separated from the totality of architectural design by new technological developments and design intentions by using a case study methodology. This aim is accomplished in three sections, respectively: analysis of the façade, the properties and autonomization process of the façade in time and examining the façade formation of the high-rise office buildings in Maslak area in □ stanbul by visual analysis methods.

Paper ID: 1019

University of basic skills and strategic value of a model for the source based be measured trial

Orhan Elmacı

Map of universities in determining the future of the country has a strategic location that is an undeniable fact. The future of the country , both locally and on a global basis in the construction of both social and economic , which has a very important function as universities, as well as performing scientific activities of the country , the fundamentals is vital cultural production . University of asymmetric plane instead of scientific and creative cultural production, Due to the deprivation of thinking skills, social lighting functions are forced to fulfill adequately. With this study, State Universities in Turkey are increasingly resembled each other for each of the basic capabilities of a university can create their differences on the design of strategic value to create a directory. This study of the social reality of college to pursue their own culture and insensitive to the problems of alienated, opposite - communities/ individual against the form of raising the resource - based approach to modeling a national aims. That the resource-based modeling, scientific and creative culture in the creation of conceptual - theoretical and the real point of going to the enriched moves in a dialectical and aims to put forward arguments based evaluations .Scope of the research ; Dumlupınar University conducted a survey on stakeholders and the resulting data using SPSS software , statistical analyzes were interpreted. Analysis of the respondents, as for Dumlupınar University; corporate identity scientifically, to education, quality education , research , studies focused on important social issues found . In addition, participants educational function -oriented strategic values of the university in the future primarily saw and especially the newly established state universities core capabilities and strategic value of the resource -based model to reveal a sample to be a model country in terms of our useful will have consequences.

Paper ID: 1229

Socially disadvantaged children's perception of family

Remzi Aydın
Hatice Bekir

Family is an institution that meets the economic, social, cultural and psychological needs of its members freely, transmits the cultural norms and the values to the child, prepares the child for the life and provides the continuance of the generation in a healthy way. However, the development of the children who have grown up in a socially disadvantaged family is adversely affected due to lack of education, poverty, marital disharmony, etc. Throughout the community these children are vulnerable to risks. This consideration is supported by the idea which suggests providing protective factors against risk factors arising from family, school and environment that exist in Bronfenbrenner's microsystem of ecological systems theory. Determining how the child perceives the family is essential in providing protective factors. Therefore, this research has been planned and conducted with the aim of revealing the children's perception of family, who have no strong life bonds economically and socially.The phenomenological approach which is a qualitative research design has been applied in this research. The working group of the research has been selected through the homogeneous sampling method which is one of the purposeful sampling (criterion) methods. The selected working group consists of 15 first grade students attending a school, in which there are also socially disadvantaged children, in Gölba□ı district in Ankara. The data has been gathered from the working group by using the demographical questions prepared by the researchers in addition to the questionnaires consisting of semi-structured questions and by having face to face in-depth interviews. Descriptive analysis and content analysis, which are qualitative data analysis, have been applied in the data analysis process. In compliance with the concepts inferred from the data, themes for each opinion have been constituted by combining the opinions for each question with the separately coded common statements. The statements of the participants that constitute these themes have been shared directly as quotations. The research findings have been discussed and some proposals have been suggested in the direction of results.

Paper ID: 1296

The perceptions of students towards the success rate in LPT (Licence Placement Test)

Nejat □ ra
Yusuf Bayraktutan
Nuray Oakley
Ali Aksu

It is quite important for our country and our education system that our students are successful at LPT and they get into universities. However, the university entrance examinations have been argued for a long time. The demand of the students at secondary schools and their parents to get the chance of getting into universities is one of the reasons. The purpose of the research: What students think about determining the problems in the education system and solving these problems is really significant. Their opinions about encouraging the success rate at LPT should also be applied. And the aim of this research is to determine the perceptions of students towards the success rate at LPT.Method:The sample group consists of 1687 students having education at 36 state schools in Kocaeli Province in 2012-2013 Academic year. For a more detailed statistics; 365 (%21.6) of the students in the sample group are in their ninth grade; 295 (%17.5) of them are in their tenth grade ; 437 (%25.9) of them are eleventh and 590 (%35) are in their twelfth grade.The results:Students' evaluation for universities sub-dimension; The highest rate (4.24) goes to the following statement : ' Students at their final grade should solve tests for university entrance examination instead of preparing projects or performance assignments.' And the lowest rate (1.16) goes to this statement; 'My parents do not like my reading books and studying.'The arithmetical average of the students' perception about university sub-dimension is 2.69. This means :' I am indecisive. '

Paper ID: 1305

Importance of positive psychology in the field of educational administration

Aydan Cilasun
Hasan Arslan

In this study it was aimed to discuss the relationship between educational administration and positive psychology. Positive psychology is the branch of psychology that uses scientific understanding and effective intervention to aid in the achievement of a satisfactory life. This particular area of psychology focuses on how to help human beings prosper and lead healthy, happy lives. While many other branches of psychology tend to focus on dysfunction and abnormal behavior, positive psychology is centered on helping people become happier. While development of positive psychology goes forward, it provides substantial contribution many fields. One of these fields is Educational Administration. The most important justification for this study that foundations of educational administration has been perceived as technical-mechanical area and human features have been ignored. But in recent years, human features, needs and feelings have been taken into consideration in organizations, humans have been thought as precious individuals and it has been started to take advantage of positivist psychology in educational administration area.

Paper ID: 1081

Perceptions of female prisoners on violence against women and honor killings

Mehmet Kayhan Mutlu
Gaye Barı

This study has been conducted in order to understand perceptions and attitudes of female prisoners towards violence, violence against women (VAW), and honor killings. For this aim, a face-to-face questionnaire on 134 offenders out of around 350 women and in-depth interviews with 22 female offenders, who committed different types of crimes, was conducted on voluntary basis. As is known, 21st century societies have been aiming at increasing the quality of life by institutionalizing universal values such as democracy, human rights, and equality. As is also known, within societies, where oppression and inequality are dominant, mentioning about qualified life styles has become impossible. In this sense, /male-dominant society seems to be one of the major negative factors in raising healthy generations in terms of physical and psychological aspects within the family that is one of the most crucial institutional structures. Patriarchal social structure serves to neglecting women's rights both at home and outside the home and this gender discrimination in all spheres of social life results in women's subordination economically, politically, sociologically, and psychologically. These victimizations of women in male-dominant societies have been pushing many victimized women into committing several crimes. This research attempted to explore perceptions of female offenders on especially VAW, who are victims of such violence and who committed crimes as a result of this victimization. During the conference, research results of conducted 134 questionnaires and 22 in-depth interviews would be presented including the data about profile of female offenders, and their attitudes towards VAW and honor killings.

Paper ID: 1092

The thinking about court testimonies of sexually abused children victims

Ayça Demir Gürdal

This study,is a part of the work aims to reveal the problems that face the authorities whose roles and responsibilities defined in the Child Protection Law, enacted in 2005, and the rights and well-beings of child victims of sexual abuse whether taken into account in the context of the Law or not. The work has began in 2014 in Zonguldak and it is a qualitative study based on interviews with the authorities such as social workers, lawyers, prosecutors, police officials defined under the Law. Discussions are underway with the relevant authorities. This study aims to uncover the dualities of authorities' opinions about sexually abused children who testify in the court. In sexual abuse cases, the expressions of child victims of sexual abuse about the incident and the perpetrator (s) are assessed in two opposite ways. Firstly, the expressions are assessed based on children's capable and accountable actors that asserts by 'New Childhood Sociology' and secondly, based on some suspicions about the children have not yet to completed the development stages. Children testify about abuse they have suffered is important. However, considering the opinions of the authorities, it is seen that expressions of the children are evaluated at different points by the authorities and also are questioned the legal system to be helpful in unfolding. Study with this aspect aims to evaluate the child witnesses based on sexual abuse cases, the sociology of childhood and within the legal system.

Paper ID: 1137

A Sociological analysis of social discrimination against widow and divorcee women: Kahramanmara case

lbey Dölek

This study aims to identify social discrimination and negative attitude towards widow women whose husbands are deceased or who divorced their husbands in Kahramanmara Centrum where a traditional social structure prevails. They were interviewed to analyze the social pressure and problems related to their family, workplace and vicinity and offer a number of solutions based on this analysis. Observation technique was used to identify widow women's various problems. These observations indicate that society maintains a negative attitude towards these women. This study is qualitative and data collection techniques are literature review and interview. 14 different women from different professional, age and social groups were interviewed in detail at different times. These widow women from different vicinity and professional groups gave similar answers to the questions. It is observed that they were subject to a similar pressure because they lived in the same society. Widow women do not face extensive pressure when they can earn a living and are supported by her family. Her friends' attitude is also shaped by her financial status. People do not even visit widow women who are in financial difficulties. While the word 'widow' is not used for men who divorced their wives, it is used for women who divorced their husbands. Some women spoke whispering when their families were at home during the interview. These women tried to hide their divorce or their husband's death for a while in their workplace and vicinity. Young widow women experience more social pressure compared to middle-aged widow women.

Paper ID: 1281

The sociology of entrepreneurship and women entrpreneurs

Suna Tekel

Women, who make up half of the world's population, have benefited more than men from the progress in economic and social development in the last three decades. Nevertheless they continue to be overrepresented among the world's most vulnerable groups, as access to resources and power remains highly skewed towards men. Gender equality is a goal in its own right but also a key factor for sustainable economic growth, social development and environmental sustainability(Kumar2014). In this article, women entrepreneurs in the world and in Turkey, will be analyzed in terms of the basic theories of entrepreneurship sociology.

Paper ID: 1120

European Union and Turkey's agricultural policy

Mesut Do□ an

During the present and future negotiations with the European Union (EU), agricultural issues are/will be among the most crucial and cumbersome items that Turkey will be suppressed by and have to deal with. Many harmonization items will surely apply to Turkey meanwhile. Particularly, there are some differences, such as agricultural structure, regulations, expectations and practices, and it seems that related problems are prone to increase as the harmonization process is prolonged.Over hundreds of years, agricultural sector has been suffering from many untangled issues caused by political, social, financial and cultural matters. Every arrangement and restructuring effort forms the basis of Turkish agricultural policy. From the establishment of the Republic onwards, many policies have been produced to support each and every step of agricultural activities. However, efforts to develop Turkish agriculture have fallen short. In that case, it is having difficulty satisfying the requirements stipulated by the EU agricultural policies. Any difficulty likely to occur would mean a serious problem that would possibly jeopardize Turkey's full membership. In this sense, the EU has always expressly stated that agricultural harmonization is and will be a sine qua non for Turkey's full membership. From time to time, exclusion of agricultural issues from the harmonization agenda has been proposed and discussed. But what is well-known is that greater effort has to be exerted to accomplish Turkey's agricultural harmonization.

Paper ID: 1121

Populational movements in Turkey: internal migrations

Özlem Sertkaya Do□an

Migration is referred to as the movement by people from one place to another in order to live temporarily or permanently in a new location.
The desire to move to more favourable places to find jobs, earn a livelihood or have better living conditions underlies the migration phenomenon. From this viewpoint, it can be asserted that people migrate out of necessity rather than for pleasure.Migration is closely related to and highly influential in social, cultural, financial, and political components of a community.Migrations typically occur from rural to urban, rural to rural, urban to urban and urban to rural areas. In Turkey the flow is mostly from rural to urban and urban to urban areas. Urbanization gained momentum thanks to industrial developments in Turkey, which in return boosted migration rates. Since 1950s, migration has been gradually increasing. Then direction of the flow was from rural to urban areas due to the effect of industrialization and urbanization, whereas it primarily occurred from urban to urban after 1980s. Populational movements caused by industrial activities after 1950s resulted in the rapid discharge of human population from rural and in a population boom in urban areas, which gave way to uneven distributions in rural and urban areas and caused heterogeneous demographic patterns. Only if rural conditions are ameliorated and a more prosperous life is established through investments can this irregular distribution be sorted out.

Paper ID: 1143

Influence of colonial heritage on the politic and economic evolution in Africa

Gaye Altuner
Volkan Tatar

The first steps towards to colonialism; starts with geographic discover and it changes face of the world in short time. Colony is occupy foreign country, slaughter of society or be enslavement,foreign powers confiscate of underground source and above ground,after they take their country this sources.In history if country want to big power they must established the colony,gain the territory after they they could big power.They need this condition. Africa was enslaved over 3 centuries in that way. In African continent against colonialism nationalism idea was devoloped by nationalist people.□ n 20.th century and after the world war 2. people use this slogan; "We as a tribe must die to be reborn as a nation".With this slogan nationalism was developed and after african country gaining independence took place among world countries. Despite the independence of African countries the coloniel heritage continue in african continent. Colonial legacy in Africa's most important political effect to the realization of the concept of nation-states will not allow the social disintegration that is why.This situation deep extent of damage and causes be unstable structure.The economic influence is important for use of source.Now colonial countries are economically dependent to big powers.If colonial countries want to get rid of colonial heritage,they need to give weight to the economic sphere.When look geopolitically,big power shift this continent because african countries have lots of underground source and above ground sources.If they gain their independence about economically ,they will eliminate both economic and political influence.Because economy and politics are connected each other.

Paper ID: 1301

An evaluation of the potential of selçuk (izmir) for alternative tourism and suggestions for tourism planning

Vedat Çalı kan

Located in the section of the Küçük Menderes basin which leads to the sea, Selçuk has drawn attention as an important center for culture and trade throughout history also with the contribution of its favorable geographical location. This famous seaport of the past, providing a connection between the eastern and western worlds, is carrying on this function via tourism today. As a place which has joined ages, religions, and civilizations, Selçuk is virtually a chronological scene of the cultural history of western Anatolia. Adorned with the unmatched works of art belonging to various civilizations of the past, Selçuk has also acquired rich attractiveness with the House of Virgin Mary as well as the churches and mosques of historical importance that qualify as the moral heritage of the faiths. Since historical attractions assume the fundamental role in tourism in Selçuk, tourism intensifies in specific periods of the year. Accordingly, the problem of seasonality in tourism has gained a clear character. However, the climatic conditions offer favorable conditions for visits by tourists and resting in Selçuk throughout the year. Furthermore, Selçuk has quite rich potential for alternative tourism. Nevertheless, the providing of tourism with this potential has been delayed because this potential has remained under the shadow of historical splendor and attractions. With this study, it was aimed to highlight the potential of Selçuk for alternative tourism and some opportunities for tourism which seem to have been neglected. In Selçuk, the well-preserved natural conditions of good quality offer very good opportunities for various nature-based types of tourism (e.g. lake tourism and ornitho-tourism). Besides, the opportunities for event tourism, congress tourism, and sports tourism also qualify to support the diversification of touristic products. It is evaluated that with the development of alternative tourism in the locality, both there will be increases in the number of visitors and the extension of accommodation periods of visitors in Selçuk will help with a balanced distribution of tourism to all seasons.

Paper ID: 1026

An investigation on the relations of 500 largest industrial organizations with the media

Feride Akim

Relations with the media are one of the essential areas of public relations discipline. Corporations, nowadays, have the chance to present up-to-date, easily accessible and wide information to the members of the media via internet. Corporations may share informative materials such as their history, their business segment, annual reports, product information, organization chart, list and resumes of senior managers, important speech texts, press archive, up-to-date press bulletins, press releases, contact lists, corporate publications (corporate magazine or newspaper), photo gallery, statistical data, graphical and photographical materials by establishing a press-room on their websites. Members of the media may use these materials whenever they need and they write their news accordingly. The aim of this study is to define to what extent large industrial corporations utilize internet while conducting their relations with the media and to reveal what kind of informative materials they allow for press on their websites. In this context, an investigation was carried on the websites of the corporations which are lined up as the findings of ICI's (Istanbul Chamber of Industry) Study of 500 Largest Industrial Organizations of Turkey 2013 and the informative materials that these websites provides with the members of the press are identified.

Paper ID: 1043

Advancement of the awareness of social responsibility at universities: a research on a lesson of "social responsibility campaigns" at Ba kent university

Senem Güngör

The concept of social responsibility's (SR) recent growth and popularity is a reasonable beginning point of this research. The high ranking of corporate social responsibility (CSR) on research agendas appears to be reflected in theoretical and managerial discussions highlights that CSR has moved from ideology to reality. Today, many organizations in Turkey increasingly adhere and demonstrate their CSR activities to position their corporate image in the eyes of consumers and other stakeholders through using media. Many consider that it is necessary for organizations to define their roles in society, they have to apply social and ethical standards to their businesses. Although CSR now appears as an important dimension of contemporary business activities, the theoretic and practical aspects of developing a CSR orientation within an organization have emerged only recently in the academic studies. At this point, this research analyzes the beginning point of the awareness of SR in the society: Education. Creating these awareness, universities has an important role in the development of social, cultural and economic responsibilities. The models and suggestions that they create help to raise the living standards, public awareness and compromised community activities at the societies. This research focuses "Social Responsibility Campaigns" course at Communication Faculty, Baskent University. The course illustrates the resolution about social responsibility (SR) integration and development through real life projects. The approaches of the course ensure the integration of SR into the organization's culture and strategy. At the end, this research states the need for a systematic, interdisciplinary course designs on SR at universities.

Paper ID: 1209

An exploration of the double standard and mother-adolescent sexual communication for premarital sexuality

Melisa Ebeo□ lu
Rah□ an Balamir Bekta□
Eda Karacan

Social environment and family context exert substantial influence on adolescent sexual behaviors. These influences are especially important to examine in countries undergoing rapid demographic and social change. Parents' values about sexuality and about premarital sex play unique roles in the development of adolescents' sexual attitudes and behaviours. Sexual double standard suggesting that premarital sexual behavior is more permissible for males than for females also influences sexual socialization, especially among adolescents. Little is known about how adolescent communicate about sexuality with their parents and the influence of personal or perceived social attitudes toward premarital sexuality in an intergenerational perspective. Thus, the main aim of the current study is to investigate the double standard in attitudes toward premarital sexuality and the relationship between mother-adolescent sexual communication. Data: 95 Turkish female and male young adults, aged 19-28 years, and their mothers were recruited for this study. Data were collected through self-report questionnaires including "Sexual Communication and Approval Scale", "Sexual Attitude Scale", "Indicators of a Double Standard and Generational Difference in Sexual Attitudes" and demographic informations. Results: Data have still be on the analysis phase.

Paper ID: 1299

A field research on the brand perception of internet and social media applications

Fatma Kamilo□ lu
Özge Ulu□ Yurtta□

To create a brand and value of the brand has turned into an extremely significant competition among foundations. The brand value that is analysed both on the financial gounds and the consumer basis consists of the total values identified with the brand itself. Today social media, under the usage of great many users, is becoming one of the root elements for marketing strategies of brands. A lot of brands carry out operations tending to create long term trends through social media which has the overwhelming power of global communication. The purpose of this work is to put forth the place of social media being a brand within itself and social media applications over the perception of young people. Among the service brands, with over billions of users, social media and its aplications have become "a brand" within itself as well. In this research prepared to determine the brand value of social media, the brand value has been evaluated cognitively following a field survey applied on high school students in Istanbul/Turkey (n:1498), which was evaluated putting its basis on root ingredients such as how known the brand is, how liked it is, how dependable it is found, how pleased its users are, how much it is recommended.

Paper ID: 1155

The relationship between social anxiety, quality of life, cognitive aspects and culture tendency in two different cultures

Saleh Alkhathami

The aim of this research was to investigate the level of self-reported social phobia in a community sample of Saudi and British adolescents and the relationship between social phobia, cognitive aspects, quality of life, and culture tendency. This study was a school-based cross-sectional study. All scales were cross-culturally adapted by the translated and back-translated recommended method. No significant gender difference in the SAS-A total score, fear of negative evaluation and social avoidance and distress-New points was found. Comparing the SPIN scores, Fear, Avoidance and Authority Problems for boys and girls found that boys reported higher in SPIN total, fear and avoidance than girls did. SAS-A scores were higher in those with a low socioeconomic level. The result of this study showed that social anxious symptoms among Saudi adolescents were more severe in boys. Result found that adolescents without social anxiety scored on quality of life and its sub-scales more than adolescents with social anxiety as measured by ASA-A. Saudi adolescents reported more social phobia than UK adolescents did. However, UK adolescents reported more fear of negative evaluation than Saudi adolescents did, whereas Saudi participants reported higher levels on the SAD-General.As the impairment in the social phobia was reported to be quite high, professionals and teachers in educational institutions need to be aware of signs of social phobia in adolescent's settings, so that effort can be offered to overcome the difficulties that social anxiety can cause.

Paper ID: 1094

The comparison of the SWOT analyses of the provinces directorates of the national education

Sibel Ta□ cı

The word "strategy" is originally a military word. Although it is originated as the military, it is started to use in other areas especially in administarion which is in effort to constant self-renewal and development. Strategy is a comprehensive plan or model of the main goals, politics and actions of an organization. It is possible to claim that, a well formulated strategy helps the organization to allocate and order its resources in the cases of internal sufficiency and shortcomings, expected environmental changes and possible actions of the rivals. The term is started to use in the administration ares in the second half of the 20th century. Education strategy can be described as aims, objectives and tasks which defines what the educational institution is doing or wants to do, what kind of an institution or wants to be and the methods required to accomplish all of them. It is indicated the the process of the strategic administration basically includes three main stages in the literature: strategy production, application and srtategic learning. One of the sub-stages of the strategy production stages is the SWOT analysis process. As all the other institutions in Turkey the directorates of national education have to make strategic plans. They try to detect successes weaknesses of provincial directorates and opportunities and analysing curretnt situation and making future plans with the help of these plans. Our country includes many differencies in varied areas in the contex of geographic, economic and political conditions. Despite all these differences, what are the common aspects of the SWOT analyses which are arranged by the Provinces Directorates of National Education. The purpose is to compare the SWOT analyses of the provinces directorates of the national education and to detect the comman aspects in the strong and weak features, opportunities and threats. It has been reached to the strategic plans through the formal web sites of the 81 provinces directorates of national education, it has been classified the strong and weak features, opportunities and threats of the SWOT analyses, afterwards it has been tried to detect the common aspects according to these classification.

Paper ID: 1273

Developing a school reputation scale

Aslı Orcan
Ali Aksu

The research aims to improve the scale of school reputation. The studies of reputation conducted on mostly about the field of public relations, management and for profit oriented organizations (Sakman, 2003; Alnıaçık 2011; Çiftçio□ lu, 2008; Durmaz, 2010; Aydemir, 2010; Ero□ lu ve Solmaz, 2012). On the other hand, it is seen that the studies to determine reputation of nonprofit organizations are really limited and the existing ones are mostly about universities (Altınta□ , 2005; Özalp ve di□ . 2010; Oktay ve Çarıkçı, 2012). It is thought there is a need to improve a scale reputation which is different from Western cultures and their education system. While defining the items of school reputation scale, the related scales were searched (Karaköse, 2006; □ cil, 2008; Skallerud, 2011; Badri 2014) and teachers' opion were taken. As a result of evaluating teachers'opion and reviewing the related literature, a pool is created which consists of 61 items. 61 items were reduced to 55 items by getting opion of experts. The scale was conducted on 321 teachers who work at Anatolian High Schools in □ zmir. Exploratory factor analysis is done to analyze data and SPSS 15.0 is used. The scale of school reputation which consists of 3 sub dimensions are improved. The process of naming factors and confirmation of analyzing factors is in progress.

Paper ID: 1307

The comparison of asian tigers' (Taiwan, South Korea, Singapore and Hong Kong) education systems

Erkan Kıral
Mehtap Totur

Taiwan, South Korea, Singapore and Hong Kong, known as Asian Tigers or Asian Dragons, symbolize the economic power of Asia. These nations and areas were notable for maintaining exceptionally high growth rates and rapid industrialization between the early 1960s and 1990s. Of these nations and areas, Hong Kong and Singapore have become world-leading international financial centers, whereas South Korea and Taiwan are world leaders in manufacturing information technology. These countries have developed by means of their intellectual capital.
Human capital in transitions of these countries from the undeveloped agricultural society to developed industrial and the knowledge based society and their rapid growth has played a significant role. They have also spent a great amount of money on education and providing skills. They have increased the quality and the amount of human capital via education and consider education as an investment field. These countries have finally felt the positive result of these applications and policies. In this study, education systems of Taiwan, South Korea, Singapore and Hong Kong–the four Asian Tigers- which have significant roles in the world economy have been analyzed by using the document analysis method. Furthermore, the curricula at all levels (Pre-school Education, Primary Education, Secondary Education, Higher Education, Vocational and Technical Education and Special Needs Education), educational statistics and finance in education in these countries are also included in a comparative way in this study. A comparative point of view has been put forward for the researchers in this field of study.

Paper ID: 1308

The analysis of secondary school students' reasons of absence

Erkan Kıral
Tolga Akagündüz

In this research, of which aim is to reveal the causes of student absenteeism in secondary schools phenomenologial design, one of the qualitative research designs, is used. The study group in this research consists of the top three primary schools which have the most absent students (over 20 days in an academic year) in the Aydin and these schools are located in the towns called Söke, Efeler and Koçarli. The schools within the frame of the study are selected through criterion sampling, which is a type of purposeful sampling method. All absent students in these schools are aimed to be included in the study on the other hand, but 71 students participated in the research on a voluntary basis and consequently, this group of students forms the study group of the research.Data collection tool in order to collect data of the study developed by the researchers is used. Data collection tool is applied -before the practice- on two absent students from each school where the practice will be applied. According to the feedback provided by the students, the researchers formed the final data collection tool. Data collection tool is applied to the absent students in face to face meetings by the researchers. The data obtained from the study group is examined by using qualitative research analysis techniques. The resulting data is divided into themes and sub-themes and is assessed as frequency and percentage. At the end of the research, the causes of absenteeism of students who are absent are defined in four main themes as family, personal, health and circle of friends. Being forced to look after siblings at home, being forced to work as a seasonal worker and etc. are examined as sub-themes of family reasons; disliking school, having difficulty in lessons, not wanting to go to school and etc. are examined as sub-themes of personal reasons; diseases requiring continuous treatment, periodic diseases and etc. are examined as sub-themes of health reasons; and finally going to the internet cafes, doing different activities instead of attending classes and etc. are examined as sub-themes of reasons of circle of friends. The results of the research reveal that the leading cause of absenteeism is family reasons. Personal reasons, health reasons and reasons of circle of friends are listed respectively. The findings of the research and the ecommendations have been handed over to Provincial Directorates of National Education of towns where the research is conducted.

Paper ID: 1193

A new social class in the Russian society: the new Russians

Murat Uluo lu

The New Russians is a new social class appearing in Russia's changing political structure after the division of the Soviet Union. This social class is consisted of individual entrepreneurs outing in a new economic system developing after Russia's passing to free market economy. The expression of 'The New Russians', which characterizes a definite group in The New Russia's new socio-economical system, is a western-rooted term added to Russian through English. Those people, who take attention by getting richer immediately and with their life styles differing sharply from the socialist system, are the most crucial actors of Russian economy. The New Russians is very similar to western business men in various aspects, but in fact it is an original group that is formed according to Russia's internal dynamics developing after the Soviet Union. In addition, there are some arguments on whether The New Russians is the continuation of Czarist Russia's merchant class. In fact, the New Russians has the same background with the people of Russia's other social classes. The present position of those people who grow up in Soviet Union's ideal social formation, which is without class distinction and bound to individual equality, draws attention in many aspects. The relationship between the New Russians and senior party managers of the Soviet Union has been argued also. The New Russians makes difference in themselves from the socio-cultural aspect, too. These differences are seen on the education the group receives and the working fields they participate. Similar social classes and new class denotations made with the adjective 'new' are recognized in the other republics detached from the Soviet Union. In this study, firstly the rise of the concept of 'The New Russians' and its meaning attributed to it will be examined from the historical aspect. Additionally, the social structure formed by the New Russians will be evaluated and the position of this group in today's Russia will be discussed in various ways.

Paper ID: 1198

The case of social exclusion in the context of the crisis and restructuring of the welfare state

Pınar Kaya Özçelik
Mirace Karaca

The concept of social exclusion has been conceptualized in the context of the crisis of the welfare state in Europe in 1974. The widespread use of the concept however, awaited its outburst in the early 1990s. Particularly since the prevalence of neoliberal policies on a global scale after 1980, the serious erosion of the welfare state has led to a rapid increase in unemployment and poverty. Together with the neoliberal policies, the introduction of post-fordist flexible forms of production have deepened and disseminated unemployment and poverty. The concept of social exclusion related to poverty and unemployment has been in the agenda of the European Union since the 1990s, and it is one of the central cases of social policy development efforts on platforms from various nations aiming to prevent the process. Since the stage that prepared conditions for the emergence of the concept was the crisis of the welfare state, this determined to a large extent the contents of the term and it has also led it to be considered relevant to the poverty debate. Though the concept of social exclusion covers the term of poverty, it cannot be reduced directly to mere incidence of poverty. The concept of social exclusion in relation to poverty and unemployment represents a multifaceted condition of disadvantage with economic, social, cultural, and political dimensions. Social exclusion, with its all aspects that can be observed by the real signifiers of health, living conditions, education, and housing is one of the most significant phenomenon of today.

Paper ID: 1249

Effect of gender on women's social capital production in work life

Maide Gök

The purpose of this study is to reveal how gender influences women's social capital productions who participate in employment field. Durkheim's idea of social order and integration forms today's bases of social capital theory and social capital is seen as an important tool of both personal and institutional improvement. Social capital which is used as glue that holds the society together is not used, produced and reached equally by everyone, is a controversial and observable issue. Especially when it is taken to the consideration that everyone cannot benefit equally from blessings of social capital it is important to investigate the influence of gender base on disparities. From this point of view to understand production processes of women's social capital in work life from the point of gender will enable to reappraisal of social capital in the context of inequality. When working life is considered to be of different determinants of gender on women's actions, it is important to reveal the specific levels and status of these differences depending on the elements of social capital, especially to clarify questions as they could not come to the same position with the men. In some studies in the literature it is tried to present that the participation of women to employment and the rise in this area gender has an effect (Burt, 1998; Palaz, 2005 Mayoux, 2001; Godqu's, 2008), but in these studies it is not sufficiently addressed that how gender effects women's social capital production processes in work life. This study therefore considered that the contribution to the literature.

Paper ID: 1279

Global issues: youth unemployment

Suna Tekel

Youth employment is one of this century's most important problems. Every year, 20 million young people enter the labor force in Africa and Asia alone. In the Middle East and North Africa, 80 percent of young workers work in the informal sector. One in four young people cannot find work for more than $1.25 a day. Yet global growth and poverty reduction over the next 15 years will be driven by today's youth(October 8, 2014 World Bank News).Unemployment and underemployment while young:leads to lower lifetime income,drives young people out of the labor force altogether, and is correlated with crime, violence, and social unrest(s4ye.org). In Turkey, the unemployment rate was 9.7% in 2013. Unemployment rate for young population consisting 15-24 age group, increased from 17.5% to 18.7% in 2012-2013 period. It is observed that the youth unemployment rate was 17% for males, 21.9% for females. Unemployment rate in non-agricultural activities was 12% in 2013. Non-agricultural unemployment rate for young population rose from 20.9% to 22% in 2012-2013 period by 1.1 percentage point increase. Non-agricultural unemployment rate among young males was 19% while 28.4% for females.Unemployment rate for university graduate youths was 29.3% while it was 20.2% for the high school (or vocational school at the same level) graduate young people. Unemployment rate for university graduate youths occurred 23.4% for males, 34.4% for females.In Turkey, the share of employment by economic activities was 50% in service sector, 26.4% in industry sector, and 23.6% in the agriculture sector in 2013.The employment rate of young people in service sector realized as 47.8%. This rate was 31.5% in industry sector, and 20.7% in the agriculture sector(turkstat.gov.tr). These articles will be investigated by analyzing the causes of youth unemployment in the world and Turkey, and the resulting recommendations will be.

Paper ID: 1161

Students accounting information systems perception: Hitit university applications

Habib Akdo□an
Ela Hiçyorulmaz

Businesses with continuous self-renewal of the technology have also entered into intense competition to keep pace with these changes. To make a difference in this highly competitive environment as well; the right information at the right time, it is necessary to achieve the correct channel. Accounting which is an information system, meets these requirements. In this point the purpose of the resulting accounting information system is, business operations can make the most appropriate and accurate information to facilitate decision-making by enabling users to obtain information. For this, the students receive a good education and must be composed of a training infrastructure. Standards issued by IFAC (The International Federation of Accountants) on this issue are important. These standards; a vocational training program entry requirements, the content of the training program, vocational skills and general education, professional values, ethics and business conduct, conditions of application experience, continuing professional development, competence requirements in the auditing profession, are listed as the evaluation of professional skills and competencies.The purpose of this study is to reveal perception of Hitit University Faculty of Economics and Administrative Sciences students on accounting information system. Therefore, students of faculty of economics and administrative sciences, survey data were analysed by SPSS obtained by making the work environment.

Paper ID: 1233

Evaluation of time management and academic achievement: A vocational school of health services students sample

Gülsün Erigüç
Hüseyin Eri

Time management skills are an important issue for university students for academic achievement. So that positive time management behaviours affect academic achievement. The aim of this study was to determine time management skills of university students and these skills relations with academic achievement. Data of the study were gathered from students of Harran University Vocational School of Health Services. The descriptive study was carried out between 02-23 May 2011. The universe of the study comprised 136 students (all students of the school) and data collection was performed by using the Time Management Inventory from 105 students (%77 of the universe). Time Management Inventory which was developed by Britton and Tesser (1991) and Turkish validity and the reliability of this questionnaire was done by Alay and Koçak (2002) were used. The time management skills of students were investigated with different variables like gender, age, programs, grade level, housing place, the last average grade. The data analysis methods used in the study were percentage distribution, descriptive statistics, t test, one-way variance analysis (ANOVA) and Pearson's correlation analysis. As a result of the study it has been found that it's not a difference on students' time management skills according to gender, age, grade level and program except some subscales scores. Students' total time management point averages were minimum 1,63 and maximum 4,15. Total points' average was 3,13±0,50 of Time Management Inventory. Time Management Inventory score and subscale scores were not significantly correlated with academic achievement.

Paper ID: 1235

Pre-service social studies teachers' perceptions and uses of educational technologies: a qualitative study

Kaya Yılmaz
Yakup Ayaydın

This study investigated pre-service social studies teachers' perceptions and utilization of educational technologies in the area of social science teaching. The participants of the study were composed of pre-service social studies teachers in Istanbul during the 2012-2013 educational year. Semi-structured interview was used as a data gathering instrument. 10 teacher candidates from different colleges of education were interviewed. The interview protocol focused on teacher candidates' perceptions and utilization of educational technologies. The interview questions were developed on the basis of the literature review on previous research studies and experts' opinions. The study result indicated that pre-service social studies teachers viewed educational technologies positively, believing in their educational values such as enhancing students' learning and teacher's teaching, drawing students' attention to lessons, motivating students to learn, giving rise to entertaining lessons and getting rid of monotony during teaching in the classroom. It was also found that pre-service social studies teachers mostly used such educational technologies as computer, projection tool, the internet, power point presentation, documentary and animations. Their aims were to help students attain educational goals such as acquiring knowledge and skills in the teaching program, address individual differences in learning, make the lessons entertaining, visualize the topics, increase students' participation in the lesson, increase student motivation and save time in teaching. In addition to these findings, the participants mentioned some disadvantages of educational technologies such as difficulties in classroom management, bringing out technical problems, high cost, harming teacher-student interaction, taking time to prepare and use educational technologies, decreasing social relations and reducing the habit of reading and writing. Drawing on the study results, suggestions were made for the use of educational technologies in social studies teaching.

Paper ID: 1309

The associations between organizational communication and climate in universities

Hasan Arslan
Barı Uslu
Mehmet Uluta

Organizational climate is mostly defined as the general atmosphere surrounding organizations based on employees' perceptions, and its types are named dually like two ends of a straight line as Negative-Positive, Closed-Open, Restrictive-Supportive or Unhealthy-Healthy. Supportive climate comprises multi-ways communication channels for open and sincere interactions among administrators and employees, and healthy climate emphasizes the existence of effective communication networks in organizations. Especially in organizations with intensive human relations like educational institutions, organizational climate reflects the internal and external relationship processes, work methods and physical structure, the web of communication channels, staff's identities and authority usage styles. In universities as the most complex educational organizations, effective communication initiatives can provide 'sharing organizational vision and common goals among units', 'informing stakeholders about ongoing processes and different operations', 'exchanging opinions between senior and junior members', 'establishing collegial discussion platforms' and 'forming interdisciplinary cooperation'. Therefore, well-functioning organizational communication networks in universities contribute to the creation of a positive climate as more open, sincere, collegial, supportive, participative, democratic, reassuring and transparent. Moreover, alternative communication channels not only facilitate collegial sharing but also expedite the interactions between academics and students, so that academics can help their students' development more efficiently as well as their colleagues' advancement in academia. As a result, a positive climate with effectual communication in universities influences favorably academics' intention of stay, commitment to their institutions, participation in decision-making processes, taking responsibilities in organizational practices, collaborative and interdisciplinary studies, work performance and job satisfaction.

Paper ID: 1085

How youth may be interested in cultural heritage and local history “the Selçuk example”

Pınar Sözer Tonga

The purpose is to ensure youngsters are interested in Selçuk’s cultural heritage and to create awareness about Selçuk history. Creative drama was used, 9 workshops lasting 20 hours were held with 17 individual at the age of 15-17. Data reflecting the breaking points of the Selçuk history, historical texture and culture from the Antique Ages to the Republican Period was collected. Historical interviews, discovery of ethnographic artworks and creative writing and photograph analysis were achieved.Examples demonstrating how youngsters discover their own skills, benefit from their own experiences and observe to learn cultural heritage and local history will be shared. It will be explained how they gain a protective awareness and a perspective appreciates historical values. It will be told how youngsters had no knowledge or curiosity about Selçuk history turned to be a volunteer history teller. Products created by the attendees and the achievement of the project’s objectives will be shared.It was observed the group developed an attitude of valuing cultural heritage that they’re more avid to learn and get curiosity about Selçuk history.San, □ . (1990). “Creative Drama in Education” Ankara University Educational Sciences Faculty Journal. Volume 23, Issue 2, Pages: 573-582 I□ ık, H.(2010) “History Teaching and Local History” How to Teach History? (Editor: Mustafa Safran) Istanbul: New Human Publications (1997) Selçuk Symposium from the Past to the Present Day, Book of Presentations, Selçuk Municipality Cultural Publications.

Paper ID: 1219

Research methods and creative applications to develop history awareness in youth

Pınar Sözer Tonga

History isn't just a lesson to teach accepted social and political ideologies in high schools. It's present in life and will continue to exist by protecting and appropriating. This can be achieved by development of historical awareness.The purpose is to share the examples of the youngsters whose perception of life was affected by the development of historical awareness. Firstly, the quality of historical awareness and the values it should bear will be investigated. Being a member of a community, it'll be explained how a youngster's perspective about the quality of the relationship between himself and the community and the responsibility it brings upon him was changed through the knowing his family history and the history of the surroundings. Literary researches evoke interest in reading history will be and how creativity is activated through games to access historical information will be shared.It was observed a history learning model that youngsters can be participitate by researching and inquirying rather than based on the ideology and knowledge transfer will make history more meaningful for the ones who think history is boring.

Paper ID: 1246

A study on the attitudes of mothers with twins and singletons in terms of some variables

Devlet Alakoç Pirpir
Canan Yıldız Çiçekler
Sümeyya Tatlı

This study investigated the attitudes of mothers with twins and singletons towards their children in terms of some variables. As a relational survey model, this study included 200 mothers with 48-66 month-old-children (100 with twins and 100 with singletons) from central districts of Konya. Personal Data Form was used for the demographics of mothers and Parental Attitude Research Instrument (PARI) was utilized to evaluate their attitudes. Parametric methods were used to determine whether the differences between means were statistically significant or not. "Independent Samples t-Test" was conducted to compare the differences between attitudes of mothers and their occupations. A "One-Way Analysis of Variance" was run to evaluate attitudes of mothers with twins and singletons according to their age. "Pearson Correlation Coefficient" was calculated for the relationship between educational levels of mothers and their attitudes. Results indicated that mothers of twins exhibited more positive attitudes in the subscales of democratic attitude and equality while mothers of twins, as compared to those of twins, imposed more strict discipline on their children. Mother attitudes in terms of their age revealed no significant difference in any of the subscales. Yet, regarding the relationship between their attitudes and occupation, significant differences were found for the mothers of singletons in the rejection of home-making role and for the mothers of twins in marital conflict. Results from the relationship between educational level and attitudes of mothers demonstrated no positive significant relationship between their attitudes and educational level.

Paper ID: 1310

The researsch of emigrants population registry books of □irince village (1927-1935)

Necat Çetin

□irince,one of the administrative units of Selçuk was a Greek village. After 1923, the emigrants coming from Greece were settled down to □irince instead of Greeks. There were two population registry books belonging to the administrative unit, one of them was □stiklal district and the other one was □stihlas district. These registry books are still in the archives of Selçuk population directorate. These registries are from 1927. Emigrants registries ended in 1935. Between 1927 and 1935 in □stiklal district, there were 872 registries, 455 of them men and 417 of them women in total 218 population households. □irince has a population of 2253, 1143 of it men and 1114 of it women in total 581 households. They came from Mü□tiyan, Doyran, Kandiya and Vu□tran regions of Greece. 382 people live on by farming Emigrants went transfer to the other administrative units in the following years. 146 households went transport to the centre of Selçuk

Paper ID: 1020

Social media and identity crisis of the young

Ceyda Tetik

The internet, one of the new communication technologies in the 20th century has revived the notion of Social Media. Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. It is used especially by the young and when they use it eccessively, repeated exposure can lead to identity crisis of them. This can result in reduced concentration, a need for instant gratification and poor non-verbal skills, such as the ability to make eye contact during conversations. The main of this research is to get a better knowledge about the effects of the excessive use of social media on the young in consideration of the researches conducted so far.

Paper ID: 1110

Presidency as a new power domain: the reflection of the relationity of field-habitus on twitter

Emel Karagöz
Gülden Sap Özkan

With the change as a result of the referandum in 2007, for the first time in the political history of the Republic of Turkey, a President was chosen by the means of election in August,2014. While two of the three candidates who took part in the election was announced by different political parties, the third candidate was nomitated as a 'joint candidate' by fourteen political parties at the end of several negotiations. In the election held on 10 August 2014, Recep Tayyip ERDOGAN was put into the chair of Presidency by getting the electoral quotient of the votes-%51.79.In this study, the presidency campaigns which were practised in Turkey for the first time have been addressed and the transformation and the direction of the transformation of the status of presidency, which was not defined either as a power domain until the mentioned election or a field of political struggle, have been examined with the borrowing concepts 'field,habitus and capital' from Bourdieu sociology. The rulership which provides power and capital for those who occupy places in societal positions makes them capable to define the legitimate way of power and it has broadened its political area more with this election. The foundation that shapes action,namely habitus, is characterized by Bourdieu as a struggle field as a net of invisible relations.The election campaigns performed by the candidates for the presidency status as a political power domain are the symbolic construction of the aforesaid struggle field via communication. In this context, Twitter messages have been examined as a microblog which shapes both the field and the habitus,namely action. The tweets sent from the official Twitter accounts of the three candidates during the election campaign were recorded between 1 July,2014 and 10 August,2014 and the acquired data have been analysed by means of qualitative and quantitative content analysis.

Paper ID: 1167

Does gender reflect on interpersonal communication?: women's and men's communication styles

Ay□ en Temel E□ inli
Selma Didem Öz□ enler

It is accepted that men and women were born with different competencies and this reflects on the roles of gender throughout history. Being affected by social life styles, communication is related to words, mimesis and perception of direct or indirect communication styles preferred by people while they communicate with others. It is stated that the aforementioned perception is shaped by the effect of gender. This perception is shaped by the toys and games preferred by boys or girls in their childhood period, the words preferred by their parents in communication, and the parents' expectations regarding their children about having some certain behaviors related to their gender roles. Gender plays a determinant role in interpersonal relations and this also reflects on interpersonal communication. While the differences are observed in roles of men and women in social life, there are also some differences in language related to both genders. These differences are also observed in communication styles of men and women. Therefore, the words used by men and women and the meanings attributed to those words may vary. This also reflects on expression styles of both men and women. While men's competitive characteristics make them focus on short phrases and direct communication, women's supportive and participative characteristics can cause them to focus on indirect communication with long and elucidative phrases. This is not only determinant in verbal communication, it also affects use of body language and becomes determinant in communicating by using different nonverbal communication codes. In this study, it is aimed to determine the verbal and nonverbal communication styles used by males and females on the same subject matter through face-to-face interview method by utilizing NASA Moonwalk exercise with a focus group consisting of college students (10 male-10 female students). As a result of this study, it is aimed to set forth some data on whether gender reflects on interpersonal communication styles of men and women.

Paper ID: 1236

A survey study of in-service social studies teachers' approaches to educational technologies

Kaya Yılmaz
Yakup Ayaydın

In this survey study, in-service social studies teachers' views and utilization of educational technologies in the area of social science teaching were investigated. The study was conducted in the 2012-2013 educational year. The participants were selected from in-service social studies teachers who were teaching in different provinces in Istanbul. They were teaching in the provinces of Kadıköy, Ata□ ehir, Ümraniye and Üsküdar in Istanbul. A survey was used as a data collection tool. The survey was constructed by making use of the literature on educational technologies. After the experts' feedbacks on the survey items were elicited, it was implemented and then reliability analysis was carried out. Once defect items were removed from the survey, it was finalized. 100 social studies teachers from different schools completed the survey. The study results showed that in-service social studies teachers' opinions about the use of educational technologies in the teaching and learning social studies at secondary school level were quite positive. In-service social studies teachers were also found to make use of various educational technologies in their classrooms. They used such educational technologies as computer, internet, educational software programs, smart writing board, voice recorder, movies, documentaries and videos. On the basis of the participants' responses, it was concluded that in service social studies teachers had favorite view of educational technologies, had enough preparation for the use of educational technologies in social studies teaching, employed different educational technologies, but had inadequate training on educational technologies during their undergraduate education courses related to technology. The study results were discussed and recommendations were made for using educational technologies in social studies teaching at different levels.

Paper ID: 1238

Communicative ecology and digital environment (analyses on the effects and barriers of interpersonal communication)

Demet Gürüz
Selma Didem Öz enler

Communicative Ecology and Digital Environment (Analyses on the Effects and Barriers of Interpersonal Communication)Communication is a large field that creates sub areas to study about new communication technologies. One of the important digital environment is internet which is mobile area that makes communication fluid. Day by day fluid communication became one of the most important outcome in the new communication age. In this sense the situation makes us to consider and ask ourselves "Does our communication stiles turn out to be mobile too with the communication technologies and does it make sense to identify and distinguish it from other forms of media and communication?" Maybe ubiquity of digital media decline in the distinctiveness and efficiancy associated with the dominant mode of communication and in contrast to this idea digitalism of communication can create some new trends and this may be beneficial for communication at the same time.In the case of digital, the term will not go away any time soon. Because of fluid communication is mobile, it may not be in the "past" or "futuristic" any more. It is going to be everywhere and totally in the continuous time. An "ecology of communication" is both sensitizing concept of determine how information technology and communication aspects manage in the effective environment and interwined with social behaviour(mostly communication barriers/effective communication sub studies). In this study, with the focus group that formed by university students (public relations and publicity third and fouth class students) by using face to face interview metodology aim to determine how much frequency they use digital media and which medium is most significant for them. In this sense this study aims to determine how their preference(digital media) effect or create barriers for their communication styles.

Paper ID: 1018

The reception analysis of the 'derin analiz' program: corruption operation reading

Hacer Aker

Jacques Derrida says in his work name Plato's Pharmacy with the quotation from Socrates: "I can explain to you olds said, already they know truth; if we found true ourselves, we might not care research what people tought once upon a time". This research, which have herd effort of reading a television "text" from cultural studies form, set to work inquiringly what Stuart Hall and his friends, who evaluate audience as a figure which is "active" no "passive" and attribute a meaning to "read" no "look" and "watch", think about with approach affirming Sokrates. In center of this research which has approached as a text to results of television, there are reception analysis, which was realized with nine "reader" who have different demographic attributes, about topic "Corruption Operation" of newcast name "Derin Analiz" which has issued in TRT Haber. Source of inspiration of this research is the emphasis of Hall, which is intended method coding/decoding for text of media, This research, which has been brighten up method coding/decoding which aim to reveal kinds of reading (dominant/ negotiational / oppositional) tested that it is exposed to what kind of a reception of discourse builted on corruption operation in mind of reader with guestions "how" and "what" being lighter and dynamicer instead of guestions with"why".

Paper ID: 1047

Art of water facade: marbling

Nursel Karaca

Marbling is a paper ornament art that spectacular images with the shapes like a cloud, like marble veins, colored, wavy and marbled created in the marbling vessel are made on the water surface and then transferred to the paper. In other words, it is the art of painting on the condensed water. It can also be defined as water facade painting. Marbling, one of the traditional Turkish decorative arts, has a special place in Turkish Art history and is immortalized developing with the beauty and aesthetics of Turkish culture. Marbling is embrace, fusion and dancing with each other of colors by unlimited changes on the water face. Marbling master attempts to reflect the colors in nature to his marbling vessel. Although the color opportunities appear to be limited in Marbling, by adjusting the amount of water and gull of dyes turns into an endless rainbow of colors. Marbling is an art of balance, rhythm and patience. Because there isn't its repetition and return, it is not possible to be existed of a work for a second time. In order to understand the art of marbling, it is need to recognize the materials well such as vessel, brush, gum tragacanth, gull and dye used in marbling making. The aim of this study is to introduce outlined Marbling art which is a branch of Traditional Turkish ornament arts, which is tended to be forgotten, with its short history, required materials to perform it and its major traditional techniques.

Paper ID: 1108

From the golden city to the city of darkness; Istanbul's changing image in Turkish cinema

Gülseren Yücel

Istanbul is the heart of Turkey and the center of Turkish Cinema. Most of the movies are shot in Istanbul and the city takes its place as the leading role among the movie stars throughout all stories being told. Everybody is familiar with these scenes from the black and White Turkish Movies: Mansions with beautiful gardens, gardeners, private drivers; green hills where lovers meet, public tea gardens, ferries, sea gulls, historical distrcts with attached timber houses in narrow streets, warm neighbourhood relationships, mosques, minarets, shiny storefronts and avenues… In those movies, All its beauties, historical texture carrying noble patterns of its past, kind urban dwellers as "gentlemen" and "ladies", Istanbul was reflected as the ultimate place to live in and this was well engraved on the minds of the audience. This powerfull image was so strong that it was constant through 50's and 60's and nobody could even think of an alternative image of the city. Istanbul was the "golden city" of opportunities and fantasies of becoming the king of Istanbul were very common in movie plots where most of the movies had a happy ending during that era. In the Turkish Cinema of the millenium, neither that "golden" image nor those happy endings were present. Those desires and dreams had left their places to dissappointments. The stories of "loosers" struggling to feed themselves did not dream about being "the king" of the city. Instead of the shiny storefronts and avenues; streets of terror, violence, crime were shaping the new image of Istanbul as an insecure place. The city had a new reputation in the audiences mind as "the city of darkness".In this work, Istanbul's changing image in Turkish Cinema from 1960's to date will be analyzed by connecting films with the social structure.

Paper ID: 1214

Embroidered textile collection examples from Estergon castle the ethnography museum

Mine Can

New city museum in many fields of the world in recent years is in a rapid transformation process and is observed as a rapid development in the museum sector. Today, city museums community service as well as provide a safe, effective communication and training centers is growing in. Various parts of the world in city history museum, museum of the city, the municipal museum in the urban development museum, museum of history referred with names such as the museums, is of course a city to another has many different features. City ID and that enhance city-dweller awareness, living in various ethnic, religious, cultural and social groups mutual understanding, mutual respect and a common culture that enhance lifestyle city museums in our country in recent years has continued. This museum is one of the Municipality of Ankara Keçiören on site serving the Estergon Castle Museum of Ethnography. As a cultural center, built in the buildings sustain Turkish history and culture is recognized as an opportunity. Traditional Turkish-Islamic architecture has been inspired by the building's interior and exterior design Turkish handicrafts view rich examples are possible. the ethnographic museum building is located on the second. The museums of Ankara, Konya, Kahramanmaras, Aydin, Gaziantep, Amasya, Izmir and Tire not exhibet works of monuments were moved in this museum. The museum which is based on by 2044, belong to most of the works the Ottoman period. There are traditional Turkish women and men's clothing, and home textile parts for sampling taken the group to between embroderied textile artifacts. All the works are used to Turkish embroidery original techniques. This is why there is a statement that the traditional values as well as information about Turkish art of processing will be given in. Estergon Castle Ethnographic Museum works of art in the area of operation, features, equipment, processing techniques and motif in features and composition will be reviewed in more detail.

Paper ID: 1241

The Turkish public broadcasting television TRT's understanding of cultural diversity

□ ükriye Ezgi Mert

The aim of this study is to investigate how TRT understands the cultural diversity. The major reference of the study is the official General Broadcasting Plans which include the institutional principles of the TRT. The principle of autonomous administration of the public broadcasting service is not a valid or an effective principle for the TRT. Thus, TRT is not an institution which makes its own decisions and was not able to develop its own perspective with regard to cultural diversity for the period of 1980-2000. This situation can be seen by examining the history of TRT and the official General Broadcasting Plans. By analyzing these documents using the qualitive content of analysis method it is found that; TRT could not develop a pespective regarding to cultural diversity; the culturel differences were predominantly perceived in the contex of national security policies; the culture was assesed limited to its progress and development dimensions.

Paper ID: 1079

Concerning the necessity of philosophical approach in social sciences education

Ogün Ürek

Today, the approaches in educational field are among the most significant factors that have influence on emergence, deepening and dissemination of many of our problems. It may be remarked that an understanding of science envisioned narrow-mindedly in the historical period extending from the Middle Ages until our time. In this approach which considers science as the integrity of the activities conducted according to the method of mathematics and physics, education presents itself as a field that aims to parallel the mind, foundations of which is found in the physical nature and is contemplated to function as parallel as in the nature, to such process. Today, this approach which is still effective in the education of science, engineering and health sciences seems to be the most widespread and effective approach in social sciences. In other words, today it can be observed that the awareness that social sciences education has its own specific method is still missing. It can be stated that, here at this point, philosophical approach may function as a method in social sciences. Such approach seems to have three forming elements which supplement each other. The first one is to discriminate between concepts. Since, so long as the same concept is construed differently and different concepts are construed similarly thus there is no knowledge of difference, then it seems impossible that any intellectual activity can be performed. Secondly, noticing a problem namely revealing a contradiction. Since a thought may not present anything that would be characterized as "new" without setting forth from a problem. Finally, asking the right question. Asking the right question requires a certain level of competence both in making conceptual discriminations and also grabbing the contradiction. The trainee asking rights questions in the social sciences education is a prerequisite for him to suggest new information associated with his field.

Paper ID: 1151

A descriptive study concerning the metaphors in aristotle's work, politics

Ekin Kaynak Iltar

A Descriptive Study Concerning the Metaphors in Aristotle's Work, Politics.The term metaphor originated from the combination of phora which means "to transfer, to convey" and meta meaning "other, extreme, limit" in Latin. Metaphor is the art of stating a problem in a different way, telling an object, situation, fact, quality or process by exemplifying with other things and also uttering a natural problem or meaning in a figurative way. Although metaphor is a method which is intended to adorn the beauty and magic of the statement in literature, the actual goal of the metaphor is to explain paradoxical or complex events more apparent and coherent in philosophy. Philosophers who work mainly on abstract realities have led to exemplify those abstract realities with tangible, so usage of metaphor has had a vital place in their works. Aristotle is a philosopher who both apparently defined metaphor and used it very much. Especially, we encounter many examples of metaphor in Aristotle's work, Politics. For that reason, we are going to study the most impressive metaphor patterns which were used in Aristotle's work, Politics.

Paper ID: 1157

On the possibility of a problem-free environmental ethical theory

Songül Köse

Environmental ethics is a newly-emerging field of philosophical study since 1960s. The emergence of environmental ethics coincides with the emergence of human awareness of our dependence on and need for nature. Along with the realization and acceptance of the reality of an autonomous (self-organizing) nature, distinctive ethical norms, principles, maxims, valuation systems, rules and formulas are constituted in order to govern the relationship in a proper way. Different considerations of nature have contributed to the emergence of various ethical approaches and environmental schools, such as individualism, anthropocentrism, biocentrism, ecocentrism, holism; resourcism, preservationism, functionalism, compositionalism. Although all approaches and schools examine the same reality, they express this reality in various and sometimes in conflicting ways.The origin of ecofascism and speciesism is the value theory regarding nature. Starting with questioning whether nature has value in itself or not, some philosophers attribute intrinsic value to nature; some others attribute instrumental value to nature. The purpose of this study is to scrutinize the essential problems -ecofascism and speciesism- which can drive any environmental philosopher into a corner. In this respect, the main question of this scrutiny is "is an environmental ethical theory possible without falling into the ecofascism and/or speciesism traps?".

Paper ID: 1176

Halikarnas balıkçısı: inspirations of language and ecology

Serpil Tuncer

Cevat □ akir Kabaa□ açlı/Halikarnas Balıkçısı was an author and poet also known for his socio-political views. The author's deep love for the land of Anatolia and especially, the Aegean and Mediteranean seas, was reflected by the unique style of his works and marked an era in the Turkish Literature. His works have been developing an awareness of both the power and the potentiality that Nature bears regarding man's existence and future. It appears as if the idealized Nature-Man relations in these works make an obscured warning against the traditional approaches considering Nature as an inexhaustible (nonconsumable) source. Those traditional approaches are determined by legal codes and social values which the society has adopted so far, assuming that they are the fundamentally correct norms. Retaining and developing the inheritance of culture, art, and science, all rooted over the land of Anatolia, the most valuable treasure in the author's opinion, necessitates the prerequisite that the relation between living-non-living things and Nature is to be conceptually and semantically reconstructed in man's thought and language, as a whole (as one and a complete unity), instead of dividual divergent extensions or fragmented components usually posed as contrasting ends. In this study, the interaction of Man, Nature and Language will be scrutinized in the author's exemplified short stories which employ the "sea" as a metaphor and characterise ordinary people living by the sea. These stories are Ho□ bulduk Selim Dede and Adadan Adaya. It wil also be discussed that within this interactive structure of relations, constructing a new discipline of communication and language, creating novel meanings and connotations which would lead to the establishment of new social values and codes, might help humanity to cope with the ecological dilemma and the problematic of "sustainability".

Paper ID: 1199

An objective method on the research of linguistic personality: author lexicography

Suzan Uluo□ lu

In recent years, the tendency of dictionary formation on an author's language has gained importance in Modern Lexicography. Such kind of dictionaries is used as an objective method to reveal the author's individual style and his/her linguistic personality via his/her style. In company with the increasing interest of describing speaking human language lexicographically of today's linguistic studies, the dictionaries which concern this language have been multiplying day by day. Along with the appearance of new dictionaries, their potentiality about conveying information has been studied intensively and previous classifications have been changed. Thus, new problems unresolved come forward in the frame of dictionary formation theories. One of the problems is terminology problem that emerges while naming such kind of words reflecting the individual use of language. Another problem is the determination of the features distinguishing such type of dictionaries from the others. Author dictionaries make difference in themselves, also. So, these dictionaries should be examined to develop a common typology in this field from the aspect of some distinctive features: 1) the aim of the dictionary (general content); 2) examination materials and sources; 3) the list of words participating in the dictionary: the presentation of words precisely, auxiliaries (adverbs, conjunctions, digressions, etc.), proper nouns, homonyms, and word variations; 4) the method of describing the words in the dictionary: the dictionary form of words, the presentation of lexical and idiomatic links, the linguistic features of meanings; 5) the form of descriptions and the methods of exemplification of word meanings; 6) stylistic analysis: notes and interpretations; 7) frequency of word usage.In this study, by using theoretical and praxis researches of Russian lexicographers, who have progressed considerably on author lexicography, the problems told above will be mentioned in a more detailed way. Additionally, the importance and benefit of author dictionaries will be emphasized from the aspect of linguistics.

Paper ID: 1183

An optimal control theoretic model of agency theory

Mustafa Akan
Sezer Cihan Çalı kan Günaydın

The central idea behind the agency theory as applied to corporations is that the Principle(shareholder) is too busy or lacks the knowledge to run the corporation and chooses an Agent(general manager) to do so. Then the shareholder faces the problem of motivating the Agent to maximize the value of the firm whereas the Agent's objective is to maximize his own earnings.In its simplest and static version the solution of the problem is that the Agent will be best motivated not by the basic salary but by the bonus he receives as a proportion of the increase in the value of the firm which is assumed to be a function of the efforts of the Agent.A more complex model is solved by assuming the objective of the Agent is to maximize his wealth at the end of his expected tenure in the corporation when his basic salary is also a function of the size of the company. The solution of the model shows that the expected lenght of tenure of the Agent, basic salary (as a proportion of the size of corporation) becomes important in addition to bonus only as in static case. This results suggests that the shareholders should institute other measures to increase the loyalty of the Agent. In the model where corruption is introduced we find that the Agent's corruption remains at a constant level such that the marginal expected loss of corruption is equal to marjinal revenue of corruption.

Paper ID: 1203

Questioning the the suitability of the film “brave”

Nilüfer Pembecio□ lu

The Children’s Media is frequently associated with the cartoons as if all cartoons are appropriate for children. The animations refer to children with fairy tales and stories which might not be that much appropriate for childhood. That’s why they might have another chance to tell the story in a different way that would mean a different adaptation, a wider audience and higher sells. Brave is a 2012 American computer-animated fantasy comedy film produced by Pixar Animation Studios and released by Walt Disney Pictures. Chapman became Pixar’s first female director of a feature-length film. It is the first film to use the Dolby Atmos sound format. The film “Brave” is telling us about a princess and her fantasies with the unknown worlds. Yet, the princess is highly different from other Disney princesses who were tiny little, kind girls. Princess Brave is riding a horse and using the weapons of the time such as swords and arrows, swearing like (uneducated) men and spending most of her time alone. Her spirit of freedom blocks her relationship with her old fashioned mother, the queen who wants to prepare her beloved daughter for an upcoming wedding. After many struggles, the little princess who is forcing the rules of the society for more freedom fails to approve her traditional role. This paper discusses the concept of traditional and modern throughout the narrative Brave, as well as the concept of faith, family and unity. The discourse analysis of the film handles the conflicts in the film as much as the suitability of the film for the little audience.

Paper ID: 1204

A comparative discourse and content analysis of the film and computer games of Evliya Çelebi: the fountain of youth

Nilüfer Pembecio□ lu
U□ ur Gündüz

Evliya Çelebi: The Fountain of Youth (Evliya Çelebi ve Ölümsüzlük Suyu) is the first Turkish animation film directed by Serkan Zelzele. Aiming the general audience both young and old the film went on nationwide general release on November 14, 2014. Just like many other foreign children films it also promoted the animated computer games as the side products providing something more than the film with the help of the interactive media. This paper aims to provide a comparative discourse analysis and content analysis of the film and the computer games regarding its suitability for the young children and possible impacts.

Paper ID: 1220

Feminist epistemology, the problem of masculinity and methodology in social sciences

Özlem Duva Kaya

It is well known that in the last decades of the twentieth century the idea of reason and rationality of the Enlightenment movement was the object of several critiques. These critiques share some common points with the feminist philosophy and epistemology that tries to overcome the dualistic thought of mainstream philosophy. In this respect, the old or modern conception of reason, objectivity, rationality, neutrality or universality have been criticized by the feminist philosophers. Generally the main problem of feminist critiques signify political and ethical aspects of the conception of reason which is based on masculinity and dominative practices that are sustained by dynamics of power relations which are reproduced through knowledge. According to the feminist critiques, if we get rid of the traditional conceptualization of reason/rationality we can develop new alternatives to the traditional conceptions for to democratize the sphere of knowledge production. Thus, all these concerns lead us to the problem of methodology. The frequently used term "the critique of reason" and "the crisis of reason" signifies the problem of masculinity for the feminist critiques. Especially the claim of objectivity of the modern epistemology was a conception of reason that has seen to be a neutral, homogeneous, consolidative and impartial integrity which ends up to be masculine according to the feminist critiques. For these critiques the reason is determined by cultural conditions and most of the styles of rational argumentation is embedded in the hierarchical characters of culture. The main goal of the feminist critique of reason from this point on is to analyze and criticize the historical roots of the link between reason and masculinity which causes most of the discriminative practices. In this paper, I will examine whether or not feminists reproduce the same dualist methodology by dividing the world into female-male categories and thus creating a new dualism problem. Additionally, I will try to opening of the debate about masculinity, power and their influence on method in social sciences.

Paper ID: 1022

Sender's self-monitoring traits: Conducive factors affecting interpersonal communication among Turkish university students

Cen Sefa Sütçü
And Algül

Self-monitoring researches show that high self-monitoring individuals have not only ability to self-disclosure but also have ability to facilitate others' disclosure. The aim of this paper is to define this conductive factors understanding which communication skills of university students in Turkey facilitate others' disclosure and create dialogic communication. In this study, 24 questions have been directed at participants, in order to make a determination in relation to the conducive skills of university students in Turkey, which allow a dialogue environment to be created during the process of interpersonal communication (N=384). As a result, it has been put forward which of the conducive skills that point out to a dialogue tendency are given importance.

Paper ID: 1123

Profile of the demographic, social and economic characteristic in Iran's mega-cities

Zahra Najafi
Shirin Jafari

Urbanization and genesis of big cities is an important characteristic of the 21st century. Iran's growing urbanization rate is rising considerable dramatically speed and it can be seen 70% of urbanization based on population census result which indicates a change in the pattern of urbanization in households. Majority of Iran's population lives in 8 mega-cities. Hence these cities are the founder of the great Iranian culture as a modern society on the basis of urban type, diversity and economic role that analysis of mega-city in economic, social and cultural dominations are useful tool to better understand and improve the ability to predict and provide the correct decisions.
The study will present, to compare different characteristics of mega-cities in population, education, employment, housing units based on last tow population and housing censuses in Iran(2006 and 2011).

Paper ID: 1124

The process of aging population in Iran by the year 2040 with the characteristics of the elderly, plans and policies

Shirin Jafari
Zahra Najafi

Aging of population is a phenomenon which occurs in every country with higher proportion of aged population. In these cases, policy making and planning in the country including policies on social and economic supports by the Government become necessary. Long-term and short –term plans, educational and cultural policies in the countries facing this phenomenon, should receive more attention although their implementation may incur many costs. Aging of population is created under impacts of various factors such as decrease in fertility rate, advancements in medical sciences and consequently improvement in the life expectancy of the population. Studies on population in Iran based on the results of National Population and Housing Census indicate that Iran is a country which will face population aging before the year 2040, and this fact will bring about some socio-economic consequences for the Government. Considering this fact, it is a must to examine this phenomenon and its creating factors in order to control the unwanted consequences of it.

Paper ID: 1210

A survey of managerial perspective on corporate dividend policy: Evidence from Turkish listed firms

Narman Kuzucu

This study examines the corporate dividend payout behaviors of non-financial firms from Istanbul Stock Exchange. A survey is conducted to investigate managerial views on corporate dividend policy. The opinions of financial managers are crucial on dividends because they take important roles in corporate financing decisions. It is investigated whether the evidence in Turkish stock market on dividend policy is similar to the European and the U.S. peers reported earlier by similar studies, and moreover in what extent Lintner's (1956) findings on dividends is supported by today's listed firms in Turkey. The financial managers of 216 non-financial companies excluding affiliates and sister companies were invited to participate the online web survey. Financial managers from 38 firms responded the survey.

The results show that there is a significant positive relationship between cash dividends and earnings. Earnings are viewed as the most important factor in dividend decision like in European and the U.S. firms. Sustainable change in earnings, stability and level of future earnings, and the desire to distribute a proportion of earnings to shareholders are the common determinants of dividend policy. Majority of the respondent firms report that they target dividends. Dividend yield is the most common measure for dividend targeting. Dividend per share is not much used for targeting tool unlike European and the U.S. peers. Share repurchases are not viewed as alternative to dividend payouts unlike the U.S. and to some extent European firms. The study finds supporting evidence for bird-in-the-hand and signaling hypotheses, and Lintner's model.

Paper ID: 1269

The effects of ethical leadership on mobbing: Sample of health organizations

Bülent Akyüz
Bekit E itti

This empirical study's aim is to determine the relationships between the level of ethical leadership attitudes of health sector managers and mobbing in health institutions. The research reveals health sector employees' view of mobbing and whether or not there is a difference between their demographic characteristics and their interpretations on mobbing. The term mobbing is of Anglo-Saxon origin and represents a basic organizational problem which is of great danger in both individual and institutional levels. The research was based on a questionnaire consisting of 'Ethical Leadership' scale which is developed by Brown et al. (2005), 'Leymann Inventory of Psychological Terror-LIPT' scale (1996) and relevant demographical items. The questionnaire is applied to 370 personnel from health organisations which are located in the province of Çanakkale. In this research, it was found that health sector managers showed ethical leadership behaviours moderately. Ethical leadership and mobbing have negative relationships. Furthermore, relationship between ethical leaders' perceptions, gender, marital status of respondents, the type of health organisation are significant factors.

Paper ID: 1059

7th grade students' understandings of negative integers

Alattin Ural

The aim of the research is to determine 7th grade students' understandings relating the concept of negative integer. For this purpose, a total of 100 7th grade students who were selected randomly from 4 middle school in Burdur centre were asked those two questions: "what do negative integers mean, where do they use", "write a problem appropriate for the expression of +3-7=-4". The research is a qualitative research and the model is general scanning model. Descriptive analysis was conducted in analysis of the data. The students' responses were tried to be given directly and presented categorically. The students indicated commonly the contexts of "temperature below 0 degree", altitude below sea level (minus elevation)" and "debt" as usage areas of the negative integers. 38% of the students couldn't give any example for usage areas of the negative integers. 22% of the students couldn't write a problem appropriate for the given expression. These students indicated inappropriate context or inappropriate problem mathematically. 45% of the students didn't write any problem.
As a result, 67% of the students couldn't write an appropriate problem. 33% of the students could write problems that are considered as appropriate. These students used commonly the contexts of "dept, dept owed, lose money".

Paper ID: 1174

A research on green marketing in order to measure perceptions of teachers

Leyla Akdo□an
Habib Akdo□an
Hande Özer

Environmental issues and harms caused by climate changes are important agendas in our country as they are in rapidly developing and changing world. Environmental issues and pollutions effect and harm all areas of the social life. In order to structure a better life; besides the advancing technology, environmental developments are also taking place. Air, water, soil, noise and radioactive contaminations are among those problems that threaten the ecological environment.There are many voluntary environmental organizations in Turkey and all around the globe that are working on securing the future of the environment and protecting the viable areas. The main reason of these organizations' existence is the world that is getting a less reliable place to live. Green and blue areas turn into a deeper black environment every day. Today, not only the society but also businesses admit the limitations of the sources. New strategies have been explored in order to avoid the activities that lead pollution from production process to consumption and even after consumption. From this point of view, green marketing, green product and green consumption are new strategies to minimize the pollution. Businesses put the environment to the first place due to new regulations, competition and consumer preferences starting from the purchasing process to production, distribution and even after sales support. By preferring environmentally friendly (green) and less harmful products, consumers use their purchasing power to audit companies.
The purpose of this study is to analyze the perception of middle school teachers, who raise major buyers of the future, to green marketing, green products, environment and environmental issues. Moreover, it also aims to contribute to the green marketing procedure.

Paper ID: 1245

A Study on receptive and expressive language levels of 48-66-month old twins and singletons

Canan Yıldız Çiçekler
Devlet Alakoç Pırpır
Sümeyya Tatlı

This study investigated receptive and expressive language levels of 48-66-month old twins and singletons. As a survey model, this study included 300 children (200 twins, 100 singletons) of 48-66 month-old from central districts of Konya. Peabody Picture Vocabulary Test was used to determine receptive language levels of children and expressive language levels were assessed by using Limbosh and Wolf's Vocabulary and Language Test. "Independent Groups T-test" was performed to analyze receptive and expressive language levels of twins and singletons according to their age and preschool education status. In terms of the number of siblings and birth order, receptive and expressive language levels of children were measured through Kruskal Wallis test. Results indicated no significant difference in children's receptive language levels in regard to the number of siblings and in receptive language levels of twins and singletons regarding the birth order. Regarding receptive and expressive language levels of twins and singletons, significant differences were observed for the age variable in favor of twins and for the preschool education status in favor of singletons. For the number of siblings, expressive language levels of twins and singletons indicated a significant difference in favor of twins. For the birth order, highest mean scores were achieved by children with two siblings in terms of expressive language levels while children with four or more siblings had the lowest scores. It was also seen that first born children had the highest mean scores in expressive language while second born children had the lowest.

Paper ID: 1306

The analysis of adult education system of Turkey in terms of aim, structure and process

Bertan Akyol
 clal Gökta
Ay egül Elibol

Adult education includes the planned, programmed, and regular education programs carried out for the needs of individuals who have completed formal education. Adult education is grouped as general, vocational and technical. Adult education also differs in criterias such as period, place and country. Moreover, adult education has become a vital concept for countries which are in need of integrating themselves to the development in scientific, technological and socioeconomic aspects of today's world. The purpose of this study is to analyze the adult education system of Turkey in terms of aim, structure and process. The study includes data about the aims in laws, regulations and official decisions, the structures of adult education institutions and the process of adult education programs.
Document analysis technique has been used in the study in order to clarify the recent situation of adult education in Turkey.

Paper ID: 1005

Earth's struggle for existence against consumption ghost

Emre Akyüz

By means of the communication channels globalization created, the popular culture based on consumption has been spread all over the World like a virus. Independent of the argument if this virus is beneficial of destructive; during the last decade, as a result of revolution in social internet networks and communication technology, from less developed to developed countries and bien-pensant to open-minded societies it is possible to come across the elements of consumption based popular culture. On the other hand, (thank to these communication channels), as a result of World evolved to a "Global Village"-the term Marshall McLuhan contributed to literature- the societies who care about environment, sustainability and opposed of the destructive effects of consumption based popular culture, have involved in a polarization process even they put themselves out of the term "popular". Consequently, nowadays it will be a wrong approach to speak of a single popular culture. This alternative newly popular stream has been evolved in different organization types and had a chance for expansion in a large extend. In this study, in order to analyze the attitude of this alternative stream, Cittaslow and Slowfood movements that are established in Italy to prevent the destructive effects of singularist popular culture and both we can classify them as alternative stream, has been chosen and evaluated. Also Seferihisar, the first Cittaslow city in Turkey has examined in order to observe the practical implementation of this movement as an sub-element of alternative stream. At last but not the least, the practicability of Cittaslow has been argued on the purpose of if this model would be an alternative of consumption based popular culture for sustainable and fair management of the resources or not and its contribution for World's future.

Paper ID: 1083

The effects of economic crisis happened after the year of 2000 to SMEs: A research in Van service sector

Abdullah O rak
Faruk Kalay
R.Vedat Sönmez
Z.Nuray Ni ancı

The aim of these studies, In Turkey and in the world, and especially the effects of the global economic crisis in 2000 and now seen in the aftermath of the economic crisis on SMEs were investigated by considering. Lived in our country after the 2000 economic crisis and the economic crisis in February 2000, November 2001 crisis experienced in 2008 and the beginning of the global financial crisis, its causes and effects are examined. Preparation of this thesis on the subject printed books, theses, internet resources, articles and so on. Indicators related to the crisis has been interpreted by considering the economic crisis in Turkey. The impact of the economic crisis upon SMEs, a survey has been made to understand the survey data using SPSS statistical software inferences are made and solutions for the problems identified have been developed.

Paper ID: 1164

The relationship between foreign direct investment and economic growth: An econometric analysis for Kazakhstan

Kür at Yalçıner
Aziza Syzdykova

The most important contributions of Foreign Direct Investment to developing countries are improving the economic growth and trade balances. The high growth rates and large domestic markets represents the most important features of developing countries attractiveness for foreign direct investment. The empirical literature that investigates the relationship between foreign direct investments on economic growth indicates that FDI has a strong positive effect on economic growth. However, some empirical literature reveals contrary finding, according to these studies FDI prepare grounds for economic crisis in developing countries. The main aim of this study is to analyze the influence of FDI on economic growth in Turkey. For this aim, the quarterly data for GDP and Foreign Direct Investment for the period between 1991 and 2013 is analyzed and the Granger causality test is applied in order to explore the direction of the causality between these variables.

Paper ID: 1275

Perception of Kurdish migrants and natives of Honaz about democratic initiative process on Kurdish issue

Tanzer Çeliktürk
Mahmur Dal

After 1980's in Western democracies; respectful of minority rights has increased to a multicultural approach to the fore. The reflection of this development began to be seen, especially in Turkey since 1990's. AK Party government came to power in 2002, has launched the democratic initiative process in 2009. By this process, a new era began with the perception of the state about the Kurdish issue and assessment. In this new process, immigrants living in the West region in response to the Kurdish citizens of democratic expansion project initiated by the AK Party and the way it is important to measure the value of social integration adopted. In this study, the 'democratic initiative project' launched to measure the social stage of the brotherhood discourse of social integration of Kurdish migrants has tried to measure perceptions and opinions. Same questions are asked about yhe identity perception of participants as well as prevent and detect emerging towards social integration with questions on how the formation of common ground in the provision of social integration. The same questions are being asked to other side of the social integration –Honaz Natives- mainly described themselves as Muslim-Turkish or Turkish. Thus, in the framework of social integration in both groups –immigrant Kurds and Honaz natives- the barriers to social integration, common ground, and towards a solution 'democratic expansion initiative' views on possible solutions are being compared. According to research; 26 participant, Kurdish migrants are concentrated on neighborhoods, are being asked questions while 28 participants, natives of Honaz, are being asked questions.

Paper ID: 1239

The perceived consequences of teacher stress

Emine Erktin
Ozana Ural

Teaching is one of the most stressful of the professions (Kyriacou, 1990). Teachers display individual differences in their reactions to different stressors in their profession, with some teachers developing more psychological symptoms than others, from anxiety, and irritability to more severe psychosomatic and depressive symptoms. The problems that teachers face, may develop into major issues. Teacher stress causing an important loss of human resource in educational settings is encountered in many cultures (Chan, 1998; Soyibo, 1994; Gaziel, 1993; Borg, 1990, Erktin& Kisa, 2012).An approach to explaining stress teachers face is concerned with the coping resources which teachers use as they attempt to cope with occupational difficulties. Investigating teacher stress as a significant excess of pressures over coping resources requires acknowledging the importance of identifying the demands that teachers perceive and experience as stressful and the behaviors they use to tackle these demands (Dunham, 1992).
The present study was carried out to determine stress levels of teachers through perception of task difficulty, self- efficacy and anxiety measures as well as their ways of coping with occupational stress. Quantitative data analyses were supported with qualitative data obtained through interviews that were also used to determine the perceptions of the teachers about the consequences of their stress levels on their relative performances.

Paper ID: 1256

Mediaton effects of pessimism and intrinsic motivation between peer attachment and career adaptability

Yun-Jeong Shin
Ji-yeon Lee

The purpose of the present study aims at evaluating cross-cultural validation of a hypothesized model describing the possible pathways of how insecure attachment with peer group comes to be linked with career adaptability via pessimistic thoughts and intrinsic motivation with American (n = 294) and Korean (n = 198) college student. Given that interpersonal situation provides a context for the level and expression of personal tendency and the peer group is one of the main relational contexts for emerged adulthoods, insecure attachment with close friends is likely to lead individuals with more pessimistic perspectives about one's self-efficacy, and the world of work as attachment style influences how people cognitively process information. Since the pessimism can be seen as an inner base that interferes individuals to properly appraise stressful experiences and to use more maladaptive coping strategies, individuals with pessimistic tendency are opt to be more passive and find excuses not to engage in career-related activities willingly. Finally, pile of studies pointed out that lack of intrinsic motivation is one of the main factors that cause career indecision that reflects low level of career adaptability Thus, we tested a sequential mediation model in which pessimism and intrinsic motivation mediates the association between attachment and career adaptability.
The hypothesized model was fully supported and the phenomenon was not different across culture. This study highlighted the importance of exploring the mechanism how insecure peer attachment influence on career adaptability by testing cognitive factors, such as pessimistic thoughts and intrinsic motivation, as sequential mediators.

Paper ID: 1258

Student-selected strategies for learning English

Toni Briegel

Students enrolled in the first course in the teacher education program at Zayed University have been required to develop personalized education plans for improving their use of English. All students are UAE nationals and are required to become bilingual (Arabic and English) prior to graduation. IELTS scores of 5.5 are required for entry into Education as a major, but the local education agency requires IELTS scores of 6.5 prior to hiring graduates as fully qualified teachers. Thus, in the four semesters dedicated to learning how to teach, many students must also increase English proficiency by over 15%. Language support is provided by the university in many ways, but no language is learned without personal effort. To encourage such effort, students are required to keep weekly personalized education plans in which they record the methods they use outside of regular school assignments to improve their English in four areas: listening, speaking, reading, and writing. This paper will examine the strategies most commonly used and problems encountered with motivation. The purpose of the project is to sensitize students to diverse language learning opportunities outside the classroom. Impact on IELTS scores has yet to be determined.

Paper ID: 1013

Travel arrangement in Turkısh contract law

Selin Sert
Esra Çimen

Travel Convention in Turkish Law No. 6502 Law on Consumer Protection was organized. Package tour contract, package tour organizers or agents by the following services at least two together, everything that involve price sold or exchanged as promised and the service twenty-four hours long to include or night stay because it contains are contracts:
a) Transportation
b) Accommodation
c) Transport and accommodation services not connected to other tourism services.
Details of the tour, package tour organizer, agent, or be determined by the consumer or in the same package tour services invoiced separately in the event that the provisions of this Article shall apply. Package tour organizer in case of the absence of representatives in Turkey package tour package tour agent will be responsible as editor. The establishment of the package tour to the consumer before the contract front for informational purposes brochure is mandatory. Package tour organizers or agents, in writing or at a distance from the package tour, established a copy of the contract on paper or through a permanent data registers must give the consumer. Consumer itself caused by the reasons the package tour contract-based element of one of the changes or tour before starting the case of cancellation these changes or package tour organizer offered by an alternative tour would be accepted as the contractual right to return also has. In case of return of package tour contracts editor or agent, returning from the date of receipt of the notification of consumers have paid without any deduction of any consideration is necessary to return immediately.

Paper ID: 1041

Extrajudicial audit of the administration

Mustafa Avcı

In social sciences, audit means comparing the relevant criteria and functions fulfilled in order to determine to which extent an organization has complied with predetermined success criteria and evaluating to which extent procedures completed comply with organizational aims and the law. It is required to audit whether the administrative procedures are carried out effectively and in compliance with plans and program. In this respect, auditing is one of the main duties of managers. In organizations, there may be various methods of auditing the personnel and the methods may vary according to the type of work done. The administration, also known as the "public administration", is audited by the judicial body, executive body, legislative body and organizations that constitute the administration and public. In principle, the judicial body audits the procedures and actions carried out by the administration in terms of compliance with the law. Other auditing organizations and methods control the administrative procedures and actions in terms of both lawfulness and appropriateness. For, there is a need to carry out administrative actions effectively, efficiently and in consideration of public interest. In the scope of the audit of the administration are also administrative procedures, actions, behaviors of personnel, plans and projects. These may even be audited in the stage of preparation. The ways and methods of auditing the administration in domestic law may be divided into two, for the sake of the principle of the state of law: judicial audit and extrajudicial audit. Extrajudicial audit of the administration precedes judicial audit. The historical progress also provides evidence for this. There are three ways of extrajudicial audit of the administration, which are administrative audit, political audit and public audit.

Paper ID: 1122

Protection of personal data in terms of criminal law

Nazmiye Özenba

The progress made in information and communication technologies has made the information flow considerably easier, therefore protection of personal data has emerged. It is for this reason that data protection regulations have been adopted worldwide to function the lawful processing of personal data and prohibit the misuse as such. The acknowledgement of protection of personal data as a fundemantal right makes an assurance system essential to protect individuals from the misuse of their personal data. Hence, unlawful acts against an individual's self-determination, right to privacy and human dignity have been adopted as criminal sanctions under Turkish Criminal Code. In international documents, in the preamble of the 135 th article of the Turkish Penal Code (TPC) and in national legislations of the countries which will be examined within the scope of this work, the concept of Personal Data has been defined as any information relating to an identified or identifiable individual. In Turkey, contrary to most of other countries, a special law that protects personal data does not exist. In order to reduce and/or prevent all these problems and in order to punish and dissuade of those, who commit such actions, arrangements were made and new offences and penalties related to personal data were brought up in the Turkish Penal Code. Articles protecting personal data under Turkish Penal Code are cited in the Second Chapter entitled “Offenses against Individuals” and the Ninth Section entitled “Offenses Against Privacy and Secrecy of Life”.

Paper ID: 1226

Opinions on the changes related transition to the heirs of agricultural land in Turkish inheritance law

Mehmet Altunkaya

Agricultural lands are an important place in the life of individuals and society. This type of lands is also important for the States. All states ensure to increase productivity and number of the agricultural lands. In that sense, the State which has not non-agricultural land is unimaginable. Agricultural lands, which are great importance for person and community in terms of economic and social issues, are legally separated and subjected of special regulations. Indeed, this topic is not a subject of the general regulations, such as Turkish Civil Code. However, these terms are arranged in special regulations, such as Law No. 5403 Soil Conservation and Land Use Code. The Code is aimed that the classification, protection and progress of agricultural lands. In addition to that, the Code is involved that being identified minimal and adequate size of and prevented fragmentation of agricultural lands. Therefore, law amendment which has an important alteration are made on the date of 30.04.2014. In this study, amendments are examined and thoughts are expressed.

Paper ID: 1106

Education based indicators of human capital: the case of central and Eastern European countries

Selda Görkey Aydınoğlu

Central and Eastern Europe (CEE) Countries are transition countries and they are well known with their potential of qualified human resource. In this regard, the qualifications of human capital in these countries are significant for their development. Although there are many studies in the literature that research various aspects of human capital in different countries, only a limited of them focus on education based human capital in CEE. Since most of the CEE countries faced structural change in the beginning of 1990s, educational progress plays an even more important role in their rapid economic development. This study aims to examine the development of education based indicators of human capital in CEE from 2000 to 2010. Since quality dimension of the subject is accepted to be as important as quantity dimension in the recent decade, the research includes both dimensions of education in these countries. Education based human capital indicators show that Czech Republic and Estonia were the countries with the most advanced level among 11 CEE countries during the examined period. Hungary and Slovenia also had better proxies than other countries, yet their indicators were not as high as those of Czech Republic and Estonia. The indicators also present that the quality indicators in Lithuania were mostly high while the quantity indicators in the country were not as remarkable.

Paper ID: 1117

Subcontracting practises and its impact on labour, Turkish case

Kamil Necdet Ar

Subcontracting is a business practice where main contractor hires additional individuals or companies called subcontractors to help complete a project. The main contractor is still in charge and must oversee hires to ensure project is executed and completed as specified in contract. As globalisation based system moves ahead the new market dictates, or rather governs, the way corporations think and how workers are treated. It implies, arbitrariness in the workplace, pervading threat of termination, an increasingly wide gap between the rich and poor, job loss and a weakening of job security, and wage inequality.In this frame of labour relations the main reason for sub-contracting is the reduction of labour costs and thus creating favourable conditions for competition. Accordingly subcontracting is directed to the trade union and collective bargaining rights of workers in the field of law and the elimination of freedom of workers. subcontracting has been and is used as an effective tool for de unionisation. The wide spread of subcontracting practises has caused the division of labour markets and in practicality has led to great obstruction in using collective bargaining mechanism. In this respect among many others recent hundreds of life claiming mine accidents and other adversaries which Turkish labourers have been experiencing can be worldwide notorious examples in labour history. Therefore all aspects of present subcontracting system in Turkey has to be carefully reviewed and addressed in order to produce prudent and human centred solutions. The workers' lives merits more attention than making more profit through their loss.

Paper ID: 1252

Increasing work accidents in Turkey and their socio-economic impact

Kamil Necdet Ar

A work accident, workplace accident, occupational accident, or accident at work is a "discrete occurrence in the course of work" leading to physical or mental occupational injury. According to the International Labour Organization (ILO), more than 337 million accidents happen on the job each year, resulting, together with occupational diseases, in more than 2.3 million deaths annually. In this respect the number of work accidents and casualties in Turkey have been showing an enormous problem. In the last 12 years work accidents have claimed 14 455 lives. On the other hand according to the latest Turkstat figures only in the year 2013, 706 workers lost their lives due to work accidents. These figures reveal the seriousness of the problem. When the Turkish higher work accident figures are compared with OECD and EU countries the magnitude of the problem can be better understood. Taking into account these facts work accident problem in Turkey has to be well analysed and immediate remedies produced. Unless the problem is seriously considered the life claiming accidents cannot be prevented. This essay will address the problem from various aspects.

Paper ID: 1300

Gender-based differences in risk taking behavior: A NEuroeconomics perspective

Bora Ba□ kak
Umut Öne□

Recent studies in behavioral and experimental economics field have revealed significant variance in risk taking behavior between male and female subjects, especially when the actions taken also effects other people's pay-off. To determine any possible neurological origins of the behavioral difference between genders, we performed a series of Gneezy and Potters (1998) type risk taking experiments involving the monetary pay-off of the subject as well as pay-off of others in the experimental group the subject is in. During the experiments the brain activity of the subjects are monitored using NIRS neuro-imaging procedure. While the experimental results in our experiments was in accordance to similar previous experiments, we also observe significant gender based differences in oxidation of brain tissue particularly on prefrontal cortex.

Paper ID: 1116

Effectivness of "vitamin ögretmen" portal from teachers' perspective

Hasan Arslan
Meltem Ku□ çu

Distance education systems have been developing rapidly in the field of education. Since the beginning of F@tih (Opportunities to Increase and Technology to Improve Motion) Project applications, educational softwares and the concept of e-learning have been important concerns among policy makers. Besides the lack or insufficiency of softwares for tablets or smart boards, the education content websites which already exist have been struggling to take part in this field. As a result, it is inevitable that there has been a competition between government supported applications and private sector. Vitamin Ö□ retmen Portal is an application that serves as a teacher training program. It is a distance education website designed for teachers to improve their both personal and professional skills. It includes live courses, forum, shares, teachers' resources and educational videos. It is a synchronous application with Vitamin E□ itim website which is designed for students. In this study, qualitative research method has been used. It is conducted with teachers who use Vitamin Ö□ retmen Portal to have valid results. The aim of this study is to work out the sufficiency level of this application from the point of view of teachers. By this means, it could be work out whether it is sufficient enough to meet the needs of teachers or not. We also to find out how effectively teachers, what they acquired from the portal in class.

Paper ID: 1159

The usage of life stories of mathematicians in elementary and secondary school mathematics textbooks

Cemalettin Yıldız
Mihriban Hacısaliho□ lu Karadeniz
Resul Göl

Using life stories is important in mathematics teaching. The aim of this research is to determine usage of life stories of mathematicians in elementary and secondary school mathematics textbooks renewed in 2005 in Turkey. Document analysis was used in this research. Elementary (6th to 8th grades) and secondary (9th to 12th grades) school mathematics textbooks prepared by the Ministry of Education were used as the documents in the research. Data were analyzed using content analysis. As a result of the research, it is found that life stories of mathematicians are generally included in elementary and secondary school mathematics textbooks but even though names of some mathematicians are involved in textbooks, their life stories and contributions to mathematics are not mentioned sufficiently.

Paper ID: 1160

History of Mathematics Spreading Strategies of Secondary School Mathematics Teachers

Cemalettin Yıldız
Adnan Baki

The aim of this research is to determine history of mathematics spreading strategies of secondary school mathematics teachers. Case study method was used in the study. Semi-structured interviews were carried out with 6 mathematics teachers selected in Trabzon to elaborate mathematics history spreading strategies of teachers and determine the strategies they used. Data obtained through descriptive and content analysis were presented on tables. The results of the study showed that generally teachers read sources on history of mathematics, they gave performance tasks or projects on history of mathematics to students, they recommended reading sources on history of mathematics and they gave place to history of mathematics in the exams. Raising awareness of teachers about history of mathematics spreading strategies and usage of them in their lessons is thought to be important in decreasing mathematics anxiety of students and make lessons more enjoyable.

Paper ID: 1211

Opinions of women teachers regarding not having postgraduate education

Ezgi Gol
Nuray Sevinç

In our country that has patriarchal structure, women teachers whose primary responsibilities seen as home and family are confronted with having postgraduate education in teaching profession by the need of our age. Women who start the working life as a teacher have need for self improvement by postgraduate education besides their wife, mother and housewife roles at home. Most of the women teachers under this burden and responsibility can't have postgraduate education. Especially, it is important to evaluate the situations of not having postgraduate education and to present the reasons of women teachers from the social gender perspective. Moreover, women teachers' sharing their experiences about lack of postgraduate education in the professional period will arise awareness of the other women teachers who think about having this education. Considering this frame, the aim of this study is stating the women teachers' opinions related not having postgraduate education. The research design is based on the qualitative research method. The working group is consisted of women teachers who don't have postgraduate education degree. The data are acquired with the semi-structured interview method. The data acquired in the research will be analyzed with the descriptive analysis method.

Paper ID: 1036

Protection of child against violence and neglect in accordance with 4721 n. Turkish civil code

Tuba Kuto□lu
Selma Çetiner

In accordance with Turkish Civil Law, person who is not a major is considered to be a child. Child is a real person who has to be under guardianship forwhy she/he has to be protected against primarily all manners of exterior danger. Therefore a child has been admitted as a real person provided that she/he be borne. Under these circumtances she/he has the legal capacity to acquire rights and be subjected to undertakings. She/he doesn't own the capacity of act untill acknowledged as a major. However necessity of legal actions to be done for and for the name of child still exist. The legislator accepts the child as a legal subject who has to act under legal represantation. Legal represantation is in the form of custody normally but guardianship has to be established when custody can not be established or has been removed. Child isn't only protected against exterior danger but is also protected even against the legal represantative. Legal represantation is a right besides an obligation and a duty to protect child and her/his rights and interests. In this presentation the bottom lines of this right and obligation are going to be explained.

Paper ID: 1038

A conceptual study on employee branding within the contex of internal marketing

Dinçer Atlı

Today, the toughts and perceptions of the customers and suppliers are effected to a great extent by the behaviours of the employees. In this regard, the succesful businesses while struggling to satisfy the desires, needs and expectations of their customers, have realized that the real determining factor for the customer satisfaction is the gratification of their employees. It is hard for an employee to give quality service if he/she is not happy with her work or not motivated. This had also compelled the managers to question how much the employees support the business brand. This problem leads us to the concept of employee branding. Being an extension of the internal marketing approach, the employee branding is based on the philosphy of satisfying the desires and needs of internal customers in order to gratify the external customers. In this context, the common objective of internal marketing and employee branding studies is to create customer oriented employees from all levels. In this study, the interaction of employee branding with the concept of internal marketing, its importance and the strategic advantage it can provide to businesses is discussed in a conceptual framework with an interdisciplinary perspective.

Paper ID: 1133

Relation among locus of control, stress perception and coping strategies of university students in relation to their attachment styles and socio-economic status

Temel Alper Karslı

In this research relation among locus of control, stress perception and coping strategies of university students in relation to their attachment styles and socio-economic status is undertaken as part of a larger study. A population of 250 university students representing different faculties and departments of various universities were given locus of control, perceived stress, coping strategies for stress and relationship scales. Preliminary results indicate that socio-economic status, as well as attachment style, has statistically significant implications on attachment style, stress perception and coping strategies of university students.

Paper ID: 1212

Psychosocial adaptation as a mediator of associations between attachment to parents and social acceptance during late childhood and pre-adolescence

Styliani Gidari
Christina Roussi-Vergou
Maria-Rafaela Tziouvara

In this study we investigated the association between children's perceptions in late childhood and pre-adolescence, concerning the secure attachment to their parents and the social acceptance by their peers in classroom setting, considering the psychosocial adjustment as possible mediator for this relationship. The survey involved 279 children from three elementary schools in Katerini. The tools administered, were: (a) The questionnaire for recording the attachment to parents and peers [Inventory of Parent and Peer Attachment-Revised for Children (IPPA-R), Gullone & Robinson, 2005], that examines the perceptions of children about the security in this relationship of attachment, (b) Capabilities and Difficulties Questionnaire (EDD) (Strengths and Difficulties Questionnaire, SDQ-Hel, Goodman, 1994, 1997), to assess the psychosocial adjustment of children and (c) Sociometry naming two-dimensional test for the recording of social acceptance by the group of peers. Our findings showed that children with a secure attachment to parents have fewer behavioural and emotional disorders and higher levels of positive social behaviour than children with insecure attachment. Furthermore, we found that a secure attachment relationship with parents can enhance children's positive acceptance by the group of their peers. Gender appeared to exert a significant effect on perceived levels of alienation from parents, on emotional disturbances and positive social behaviour, while the age played the same role, only with positive social behaviour. Finally, our results indicated the important mediating role of psychosocial disorders but not of the positive social behaviour between attachment to parents and social acceptance that children in the classroom benefit from.

Paper ID: 1294

Review of concept of awareness over historical environment & buildings in connection with their users: a pilot study in Trabzon city

Muteber Erbay
Deniz Saylam Canım

Examining and discussing the concept of perception, and awareness as the subtitle of perception theories, which are used for understanding the impacts of the built/structured environment on the user and the user's reactions to this environment, by using historical buildings is quite important. Properties separating historical buildings from contemporary ones and granting them a distinctive nature are effective on protection of historical environments and handing them down to next generations in the best possible way, but they also reveal the dimension and problem of awareness for the newly emerging environments. However, historical buildings remaining within a single building scale are surrounded by the new ones which are dominant in terms of size and ratio, which can negatively influence their sustainability. This study examines the impacts of the concept of awareness on architecture and therefore on historical buildings as a reflection of the past, through a sample historical building, located in a place with intensive modern constructions and left in a single building scale in silhouette, in connection with it users. The selected sample building is the building of Turkish Journalists Association, one among the few historical structures managed to survive in the city center of Trabzon, a place which has gone through and witnessed many historical phases. The reason why this building is preferred can be summarized as: its architectural style and therefore its façade is completely different from the surrounding new & contemporary building styles, remaining as the only one single sample; the building's location, the city center; and the fact that the building has had a significant role in shaping up the city's historical identity. Awareness of/for this building is shown through the reactions of users given to the new silhouette obtained when it is removed from the current city silhouette and replaced with a different one. This study includes the following sections; introduction, concepts of awareness and perception, relation between architecture and the concept of awareness, concept of awareness within historical environments, study objective, methods used, evaluations and conclusion.

Paper ID: 1086

Integration of immigrants through ethnic community football: case of Turkish football leagues in London

K. Onur Unutulmaz

Using the findings of a 1,5-year-long ethnographic fieldwork conducted on Turkish community football leagues in London, I will present my findings on the implications of involvement in ethnic community football in terms of integration. Does engagement in ethnic community football help individual immigrants to integrate in the society or does it hinder integration by leading to segregation and 'ethnic enclaves'? The ethnographic account rejects any automatic relationship between ethnic community football and integration of immigrants. It will be argued that there are positive implications as well as challenges and negative implications. On the positive side, ethnographic evidence will be presented to show that ethnic community leagues (i) provide a familiar, inclusive and open social space for new immigrants; (ii) constitute a space to harness a source of belonging to the successive generations of immigrant youth; (iii) help in the personal and psychological development of particularly young immigrants thereby shielding them from social isolation and marginalisation. On the negative side, I will argue that any ethnic association or institution, including such leagues, are necessarily segregating to a certain degree. In addition, there is a huge gender segregation in the particular case of ethnic football leagues where involvement of women is almost negligible. Also, the secure ethnic identity that is reproduced and transmitted to the youth runs the risk of being a closed and exclusionary one. Lastly, the nature of the competitive sport could pose risks for intercultural dialogue by creating rivalries.

Paper ID: 1087

A research on the recreation needs of Syrian refugees living out of the camps in Turkey and the possibility to meet these needs

Kayhan Kaplan

Since the domestic disturbance in Syria started in 2011, an increasing number of Syrian Arab Republic citizens has been temporarily migrating to Turkey as refugees. Republic of Turkey has been the most generous country providing humanitarian aid both in temporary refugee centers and in residential areas to Syrian citizens affected by this tragedy.It is known that approximately 500 thousand registered refugee have been migrated to Turkey until today. Moreover, it is estimated that this number can reach almost 1 million with non-registered refugees. Only 200 thousand of these refugees have been living in camps. It is endavored to increase the life standards of refugees with education centers for children, health services and vocational courses provided by Prime Ministry Disaster and Emergency Management Presidency. However, there is no research about the 70% of those refugees living out of those camps and their needs, wishes and solitude. This study aims to find out the recreation needs of the refugees living out of the camp in Hatay province. Altınözü, Kırkhan, Yaylaada ı, Reyhanlı and Antakya districts where the Syrian refugees are living to the highest degree, were chosen as research areas. Firstly, a questionnaire has been conducted with the participation of 350 people living in the 6 neighborhood of Altınözü district via face-to-face interview method. This questionnaire has helped to develop the profiles of Syrian refugees and tried to determine the recreational requirements of them.

Paper ID: 1223

Why internationalization matters for public libraries in Turkey?

Esin Sultan O uz
enol Karadeniz
Erdinç Alaca

While Turkey, the position of which gradually gains importance in the international movements of migration, is traditionally known to be a country with a population emigrating abroad, presently allows in a considerable number of immigrants. One of the most striking developments regarding immigration in Turkey in the recent years is the immigration of retired persons. Even though it has not been possible to determine the exact number of retired immigrants because most of them come to Turkey with tourist visa; it is known that the number of foreigners acquiring properties in Turkey's coastal regions is approximately 60 thousand individuals buying estate is approximately 20 thousand individuals. With the extended length of life and the lowering of the legal retirement age in Europe, important issues come to the fore such as the difficulties challenging foreigners who settle permanently in Turkey while living in this country with a different language, religion and culture; how they contribute to the local community in the economic, social and cultural fields; their willingness to participate in public life and level of their access to information they need to survive in the country to which they immigrated. Public libraries are considered useful social instruments in the democratization of information; in the support of education and life-long learning activities; in the development of personal creativity; and in the promotion of local culture. In this study, the roles of Turkish public libraries as regards intercultural communication and social integration, as well as the specific information needs of retired immigrants will be discussed. Research results of an ongoing project ("Information Needs of Retired Immigrants and Evaluation of Public Library Services: A Case Study for Antalya Region of Turkey") supported by The Scientific and Technological Research Council of Turkey will be shared. General emphasis will be placed on the impact of inadequacies regarding Turkish public library policies on the needs and expectations of new users.

Paper ID: 1232

"Social capital" vs "human capital": synonyms or opponents in the global political agenda?

Giuseppe Luca De Luca Picione

Policy, discourse, politics: what lies beyond the rhetoric of change and what is the impact of neo-liberal assumptions implemented by European decision makers in the absence of democratic legitimation according to a "technocratic approach"? (Griessler, 2014). This paper present the theoretical perspective in which those interventions can be understood is that of the evolution of the "social investment welfare state" (Giddens, 2014).Within a political agenda deeply oriented to express a new perspective for welfare activities, we can begin to understand how the concept of social capital are strongly interwoven with that of human capital, up to generate a series of misunderstandings and conflicts even in the scientific community (Field, 2005). The sociological literature, to analyze personal and institutional relationships that are the foundation of the social structure, emphasizes the role to social capital in the creation of human capital (Coleman, 1988). Advanced economies show parallel signals. Emblematic is the case of a US financial institution, the Goldman Sachs Bank, which invested 9.6 million dollars in social impact bonds "hooked" to a training program for inmates of a prison in New York. The correlation between re-educational interventions to increase the human capital and social capital to offer more professional opportunities for young inmates is implicit in benckmark of the municipal bond market.The relationship between human and social capital is not always antagonistic, but the processes of global governance amplify the risk of individuals embedded in the lifelong learning against of personal relationships. If the accumulation of knowledge is independent of social context, it may be erosive to the social structure itself.

Paper ID: 1234

Early school levers and social inequality: a new human development paradigm

Lucia Fortini

The early school leave is the result of individual events attributable to paths individual life story or the social structure in which those paths are developed and are entitled? Answering this question may allow the testing of specific programs that interrupt the social mechanisms of reproduction of marginalization and social exclusion. This paper shows that the construction of a true welfare of the opportunities, which considers the "operations" and "capabilities" (Sen, 1986), must be build education policy considering different territorial. The relationship between early school leaving and social inequality is a classic theme in sociology (Bourdieu, 1972; Parsons, 1972), but it is particularly difficult to find an area of agreement between the various theories. To understand the social change through the morphogenesis of individual strategies in educational pathways, one must consider the "agency" (Giddens, 1991; Archer, 1995), and the main dimensions to be considered are simple to locate. As an alternative to development models that focus on developing economic, the "human development paradigm" can offer to everyone access to opportunities (Nussbaum, 2012), not to mention that any institutional intervention does not act in a vacuum, and regardless of the frame reference. In contrast, institutional practices are produced and reproduced through the decisions and actions of all stakeholders which are influenced by the context in which they themselves help to define and determine.

Paper ID: 1014

Vision for sustainable competitiveness in the search for industry 4.0 and resources consumption accounting

Orhan Elmacı

Sustainable competitiveness of businesses overall efficiency and cost advantages related to the basic components to produce strategies that will change the market structure and market structure until you change it again after a time may be achieved by obtaining a specific location. Moments that will change the market structure will be created in this direction perform strategies. In this context, the evolution of production systems, both macro and micro dimensions affect the structural dynamics of the economy. Industry 1.0, organic energy into mechanical energy , Industry 2.0 transitional phase transition to automation, mass production, and it becomes the mechanical changes on the business processes in describing. 3.0 Industrial, electronic controls in business processes. Analytical 4: 0, machinery, systems communicate with each other, they create networks and these networks achieved through speed, flexibility, diversity generated by new production, internal organization,, industry is used for describing the state of relations. "Industrial 4.0", "machines that communicate with each other, symbolizing a production layout automation applications that spread rapidly. Labor costs of goods and services that can be produced independently, tend to return to the field in great demand tells the story of the power of winning. "This systems approach to internal and external environmental factors operating within the framework of measuring and determining the status of the matrix needs to be introduced. The main business activities and support to the customer in terms of the value created and grouped separately grouped at the cost of each activity, and they also add value to the customer is required to be measured. Non-operating factors such as external environmental risk matrix and can be measured by methods such as competitor analysis whereas, from internal elements to measure the "Value Chain Analysis" is used. Value Chain Analysis to measure the value-creating activities "Resource Consumption Accounting (RCA)" is used; Businesses will ensure efficiency and effectiveness in strategic decision-making. RCA's Activity Based Costing (ABC) and the resource-oriented German Cost Accounting (GCA) consisting of a combination of a new management accounting system.ABC activities as a source of cost, while the cost of RCA proposition that there are breeds of resources. Therefore, the focal point of RCA resources. On the other hand, according to sources RCA cost behavior are classified in terms of costs and production capacity relations function without any additives to participate in product costs are fixed production costs. TAS-2 Stok Standard "Normal Cost" in this method is called, all of the variable costs, fixed costs and production costs compared to the capacity utilization rate is required to take place within. This method therefore capacity in accordance with the cost method, low-capacity enterprise's full costs, fixed costs due to the high, avoiding the calculated idle capacity costs to products or given, so products do not consume resources shares are not. As a result, managers can use in decision-making processes, detailed and accurate cost information is presented. The purpose of the study, which is extremely important in terms of management decisions Stretegic cost information for obtaining a new management accounting methods that can be used as a RCA development, is to describe the elements and cost allocation process. In this study, firstly the development of RCA and its elements have been described, and then through a hypothetical example of resource costs to cost objects distribution products as well as the RCA method were performed using both ABC. Thus, the difference between these two methods are introduced and the purpose of this new method, the elements, together with the advantages and disadvantages were investigated.

Paper ID: 1096

The effect of organizational citizenship behaviour on subjective well-being

Hakan Atay
Gülseren Yurcu
Ülker Çolako□ lu

The adoption of the high degree of organizational citizenship behavior and subjective well-being of its employees are desirable from a business perspective. In this research, the dimensions of employees' organizational citizenship behavior effect on subjective well-being was examined. Data was collected from 2051 employees who works at 50 five stars hotel in the zone of Belek\Kadriye connected to Central and Serik district of Antalya Province. Oxford Happiness Inventory (OHI) questionnaire and Organizational Citizenship Behavior scale was used to collect data from employees. The relationship between the variables was analysed by using frequencies and multivariate data analysis. The findings indicated that; three dimensions of organizational citizenship behaviour: altruism, sportsmanship and civic virtue had a significant positive effect on employees subjective well-being, whereas conscientiousness dimension had a negative effect.

Paper ID: 1112

The influence of personality traits and demographic factors on entrepreneurship start up intentions of prospective Turkish entrepreneurs

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Abdullah O□ rak
Simge Tüzün □ ahmaro□ lu
Hacer Arslan Kalay
Ozan Tuncer

Entrepreneurship is often defined as the opportunistic pursuit of economic wealth via creative initiatives of the individual operating within an uncertain environment constrained by limited tangible resources. Entrepreneurship intention refers to the action of an individual's attitudes toward the outcomes of that actions and individuals self-efficacy. It relates to the perceptions of desirability and feasibility and the propensity to act upon opportunities. Research on entrepreneurship intention has and continues to be of interest to researchers due to its importance to the development for many countries. The literature on entrepreneurship intention includes factors influencing entrepreneurship intention such as education, personality traits, perceived feasibility and education and training. Most of these studies were conducted in a non-Turkish setting. These tacit traits are also formed values/beliefs held and play an important role in driving entrepreneurial decision making. Thus, personality traits may influence the intentions and the manner in which the individual acts. This study examines entrepreneurship intention among prospective Turkish Entrepreneurs. Using a questionnaire survey on prospective Turkish Entrepreneurs in Turkey, this study examines whether prospective Entrepreneurs have an intention to pursue entrepreneurship. It also examines whether personality traits and demographic factors influence the prospective entrepreneurs to become entrepreneurs. The results indicate that more than half of the respondents have an intention to become entrepreneurs and their decisions are attributed by the influence from their family members, academics and attending courses on entrepreneurship. The results also show that personality traits play an important role in influencing the prospective entrepreneurs' decision to become entrepreneurs.

Paper ID: 1142

Innovativeness in organizations: The role of innovative behavior in organization

Alima Aimurzayeva

In the current globalization process, long-term competitiveness of organization depends on their ability to increase business performance. While there are several methods and techniques that affect business performance, innovation has become a significant and frequently used tool to this end in recent years. Innovation allows organizations to progress parallel with the changes flourishing in the environment. It's a strategic key in responding to the new challenges of an environment full of uncertainties. For an organization, innovation would denote the generation or adoption of novel ideas or behavior Innovation are assumed to bring multiple benefits to an organization and help an organization achieve competitive advantages. As mentioned, organizations that operate in the present fast changing competitive world face an increasing demand to engage in innovative behaviors to create and deliver new products to gain sustainable competitive advantage. Innovative behaviour of employees refers to a key aspect of organizational effectiveness: the creation, intro- duction and application of new ideas within a group or organization in order to benefit performance. Innovation is never a solitary activity. The innovative behavior of individuals is at least partly determined by the interaction with others. Within the context of a business employees are in particular depended on their leaders for the information, resources and support that are needed to innovate. The leader is therefore a driving force behind individual innovation. The question arises how leaders can enhance the innovative behavior of their employees. A literature review revealed that innovation- stimulating leadership can enhance the innovative behavior of employees. However, based on the literature review it could also be argued that this relationship would be strengthened if employees believe that their innovative behavior will benefit their work.

Paper ID: 1191

Quality costs and reporting of quality costs: an application in dyeing and finishing industry

Duygu Celayir
Selim Yüksel Pazarçeviren

In today's business environment, quality has become a crucial and critical competitive factor. Also, economic conditions make it necessary for organisations to review and control their costs for their survival. Organizations are challenged to provide products and services at a low cost without affecting the quality. For this reason, measurement of quality cost, preparing reports are necessary for long term survival, the effectiveness of activities and quality systems. Business environment of today has made cost of quality a useful tool in monitoring and achieving cost reductions in order to remain competitive. Cost of quality information would help management to evaluate quality problems and to identify major opportunities for cost reduction. Therefore, measuring and reporting the cost of quality (CoQ) should be considered an important issue for organizations. The measurement and analysis of quality costs is a criticald indicator of the quality and the overall performance of a manufacturing concern. There have been many attempts to measure quality costs in both theoretical and empirical research. However, there is a lack of research about the measurement and reporting of quality costs as far as the dyeing and finishing sector/ industry is concerned.In this study, quality cost items of a firm in dyeing and finishing sector will be examined. For analyzing quality cost, these items will be identified and prepare quality costs report. The purpose of this paper is to develop a framework for measuring and report of cost of quality.

Paper ID: 1048

The strategies used by Turkish EFL teachers in the ESP classroom

Fatma Toköz Göktepe

From the late 70s' there has been a growing tendency to develop methods and materials focusing on learners' opinions and autonomy. Hence, there have been plenty of studies to investigate how individuals approach language learning and take responsibility for their own learning process and how teachers can help the students to be more autonomous. The focus on these studies has been to examine the behaviours and thought processes employed by learners when learning a foreign language. This present study proposes to investigate the strategies engaged by English as a Foreign Language (EFL) teachers who are teaching English for Specific Purposes (ESP) to Freshman and Sophomore English language learners in several departments such as International Relations, International Trade, Tourism and Hospitability Management, Business Management, International Finance and Logistics in a private university in Turkey which uses English language as a medium for instruction. The participants for this study consisted of 20 ESP teachers, aged between 25 and 50. The instruments used in the study included questionnaires, face-to-face interviews, and classroom observations. This study provided some evidence that teachers needed to be trained to teach the particular course more effectively with the help of strategies that would be useful in their teaching contexts. In this regard, this study may enhance the significance of strategic training with some useful findings on the teacher strategies applied in the ESP classroom in a Turkish context.

Paper ID: 1057

Cooperative learning enhances metacognitive reflection

Istvan Zsigmond
Meral Özçınar

Metacognitive strategies play a central role in problem-solving. Research evidence suggests the positive effect of stimulating or training the use of metacognitive strategies on reading comprehension. Methods implying active teaching methods have a stimulating effect on metacognitive reasoning. A special type of collaborative learning design, cooperative learning has proved to have positive effects on metacognitive reasoning and learning outcomes as well. We elaborated a developmental program for training the use of metacognitive strategies in reading through collaborative methods. Comparing pre- and posttest results of the groups involved in the design study indicated that an 8-week training in metacognitive strategies resulted in better reading comprehension results for the 4th grade children from the cooperative group as compared to the frontal metacognitive training, with no gender differences.

Paper ID: 1185

Integrating service-learning into teacher education: preparing teachers for diversity

Sari Hosoya
Lisa G. Bond

Recently teachers are required to promote active learning and student-centered learning in their classrooms. Teacher education around the world usually includes and or requires on- site training or a teaching practicum. Teaching practicum certainly is an essential part of teacher education, however, a service-learning experience can also provide pre-service teachers knowledge and skills to make their teaching more active and meaningful. Such experience among pre-service teachers can also deepen their understanding of students and their social environment since they can actually work with students in the community. Service-learning is a pedagogical technique for combining authentic community service with integrated academic outcomes, and well-designed, and well-managed service-learning can contribute to students' learning and growth while also helping to meet real community needs (Erickson and Anderson, 2005). Service-learning includes sufficient reflection before, during, and after the service activities, and therefore, pre-service teachers can recognize the problems and needs of the students in the community and use their higher learning ability to analyze them and consider possible solutions. Such experiences will also contribute to the promotion of personal growth and a sense of responsibility as a teacher and as a social agent. Service-learning is especially helpful to understand diversity in the society and individual differences. In this presentation we would like to discuss how we can integrate service-learning and teacher education, as well as the projected outcome and issues included in such a teaching method. Ericson, Joseph A. and Anderson, Jeffery B. (Ed.)(2005). Learning with the Community: Concepts and Models for Service-Learning in Teacher Education, Sterling, VA: Stylus Publishing.

Paper ID: 1225

The association of executive functions and study strategies in college students

Nasar Said

The purpose of the study was to investigate the predictive relationships between cognitive executive functions and study strategise of 52 female college students. The predictors of interest were: the executive functions of inhibition, shifting, initiation, emotional control, working memory, self-monitor, planning, task monitor, and organization of materials as measured by Behaviour Rating Inventory of Executive Functions (BRIEF), TOL, and LNS. Wherease, the predected study strategies were: goal setting, time management, determining priorities, procrastination, perseverance, test taking, test preparation, recall, retention, comprehension skills, cognitive mapping and outline, and vocabulary skills as measured by College Study Skills Inventory (CSSI) . Unexpectedly, students' scores on TOL and LNS did not correlate with their study strategies. However, the BRIEF scores of inhibition, shifting, initiation, emotional control, working memory, self-monitor, and planning significantly associated with students' study strategy ratings. Moreover, these executive functions shwed to be good predectors of the study strategies of goal setting, time management, determining priorities, procrastination, perseverance, and test taking. The educational implications of these findings with regard to teaching practices are discussed.

Paper ID: 1111

The effects of problem solving training on problem solving skills and some of the psychological variables of mothers' who have children with autism : a pilot study

Atilla Cavkaytar
Deniz Tekin Ersan

It is important to train parents of children with special needs in order to support coping with their problems.Especially mothers who have children on the autism spectrum disorder face with higher stres, depression and anxiety levels. The purpose of the current study was to investigate effects of psycho-educational group problem solving training on problem solving skills and anxiety, depression and stress levels of mothers' who have children with autism. . A pre-test post test without control group quasi-experimental design was used in the study.Participants of the study were 11 mothers of children with autism spectrum disorder. Problem solving training took 8 sessions, two weeks. The research data was analyzed with non parametric statistical methods. The data analysis reveals that, psycho-educational group problem solving training significantly increased mothers' problem solving skills and anxiety levels. However, training did not have any effects on mothers' depression, parental stress levels and stress symtoms.

Paper ID: 1118

After the First World War, tension between Azerbaijan and Turkey's relations

Rahim Hasanov

Resume Having deep historical links, Azerbaijan Turkey relations are based on both political and cultural roots. Terms between these two brotherly peoples, regarding the period, have been observed by different lines. Known from historical sources, at the beginning of 20th century, there were contradictory issues in the relations between Turkey and Azerbaijan. In the article, the author tries to elucidate these contradictions between Azerbaijan and Ottoman's political relations. Ottoman's military aid to Azerbaijan and the attitudes of the party in power- 'Ittihad and Taraggi' towards Azerbaijan are explained. The author shares with the scientific community his discretions about the policy that Turkey pursued in Azerbaijan after being defeated in World War First, the influence of Anadolu movement to the government of Republic, and Mustafa Kamal Pasha's connections with Russia.

Paper ID: 1154

Technology readiness of internet users: an empirical research

Naciye Güliz U□ ur
Hüseyin Serdar Geçer

The nineties witnessed a major revolution with the invention of the first electronic digital computers. Till then, the term Internet was practically unknown to most people. However, today, the Internet has become the most powerful tool for people around the world. With the advent of Internet, our earth has virtually reduced in size and has attained the form of a global village. The Internet has become an indispensable tool, which has helped bring the world closer. Receiving news from across the world, accessing knowledge resources, and shopping online are simply a click away. The Internet has tremendous potential and a lot to offer in terms of services. One of the greatest advantages of internet is that the majority of the people get used to technological revolution by using internet. The aim of this study is to analyse Technology Readiness (TR) level of internet users and evaluate their TR levels in terms of various demographic variables. Also the effect of users' internet usage habits on technology readiness will be examined. The research is conducted on 250 internet users and data is gathered by using Technology Readiness Index (TRI) survey, which was developed by Parasuraman (2000) to measure users intention to technology usage. The survey consist of four dimensions; innovativeness, optimism, insecurity and discomfort. Based on participants' TRI dimensions score, each participant is classified into five TRI segments; explorers, pioneers, skeptics, paranoids and laggards. In the light of the findings and limitations, some recommendations were made to tackle the technology readiness problem.

Paper ID: 1162

Use and misuse of mobile phones in courses: university students' perceptions

Naciye Güliz U□ ur
Tugba Koç
Hüseyin Serdar Geçer

People use mobile phones everywhere and every time, to call and text friends, surf the web, visit social sites and feel as appertained to them. Current researches have estimated that 100% of university students have their own mobile phones and all of them bring their devices to the courses. As the use of mobile devices has proliferated in recent years, new challenges are faced by higher education and also research indicates that, this uncontrollable increasing is a big interruption.
Minority of the students use their smartphones to enhance learning, such as to look up pertaining information about the lesson, take pictures of information on the blackboard; however majority of them use smartphones for personal affairs during courses. Keeping in touch during lesson hinders students' learning experience and, it also occurs during examinations, although it is illegal.The misuse of mobile phones in colleges has compelled administrators creating new policies to manage this problem. Actually, although there are lots of rules for banding mobile phones, they are not accepted or implemented consistently.This study examined and enlightened one aspect of this multi-faceted larger societal theoretical concept of technological connectivity; namely, university students' manner to connect during courses. This paper presents the result of a study conducted on 300 university students at Sakarya University to gain a better understanding of the frequency and manner of mobile phone use during the courses. The results reveal that majority of the students distract their classmates and they will continue to behave this way, unless the administrators take precautions.

Paper ID: 1293

Spatial contentness at dormitory rooms: chaid analysis

engül Yalçınkaya

In this study, the contentness at dormitory rooms are investigated. The issue in the study is stated as the variables influencing contentness at temporary places, priorities and association of these variables. The spatial contentness concept is addressed within dormitory rooms as a part of individual and place features, spatial attitude and behaviour. User's assessments about the place are achieved via questionnaire study. With CHAID analysis, it is observed that the most efficient factor on spatial contentness at dormitory rooms is the desire for making a change/change. It is also observed that contentness is influenced by an object attached to, number of people in the room, the time spent in the room at weekends and privacy demand. Obtained parameter showed that even using the place temporary, the user attempts to make it coherent, control the place, leave a track from himself. This situation is interpreted as a reflection of the need for belonging somewhere in temporary places. Also, in the study, in spatial contentness, associated with the number of people staying at the room, privacy need is come into prominence.