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ASSOC. PROF. DR. NEBİYE KONUK KANDEMİR

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Assoc. Prof. Dr. Nebiye KONUK KANDEMİR

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INTRODUCTION

The book you have in your hand consists of studies conducted in the field of social sciences. The four chapters in the book consist of field research and qualitative research. The first of these is the study conducted by Göknur Bostancı Ege with 750 participants aged 16-25 in 2021, when the pandemic continued.In the section titled **"C19 Youth: Problems And Divides"**, Ege examined the transformation in the social lives of young people within the framework of the pandemic process variable. In the light of the data she obtained during her fieldwork, Ege states that social dimensions should be taken into account more in various programs and educational levels in social policies to be developed for young people.

In the chapter titled **"Integration and Exchange of Arabic Food Culture in The United States"** in the book, Agha and Sözen aimed to illuminate the complex interaction between Arabic food and American culture. They conducted a qualitative study that sheds light on understanding the sociocultural dimensions of this interaction.

In the chapter titled **"Turkish Magazine For Veiled Woman: Âliyyül Âlâ"**, D. Çakmak examined the Islamic bourgeoisie and consumer culture in

Turkey with the discourse analysis they made on the example of Âlâ Magazine.

In his work titled **"From Fragmentation to Stability and Back Again? Analyzing Turkish Party System (1991-2023)"**, Bölükbaşı discussed this evolution from a historical perspective by analyzing the characteristics, trends and transformations of party systems. In this chapter of the book, the reasons behind the changes are discussed in the light of data from ten general elections between 1991-2023.

On the other hand, there are two chapters in the book that contribute to the methods and techniques that can be used in the field of social sciences.

In the chapter titled **"Use of the Cox Regression Analysis in Social Sciences: Modeling Unemployment Duration"** in this book, Alkan states that greater use of Cox regression analysis will provide a different perspective in determining the factors affecting the duration of unemployment. This study also provides insight to researchers interested in the subject through a literature review on the use of Cox regression analysis in social sciences.

In another book chapter, the authors aimed to develop a valid and reliable measurement tool that can be used in Turkish language research on 'job crafting'. Arslan, Ersoy Kart, and Pişkin aimed to fill the gap in the literature on this subject in the chapter titled **"Super Staff Scale: A Development, Reliability And Validity Study"**. In the study, a scale called "Super Personnel

Scale" was developed, which evaluates job adeptness as a critical feature sought in employees in terms of job placement, self-development and retention.

It is hoped that the book will be useful to researchers working in the field of social sciences.

Associate Professor Nebiye KONUK KANDEMİR

Editor, Dokuz Eylül University Faculty of Letters, Department of Sociology

Head of the Department of General Sociology and Methodology

Chapter 1

C19 YOUTH: PROBLEMS AND DIVIDES

Göknur (Bostancı) EGE[1]

1 Sociology Department, Ege University, İzmir, Turkey,
ORCID: 0000-0003-3875-7001

INTRODUCTION:

One of the most significant global disasters of modern times, the COVID-19 (C19) pandemic has profoundly impacted all segments of society, causing widespread disruption to social life around the world. At a time when humanity had made significant progress in science and technology, the desperation caused by C19 eroded trust in these fields and shattered the sense of security for people worldwide. The coronavirus, transcending all geographical, social, political, and economic boundaries, has impacted every society, irrespective of whether they are developed or underdeveloped, rich or poor, strong or poor, Western or Eastern, Northern or Southern.

Žižek argued that the world faced an uncertain future with C19 with the possibility of an economic mega-crisis awaiting the survivors. He also emphasized the separating and distancing effects of the pandemic on society. For example, younger individuals, who are less vulnerable to the virus, were separated from older individuals, who face a greater risk of severe illness, as what is probably a temporary illness for the young can be fatal for the older. (Žižek, 2020, 85-88). The emergence of diseases produces instability, uncertainty, and crises that render invisible the visible features of the social order. Societies must adapt to these challenges, recognizing that social arrangements must change in response to biological threats. (Dingwall, et al. 2013:167).

The C9 outbreak wasn't just a health crisis; it was a global catastrophe that profoundly disrupted social life and economies worldwide. Every social group and region was impacted, with all people - except essential workers - forced into prolonged isolation at home (Lupton, 2021:17). Amidst the global struggle with the deadly coronavirus, a stark dichotomy has emerged in C9 discourse. While the elderly (70 and older) were often categorized as vulnerable and at high risk of severe illness, young people (adolescents, teenagers, and young adults) were increasingly seen as potential spreaders of the virus. This division was further reflected in pandemic-related anxieties, with economic uncertainty dominating the concerns of young people, while the elderly faced the immediate threat of infection and survival (Cook et al, 2011: 211).

It appears that the social, cultural, economic, and psychological consequences of C19 will have long-lasting effects into the future. Although the C19 pandemic has impacted nearly every social category and segment of society, the group that will likely be most affected in the long term is the "youth," the social category of children and young people. Therefore, in the post-pandemic period, we should focus on understanding the impact of C19, particularly on younger generations, and consider the lasting scars it has left especially on younger generations.

In this chapter, we will focus on the social effects of the C19 outbreak on youth. This is not to suggest that adults and the elderly have been unaffected

or less affected by the outbreak. On the contrary, as the coronavirus posed greater risks for people over 50 and especially for people over 65, the elderly had to withdraw from social environments and are sometimes subject to stricter social isolation restrictions. The C-19 pandemic has even had effects that can sometimes lead to a kind of age discrimination/ageism against older people. It is clear that individuals over the age of 65 have been heavily affected by the pandemic and have had to deal with psychological and social problems as well as physical health problems related to C-19.

Children and young people are the individuals who will shape the future of society. Therefore, the negative effects experienced by youth today will have long-term, significant consequences that will be reflected in society and social life in the future. Starting in the spring of 2020, young people have had to interrupt their normal education and social lives and have been exposed to the effects of the global health crisis at a young age. As a result, the younger generations, who have spent critical periods of their mental and physical development under the challenging conditions of C-19, have shared similar problems and experiences in both their education and social lives.

GENERATIONAL PERSPECTIVE

The word "generation" is derived from the Greek word "genos," which has the basic meaning of "to come into existence" and originally included "production" as its primary meaning (when a child is born, that moment the child is separated from his/her mother/parent [gonos ergo geno] simultaneously produces a new generation). Similar to the verb "to be," the word "generation," which has meanings such as "allegiance, time of life, span of years, sameness with one group and otherness from the rest," also requires an adjective of context or sign of relativity (my generation, your generation, our generation) (Nash, 1978:1-2).

Comte (1853) argues that, in all times and places, the ordinary course of even our brief individual lives displays various and remarkable modifications and that it is the slow, continuous accumulation of these successive changes that gradually constitutes the social movement. The steps of this change are ordinarily marked by generations, as the most notable fundamental variations are created by the constant renewal of adults. When this progress is remarkably accelerated, the reality of the movement cannot be disputed, even by those who dislike it the most (Comte, 2009: 84).

Mannheim (1952) defines a generation as a group of individuals of similar ages, whose members have experienced an important historical event or were influenced by the characteristics of a particular period. According to Mannheim, although the generation is not a concrete group which cannot exist without its members having concrete knowledge of each other and whose existence as a mental and spiritual unit ends with the disappearance

of physical proximity, sometimes a generation can deliberately lead to the formation of concrete groups (such as in the case of the modern German Youth Movement) (Mannheim 1952: 288-289).

Manheim emphasizes the importance of "fresh contact" (experimenting with something new) in the formation of a generation. For example, "new contact" plays an important role in the lives of individuals, when they are forced to leave their social environment by events, and it is not only a new experience, but also a change in the individual's mental and spiritual adjustment to this new situation. Manheim states that we can distinguish between two types of 'new contact': one based on the change in social relationships and the other on transition from one generation to the next, in which there is addition of new psycho-physical units beginning a new life (Mannheim 1952: 293)

He emphasizes the importance of a sociological explanation of the distinction between the categories of "generation location ", "generation as actuality" and "generation unit" and that these distinctions are indispensable for a deeper analysis of generations. In Mannheim's sociology of generations, the biological rhythm of birth and death, which is a natural phenomenon, is only the necessary basis for the formation of generations as a sociological phenomenon. Due to the biological rhythm and being born at a specific time and in a specific place (generation location), the sharing of similar socio-historical environment and the common effects of the historical and social events of that period enables the formation of the actual generation. Because individuals can respond to the common social and historical conditions in different ways, actual generation can be sub-divided into generation units. Although individuals similarly located in time and place, share a common destiny and experience same historical problems which create a link between spatially separated individuals who may never come into personal contact, the generation unit represents a much more concrete bond than the actual generation (Mannheim, 1952).

This entire conceptual framework shows us that those whose youth coincided with the pandemic exhibit "generation" characteristics from a generational perspective. However, like other generational definitions, this kind of distinction has the potential to produce discrimination against C19 youth. For example, the use of labels such as "pandemic engineer", "pandemic doctor", "pandemic lawyer" for those who graduated after pandemic based on the idea that these young people, whose education and social lives have been interrupted due to C!9, will be less successful than others or will have more problems in the future. The existence of judgments expressing insufficient professional knowledge for people who received their education during the pandemic period is a sign of potential discrimination.

RISK PERSPECTIVE

Today we live with the risks related to many dangers and damages such as polluted water, the destruction of the forests, new types of diseases etc. However, the center of "risk consciousness" lies not in the present (today), but in the future (Preventive actions are taken against the problems and crises of tomorrow and the day after tomorrow). The real social impetus of risks lies in the possible dangers of the future, so in the risk society the past loses its power to determine the present and, instead, the future gains determining power. According to Beck, in the risk society, where everything becomes a danger in some way, nothing will seem dangerous to us anymore, because, if we cannot escape the danger, we do not want to think about it. Beck states that in the risk society, eschatological eco-fatalism allows *the pendulum of private and political moods* to swing from hysteria to indifference and vice versa. (Beck, 1992: 34-37). As Mills and Blossfeld pointed out, globalization's rapid pace and unpredictability, combined with information overload, make decision-making more challenging for young people. They face growing uncertainty about their choices, impacting their ability to compare and rank options for education, careers, and their future. Decision-making becomes increasingly problematic due to the overwhelming amount of information difficult (2005: 16).

With the globalization of dangers, everyone becomes a victim of more or less concrete dangers, while safe areas that are not exposed to danger begin to disappear. Beck argues that the risk society, unlike a class society, has a tendency to unite friend and foe, East and West, rich and poor, up and down, city and town, North and South, under the pressure of exponentially increasing risks. Beck, argues that the risk society, unlike the class society, has a tendency to unite friend and foe, east and west, south and north, under the pressure of exponentially increasing risks, However, Beck also points out that risks do not actually eliminate the class society but rather reinforce it, as wealth tends to accumulate at the top and risks accumulate at the bottom (ibid, 35-47).

Giddens argues that trust, risk, safety, and danger have evolved significantly in the shift from pre-modern to modern societies (1990:100). While risk was once primarily an individual concern, global risks such as the risk of an ecological disaster or a nuclear war pose threats to entire populations, making security a complex issue. Maintaining security requires balancing trust with the management of acceptable risks by mitigating or eliminating specific dangers (ibid, 35-36).

In contemporary society, the increasing prevalence and diversity of risks have spurred a growing interest in not just the risks themselves, but also in how individuals and communities navigate them. Resiliency theory, a prominent conceptual framework in the social sciences, offers valuable insights into this

complex issue. Resilience, defined as the capacity to cope with the negative impacts of risks and traumatic experiences, is a key characteristic that enables individuals to mitigate or even eliminate the negative consequences of adversity. This theory emphasizes the importance of promoting healthy development in adolescents despite their exposure to risk factors (Fergus & Zimmerman, 2005, p. 399). The capacity of a community to adapt and return to a steady state after a major disruption in the recovery phase of post-disaster societies is of great importance. This resilience, as it is often referred to, encompasses the ability of the social system and community members to self-organize, learn, adapt, and deal with new situations in response to natural or social disasters. (Brassard, Raffin, 2011:417). Hope is closely linked to resilience, giving individuals and communities the strength to face difficult times and preventing them from desperation. (McDonald, Stephenson, 2010: vi)

As Ulrich Beck argued, contemporary societies live in an environment where risks and uncertainties are more prevalent than ever. These risks range from environmental threats to economic collapse. The C19 pandemic has brought about a number of risks that have deep and lasting effects on young people, leading to consequences such as social isolation, education and employment losses, concerns about the future and economic uncertainty. Disruptions in education, inequalities in remote learning, and decreased social interaction have created challenges for young people to continue their education and achieve their career goals. C19 youth experienced many limitations including opportunities for socialization and personal development. Increased screen time and social media usage during the pandemic have increased the risk of digital addiction. All these risks experienced by C19 youth left deep marks on them, damaged their sense of security and reinforced their sense of uncertainty.

FIELD RESEARCH

In 2021, while the pandemic was still ongoing, we conducted a study with 750 participants between ages of 16-25. The average age of the sample was 18.83, with a standard deviation of 2.6. This study was the first wave of a longitudinal research project that has yet to be published. The second wave is planned for 5 years after the effects of the pandemic subside. Some of the findings from this initial study are discussed in this book chapter.

Figure 1

Problems related to the pandemic during C19 period and degrees of esposure

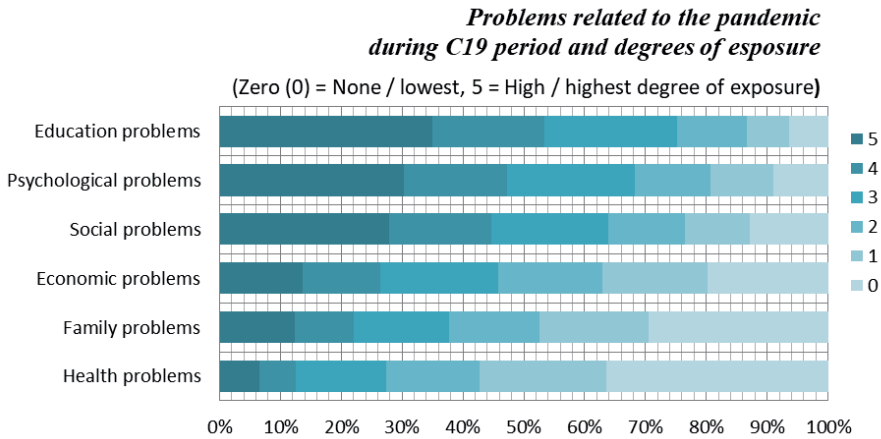(Zero (0) = None / lowest, 5 = High / highest degree of exposure)

Figure 1 illustrates the problems experienced by young people during the C19 pandemic and the degree of exposure experienced (ranging from 0 (no impact) to 5 (highest impact).

The data indicates that educational problems were experienced at higher levels than other issues, while health problems were experienced at lower levels. This trend is followed by psychological, social, economic, and familial problems, respectively. The lower prevalence of health problems among young people is likely linked to the demographic distribution of the pandemic's health impacts.

The high prevalence of educational problems is noteworthy, as it highlights the significant disruption experienced by this age group during the pandemic. It is not surprising that psychological problems follow closely, as the pandemic-related experiences, encompassing educational, health, social, economic, and familial issues, have likely contributed to increased psychological distress among young people. The high prevalence of social problems is also unsurprising, considering that young people are in a developmental stage characterized by a strong need for socialization and a tendency to resist restrictions.

Unemployment is always higher for unskilled workers according to labor survey statistics. Young people are under more pressure to support themselves particularly because most young people (employed or unemployed) have not completed their education or are still studying. Furthermore, those who can find a job often start at low wages. (Kretsos, 2010: 7-8) Young people are more vulnerable group to economic problems, so they appear to be significantly affected by the economic problems experienced due to the pandemic.

Figure 2

How have science and technology responded to C19?

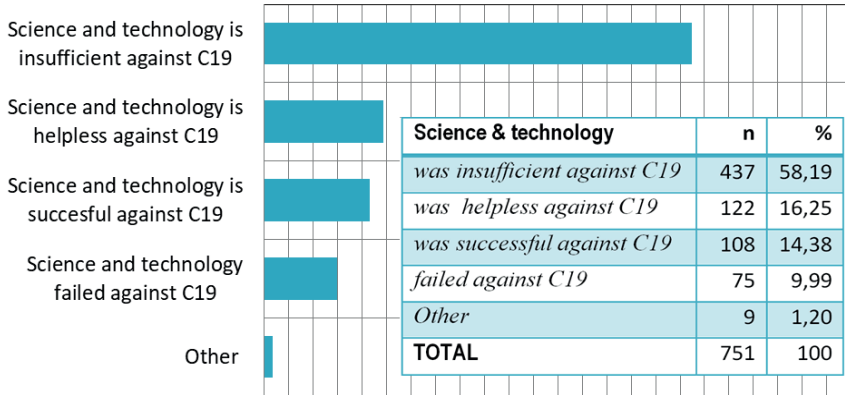| Science & technology	n	%
was insufficient against C19	437	58,19
was helpless against C19	122	16,25
was successful against C19	108	14,38
failed against C19	75	9,99
Other	9	1,20
TOTAL	751	100

Figure 2 presents the answers of the question asking young people about the effectiveness of science and technology in responding to the C19 pandemic. The results show that a majority of respondents (58.19%) believe that science and technology has been insufficient in combating the C19. A significant portion (16.25%) believes science and technology has been helpless against C19, while a smaller percentage (14.38%) believes that science and technology has been successful. Only 9.99% believe that science and technology has failed against C19. The remaining 1.2% provided other responses. This data suggests that a large proportion of young people feel that the response of science and technology to the C19 pandemic has been inadequate. While a smaller proportion believes that science and technology has been successful, the majority perceives a lack of effectiveness in the response to the pandemic. In an age of scientific and technological advancement, to be caught unprepared for the pandemic caused astonishment all over the world. Science and technology, including not only health-related technologies such as vaccines, diagnostic kits and pharmaceuticals, but also remote working and education technologies, have clearly had difficulty in coping with this global problem.

While social distancing has made online applications indispensable, an urgent "big bang" change has been required under the strong time pressure of the urgent need to technologically adapt to the new situation, organizations have had little time to develop strategy, training and planning for the new conditions. The new technology-driven applications appeared to form an important part of the "new normal". (Carroll, Conboy, 2020:1).

Parsons, in his analysis of social systems, acknowledges that certain constraints can create instabilities and potential disruptions. He identifies examples like uncertainty in healthcare, grief following bereavement, and acute adjustment issues as situations that can trigger negative consequences.

These include feelings of discouragement, social withdrawal, and a loss of motivation to engage in life (Parsons, 1951:303-305). Therefore, as Parsons emphasizes, the limitations experienced can have extremely important consequences. Being exposed to these restrictions, especially at ages when freedom is given great importance and restrictions are more reacted to, will increase the effect of the restrictions.

Young people participating in the research were asked to rate how much they missed various activities due to the restrictions caused by C19 (The scale ranges from 0 (least missed) to 10 (most missed)

Table 1: Reported levels of missing common activities during C19 period by participants

Common activities	Mean	Std. Deviation	Variance
Hanging out with friends and having face-to-face conversations	8,54	2,759	7,614
Roaming freely outside	8,39	2,819	7,945
Hugging freely loved ones	8,20	3,295	10,856
Relaxing freely in a cafe	8,15	3,170	10,050
Eating out freely	8,06	3,180	10,115
Celebrating special occasions	7,66	3,453	11,926
Going to the cinema, theatre, concerts, etc.	7,62	3,652	13,338
Going for shopping without fear	7,38	3,433	11,783
Seeing boyfriend/girlfriend without restrictions	7,26	3,925	15,402
Having fun at an entertainment venue	6,69	4,056	16,455
Visiting freely a barber or hairdresser	6,67	3,780	14,286
Attending parties and social gatherings	6,33	4,115	16,932
Exercising freely outdoors or at a gym	6,24	4,085	16,687
Playing games like Rummikub, backgammon, and cards face-to-face	4,86	4,392	19,292
Developing romantic relationships, (flirting / dating)	4,63	4,345	18,882
Going to watch sports games	4,44	4,079	16,638
Meeting face to face with relatives	4,32	3,659	13,388
Meeting face to face with neighbors	3,19	3,433	11,787

Table 1 shows the average scores for how much participants missed certain common activities. The most missed activities that are rated above 8 include "hanging out with friends and having face-to-face conversations" (8.54), "roaming freely outside" (8.39) and "hugging freely loved ones " (8.20), "relaxing freely in a cafe" (8.15) eating out freely" (8.06). Activities that receive 6 points or more and are highly missed by young people are "having fun at an entertainment venue" (6,69) "visiting freely a barber or hairdresser" (6,67) "attending parties and social gatherings" (6,33) "exercising freely outdoors or at a gym" (6,24).

Activities that scored less than 5 are: "playing games like rummikub, backgammon, and cards face-to-face" (4.86), "developing romantic relationships" (flirting / dating) (4.63), "going to watch sports games" (4.44), "meeting face to face with relatives" (4.32), and "meeting face to face with neighbors" with the lowest score (3.19).

Studies examining the educational consequences of students' emotional attachment to their teachers and schools reveal that students' health and success throughout their adolescence and adulthood are associated with their school engagement. These studies highlight the crucial role of attachment to school and teachers, not only in academic achievement, but also in promoting social values, preventing anti-social behaviors, and fostering positive socialization (Ozer, 2007:854). Dealing with fear and insecurity in a risky society is an important cultural quality, and developing the skills necessary to deal with risk-related problems becomes a fundamental task of educational institutions (Beck, 1992:76).

Table 2: Reported levels of missing School activities during C19 period by participants

School activities	Mean	Std. Deviation	Variance
Hanging out with school friends	8,41	3,022	9,132
Eat and drink with friends in the school cafeteria	8,36	3,102	9,621
Chatting with classmates during breaks	8,26	3,086	9,524
Face to face classroom learning	8,06	3,221	10,373
Studying with friends	7,62	3,385	11,457
Participating in class discussions	7,53	3,425	11,732
School trips	7,23	3,801	14,449
Studying in the school library	7,19	3,514	12,352
Participating in school arts programs	6,80	3,807	14,494
Talking with teachers in their offices	6,67	3,695	13,655
To participating in school sports activities	5,90	4,106	16,856

Students were asked to rate how much they missed various school activities during the period of remote learning, due to the pandemic (The scale ranges from 0 (least missed) to 10 (most missed). Table 2 presents the average scores for how much students missed school activities.

The data suggests that students most strongly missed activities involving social interaction and in-person engagement. The most missed school related activity is "hanging out with school friends" with 8.41. This score highlights the strong social bonds and connections students crave, particularly when forced into remote learning. Activities that receive average scores over 8 over are "Eat and drink with friends in the school cafeteria" (8.36) and "chatting with classmates during breaks" (8.26) and "face-to-face classroom learning"

(8.06). This findings emphasizes the social dimension of school, where shared activities provide opportunities for connection and informal interaction with peers. Students' longing for school goes beyond the academic dimension, extending to a yearning for the traditional classroom environment, teacher-student interaction, authentic interactive learning, and shared experiences. Activities involving direct interaction with teachers also received high scores. "talking with teachers in their offices" (6.67) indicates students missed personal interactions with teachers for seeking support, clarification, or simply having conversations outside the virtual classroom setting.

All these data show the importance that young people give to social activities and the social aspects of the school. It is necessary to take social dimensions more into consideration in various social and educational programs in policies aimed at young people. More research s needed on the social factors that should be taken into account in youth programs. By exploring these factors, we can gain a richer understanding of how students experienced the transition to remote learning and identify strategies for creating more engaging and socially enriching learning environments in the future.

CONCLUSION

It is clear that C19 has had significant impacts on young people in various aspects, including economic, social, psychological, educational, and technological. The C19 significantly affected sectors heavily reliant on young workers, such as part-time jobs in restaurants, cafes, and shopping centers. These industries, which were forced to close during quarantine measures, represent sectors where young workers are heavily employed. The economic hardships experienced during these closures posed significant challenges for young people working in these sectors. Compared with adults who have a permanent job or have a greater chance of having accumulated some savings for hard times, those who work in sectors with a guaranteed salary under any circumstances, and the elderly who have a largely guaranteed pension, young people (especially young people working in the above-mentioned sectors) are much more faced economic difficulties.

The social impacts of C19 hit young people particularly hard.. Youth is a period of life when people are more physically active and social needs such as establishing close relationships, romantic bonds, and immersing themselves in active social environments are at their peak. The pandemic's restrictions on movement and social interaction have created a deep sense of deprivation among young people. Young people with high needs for intense social connection and active participation faced a greater sense of loss of freedom and frustration

In societies like Türkiye, young people, regardless of their age, live with their parents until they get married. Under quarantine conditions, the younger

generation was more exposed to the control and pressure of their parents and other family members, as they had to live and spend most of their time at home. This situation reinforced the feeling of deprivation and loss of freedom and causes pandemic-related depression to become worse in young people.

C19 severely limited the time young people could spend outside their homes, which was a period that provides a temporary escape from family pressure, surveillance, and control. This was not only due to lockdowns imposed by the pandemic, but also because social spaces were closed due to the risk of infection. As a result of these restrictions, household members were forced to spend more time together at home, making the generational differences in opinions and attitudes more apparent and leading to an increase in generation conflicts.

One of the most significant impacts of C19 on young people was its effect as they were of educational age,. School is not just a place for students to study; it is a social environment where they interact with classmates and teachers, share emotions and ideas. Remote learning, necessitated by pandemic conditions, lacks many of the benefits of face to face education. A university student, upon entering university, has the opportunity to experience many different aspects of university life: the library, the campus, the cafeteria, classrooms, faculty offices, various activity groups like sports and arts, immersing themselves in a rich network of social interaction and engagement. The same applies to other levels of education. School provides a wide range of social opportunities for social interactions during breaks and after school, as well as for extracurricular activities.

Face-to-face teaching motivates students to participate in class not just as passive listeners but as active participants. For a lecturer, teaching by looking to a cold screen is not the same as teaching by looking into the eyes of students. For students, watching a lecture on a screen without direct communication and interaction with both classmates and the instructor is like listening to the radio or watching a television channel and is not equivalent to in-person participation.

The technology-based nature of distance education can raise privacy concerns for both students and teachers. In distance education, teachers and students may be concerned about the possibility of lessons being recorded and the accessibility of these recordings to third parties. It has been observed that students tend to talk more, ask questions, and express their ideas in face-to-face education, but they are more reluctant/hesitant to participate in online classes. The fact that all discussions and every word spoken in the online course can be recorded prevents both teachers and students from speaking comfortably in the course and may reduce the efficiency and quality of the course. Anxiety about making a mistake that will be recorded permanently

disrupts the natural atmosphere of the lesson, causing the lesson to have an artificial, cold and dry style.

The pandemic is over. However, we need to address the repercussions of the pandemic in the post-pandemic period. Have C19 youth fully recovered from the feelings of hopelessness, depression, and insecurity that were exacerbated by the pandemic? Could the restrictions experienced by C19 youth have lasting effects on their psychology, social lives, professional success, and futures? If so, we need to think about the problems of people whose youth has been stolen by the pandemic for nearly 2 years (or even more).

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Chapter 2

INTEGRATION AND EXCHANGE OF ARABIC FOOD CULTURE IN THE UNITED STATES

Bayan AGHA[1]

Orhun Burak SÖZEN[2]

1 Bayan AGHA, Gaziantep University Institute for Migration, Migration Studies Master of Arts Program Thesis Student, bayanagha19@gmail.com, ORCID ID: 0009-0004-6622-008X

2 Asst. Prof. Dr. Orhun Burak SÖZEN, Gaziantep University Faculty of Science and Letters, English Language and Literature Department, obsozen@gmail.com, ORCID ID: 0000-0002-6507-556X .

Figure 1: Mini falafel sandwiches, crafted in an innovative shape for parties and catering services.

Introduction:

The vibrant multicultural influences of the United States have been significantly enriched by the Arab community over the years. The demographic landscape has been shaped, and the country's culinary identity profoundly influenced by their influx. In this chapter, the complex relationship between Arabic food and American culture is going to be examined, with both historical and contemporary aspects of this culinary exchange being explored.

The history and motivations behind Arab migration to the United States are going to be investigated, seeking to understand the sociocultural context in which Arabic cuisine traditions have taken root and evolved. This exploration provides a backdrop for comprehending the integration of these traditions into American society.

The defining features and characteristics of Arabic cuisine are going to be then focused on. By understanding its essence, including unique flavors, spices, and cooking techniques, a better appreciation of its impact on American gastronomy can be attained. The elements that have made Arabic food appealing within the American culinary landscape are going to be identified.

As the culinary scene in the United States continues to evolve, the American population's response to Arabic food is examined. By analyzing

how these flavors and dishes have been received and adapted by various communities, the ways in which Arabic culinary traditions have influenced the broader American food narrative are going to be uncovered.

Furthermore, the features of halal food and what it offers to the American market, as well as its impact on cultural dynamics, are going to be explored. By examining the offerings of halal food and its adoption by the U.S. population, an understanding of how this dietary practice has altered consumption patterns and integrated into American cultural practices is sought.

Through these research questions, the study aims to illuminate the intricate interplay between Arabic food and American culture, providing an understanding of the historical, culinary, and sociocultural dimensions of this dynamic relationship.

- What is the history and aim of Arabs migrating to the USA?

- What are the main features and characteristics of Arabic food?

- How is the USA population responding to the integration of Arabic and halal food, and how is this affecting American culture?

Methodology:

This research is going to employ a multifaceted method, drawing on each qualitative and scholarly techniques to comprehensively check out the effect of Arabic food on American culture. The technique is structured around primary techniques: observational analysis and academic research.

1. Observational Analysis and Digital Materials:

Our research include is going to include the active commentary of cultural exhibitions and events associated with Arabic food across diverse systems. This consists of attending culinary events, meals gala's, and community gatherings to witness firsthand the training, presentation, and intake of Arabic dishes. Additionally, we have had interaction inside the analysis of digital substances, inclusive of online cooking demonstrations, cultural documentaries, and social media content material showcasing Arabic culinary studies. By leveraging those various assets, our intention to seize the dynamic nature of the interaction between Arabic meals and American culture.

- Data Collection: Direct observations might be documented through subject notes, capturing nuances of culinary practices, public reception, and cultural expressions.

- Digital Analysis: Content from numerous online structures may be systematically accumulated and analyzed to figure styles, trends, and public discourse surrounding Arabic food.

2.   Academic Research and Literature Review:

To ensure a complete information of the ancient, sociocultural, and culinary dimensions of Arabic meals in the United States, a thorough instructional research technique may be hired. This involves an extensive literature evaluation encompassing scholarly articles, books, and reputable databases. By synthesizing current information, we goal to contextualize our findings in the broader academic discourse.

- Literature Review: A systematic evaluation of instructional courses might be performed to acquire insights into the historical context of Arab migration, the traits of Arabic food, and its reception in American society.

- Data Synthesis: Information accumulated from instructional sources can be synthesized to shape a theoretical framework, offering a foundation for the translation of our observational findings.

By combining those methodologies, our research aims to offer a comprehensive understanding of the complex relationship between Arabic food and American culture. The integration of firsthand observations and digital analysis with a thorough literature review ensures the robustness and depth of our study.

All figures in this book chapter, specifically Figures 1 through 5, were created and provided by the first author. These original visual representations are integral to the research and documentation of the study, illustrating key cultural and culinary elements discussed.

Arabs migration to the USA:

Arab migration to the US has a longstanding record, with the inflow starting as early because the Eighties. Presently, the American demographic landscape displays the giant impact of Arab immigration, as about 3.7 million Americans trace their roots back to Arab history, accounting for a fraction of the full populace of 331.9 million as of 2021.

The distribution of Arab Americans is concentrated, with about two-thirds residing in ten states, specifically California, Michigan, New York, Florida, Texas, New Jersey, Illinois, Ohio, Pennsylvania, and Virginia. Notably, the urban centers of Los Angeles, Detroit, and New York serve as domestic to at least one-0.33 of the entire Arab American population.

Despite their various origins, the majority of Arab Americans are native-born, and a huge eighty two% hold U.S. Citizenship. The countries of Lebanon, Syria, Palestine, Egypt, and Iraq become the most common international locations of foundation for this colorful community, contributing to the wealthy cultural tapestry of America. This demographic distribution and

citizenship profile underscore the assimilation and integration of Arab Americans into the wider American society, exemplifying their position in shaping the country's multicultural identity, according to AAI: National Arab American Demographics.

Figure 2: Dates dipped in chocolate and filled with various nuts, alongside maamoul— date-filled cookies traditionally made and served in Syrian culture during the Islamic holidays of Eid al-Fitr and Eid al-Adha.

What is halal and Arabic food culture?

Halal food refers to food that is ready and consumed in accordance with Islamic nutritional legal guidelines and hints. The term "halal" itself method permissible in Arabic, and it encompasses a set of rules and ideas regarding the sourcing, guidance, and intake of meals. The idea of halal extends beyond the mere act of eating; it is a comprehensive approach to lifestyle and ethical alternatives for observant Muslims.

Here are a few key factors that define halal meals:

Animal Cruelty-Free:

Halal meat is obtained thru a selected technique of slaughtering animals. The technique involves a quick and humane slaughter, making sure minimum ache to the animal. The purpose is to prioritize the welfare of the animal and avoid useless struggling all through the sacrifice.

Seafood is Halal:

Halal guidelines include permissibility for the consumption of seafood. Fish and different aquatic animals are considered halal, provided they're stuck in a way steady with Islamic ideas.

Blessed with a Prayer:

Before the slaughter, a Muslim invokes the name of Allah (God) via announcing a prayer, called the Bismillah, expressing gratitude and seeking advantages. This ritual is a quintessential part of the halal process, emphasizing the non-secular importance of the act.

Drained Animal Blood:

Halal meat is prepared through draining the blood from the animal. This is achieved to stick to Islamic nutritional legal guidelines, as ingesting blood is illegal in Islam. The thorough draining of blood is a vital step in making sure the beef is halal.

No Sick or Dead Animals:

The hints for halal meals dictate that only healthful animals suit for intake should be used. Sick or dead animals are considered impure and aren't permissible for consumption.

No Pig or Alcohol:

The consumption of pork is strictly prohibited in Islam. Similarly, any meals or drink containing alcohol is considered haram (forbidden). Halal meals ensures the exclusion of those forbidden elements from the food plan.

Halal meals not most effective serves as a nutritional code for Muslims however also reflects a holistic technique to moral and spiritual living. The adherence to these principles is a fundamental element of Islamic lifestyle and is found by way of Muslims global as a way of aligning their daily lives with their religious ideals.

Figure 3: Mulukhiyah leaf stew served with rice, a dish renowned across multiple Arab countries with slight variations in the recipe. Accompanied by purslane, which is widely consumed as an edible plant, often prepared as a salad with garlic, yogurt, and mint.

Arabic cuisines features', similarities and differences:

We're taking a closer look on the most countries with Arab immigrants in the USA:

Figure 4: Musakhan rolls are a variation of the classic Palestinian dish Musakhan, made with shredded chicken, caramelized onions, olive oil, and a generous amount of sumac.

Palestinian Cuisine:

Palestinian cuisine is deeply rooted inside the area's records and culture, characterised with the aid of a rich tapestry of flavors and components. Staple meals consist of grains, olives, and diverse veggies. Popular dishes include "Musakhan," a flavorful roasted chook with sumac and caramelized onions served over flatbread. Falafel, hummus, and baba ganoush are also vital to Palestinian delicacies. Additionally, conventional desserts like "Knafeh" and "Tamriyeh" showcase the effect of Palestinian culinary heritage.

Lebanese Cuisine:

Lebanese cuisine is famend for its freshness and range. It frequently capabilities an abundance of herbs, spices, and olive oil. Dishes like "Tabbouleh," a parsley and bulgur salad, and "Hummus" are staples. Grilled meats, which includes "Shawarma" and "Kebabs," are famous. Lebanese desserts, like "saffouf" and "qashtalya," showcase a mastery of elaborate pastry techniques. The delicacies is characterized by way of a stability of flavors, with an emphasis on aromatic spices.

Syrian Cuisine:

Figure 5: The most common breakfast meal in Syria on Fridays (the weekend), typically enjoyed during large family gatherings that extend until after the Friday Jumu'ah prayer.

Syrian delicacies reflects a diverse culinary historical past formed by way of centuries of exchange and cultural trade. Common substances encompass lamb, eggplant, and tomatoes. "Kebabs" and "Shawarma" are enjoyed, often accompanied via flavorful rice dishes. "Muhammara," a crimson pepper and walnut spread, is a popular appetizer. Syrian sweets, together with "Ma'amoul" and "Baklava," reveal a skillful use of nuts and candy syrups.

Egyptian Cuisine:

Egyptian cuisine is a fusion of flavors motivated by using the US.'s geography and records. Staples consist of "Koshari," a dish with rice, lentils, and pasta, and "Ful Medames," a savory fava bean stew. Egyptian road food, like "Ta'ameya" (much like falafel), is extensively loved. The cuisine frequently functions aromatic spices and herbs, developing an extraordinary and flavorful experience.

Iraqi Cuisine:

Iraqi cuisine reflects the historical and cultural diversity to the USA. Dishes regularly include rice, lamb, and quite a few spices. "Dolma," grape leaves and vegetables filled with rice and meat, is a fave. "Tashreeb," a meat and bread casserole, showcases the resourceful use of substances. Desserts like "Kleicha," date-crammed pastries, spotlight the sweet side of Iraqi delicacies.

Similarities and Differences:

While every of these cuisines has its unique characteristics, there are commonalities reflecting the shared Arab culinary background. Grains, olive oil, and a number of herbs and spices are regularly occurring in a lot of these cuisines. Meat, in particular lamb, is a sizeable component in lots of dishes. Additionally, dishes like "Hummus" and "Baba Ganoush" are loved throughout the location.

Differences get up inside the precise flavor profiles, cooking strategies, and nearby variations of elements. For instance, the use of sumac is greater pronounced in Palestinian delicacies, even as Lebanese delicacies frequently carries a greater diversity of clean herbs. Egyptian delicacies might also show off a more potent influence of Nile Delta elements, and Iraqi delicacies may additionally draw from Persian and Turkish culinary traditions because of ancient interactions. These differences contribute to the diverse and nuanced tapestry of Arabic cuisines.

Integration of Arab food into the USA culture:

Necessity is the mother of invention:

The unique food culture and dietary needs of Arab and Muslim Americans, shaped by religious and cultural reasons, have necessitated that immigrants take the lead in starting food businesses. While there is no

definitive "first" halal cart in history, though many claim the title, food carts have historically served as a humble yet effective business starting point. Legislation posed no significant barriers, and the urban lifestyle demanded affordable and accessible food options. Moreover, these carts catered to more than just Muslim customers.

The assimilation of Arab cuisine into American culture unfolds as a compelling narrative driven by necessity, showcasing the innovative spirit of immigrants. The distinctive food traditions and dietary requirements of Arab and Muslim Americans, influenced by religious and cultural factors, motivated immigrants to assume leadership roles and establish food businesses catering to these specific needs.

In this culinary journey, the modest yet innovative halal carts emerged as a crucial starting point for Arab and Muslim American entrepreneurs. While the exact origins of the "first" halal cart remain unclear, these mobile food establishments significantly introduced Arab flavors to the American palate. The absence of legislative hurdles and the bustling urban lifestyle created a favorable environment for these carts. The need for affordable and accessible food options aligned perfectly with what halal carts offered, making them a natural fit for city residents.

The historical context of halal carts reflects a convergence of factors: the entrepreneurial spirit of Arab immigrants, the lack of legislative barriers, and the genuine demand for diverse and budget-friendly food options. The significance of these carts extends beyond the Muslim community, appealing to a broader audience eager to explore and embrace the rich tapestry of Arab cuisine.

These entrepreneurial efforts, rooted in cultural and religious necessity, not only filled a gastronomic gap but also contributed to the cultural mosaic of the United States. The integration of Arab food into American society through avenues like halal carts exemplifies the dynamic interplay between immigrant communities and the broader cultural landscape, showcasing the adaptability and resilience that characterize the nation's cultural evolution.

What started as food carts and street food became much more and had major influence on the existing US food culture which is based on fast food and multicultural cuisines as well. Some cart owners, like the halal guys, claim that a number of Muslim cab drivers kicked off demand for quick, halal meals that could be eaten on the go. The Halal Guys now boast multiple locations, a brick-and-mortar restaurant in the East Village, and are aiming to become a franchise with locations throughout the United States and abroad. According to Tove Danovich, Jul 10, 2015.

"Can food normalize relations between ethnicities?

Of course it can. Just look at those lines."

asks Sameer Sarmast, by Tove Danovich, Jul 10, 2015

What halal food offered to the USA population, and how it affected the culture?

The creation and reputation of halal meals within the United States have considerably encouraged now not handiest the gastronomic landscape but also the wider cultural fabric of the state. The various offerings of halal food have made a profound impact on the choices and alternatives of the us population, shaping culinary trends and contributing to an extra inclusive and diverse meals subculture.

1. Healthy Options:

Halal food is often associated with a focal point on sparkling and exquisite substances. The emphasis on halal meat, organized thru humane and moral techniques, contributes to a perception of more healthy food selections. This has caused an accelerated awareness and call for nutritious options among clients.

2. Clean and Ethical Practices:

The adherence to halal standards includes rigorous cleanliness and moral practices in food practice. The emphasis on cleanliness and moral sourcing resonates with clients who prioritize transparency and moral issues in their meals alternatives.

3. Affordable Dining:

Halal meals has become synonymous with cheap dining alternatives. Whether it is the iconic halal carts on street corners or nearby halal restaurants, the cost-effectiveness of halal food has made it an appealing choice for a huge demographic, transcending economic limitations.

4. Accessibility on-the-go:

One of the unique features of halal food is its accessibility, mainly via avenue meals companies and meals carts. This on-the-go accessibility caters to the fast-paced lifestyle of many Americans, presenting a short and convenient dining answer.

5. Vegan and Vegetarian Options:

Halal food institutions and the Mediterranean diet frequently offer a numerous range of options, inclusive of vegan and vegetarian alternatives. This inclusivity caters to individuals with various dietary alternatives and aligns with the growing fashion closer to plant-primarily based diets.

6. Gluten-Free Options:

Halal food establishments frequently provide gluten-unfastened alternatives, accommodating people with gluten sensitivities or the ones

following gluten-loose diets. This commitment to diversity in menu offerings displays an adaptability to the evolving dietary needs of the population.

7. Animal Cruelty-Free Practices:

The emphasis on halal meat involves ethical and humane treatment of animals at some stage in slaughter, aligning with the values of individuals who prioritize animal welfare. This has sparked a broader verbal exchange approximately sustainable and cruelty-free practices inside the food industry.

8. Celebration of Ethnic Tastes:

Halal food represents a wealthy tapestry of diverse culinary traditions from areas which includes the Middle East, South Asia, and North Africa. This celebration of ethnic tastes introduces Americans to a big selection of flavors, spices, and cooking strategies, fostering cultural appreciation and know-how.

In conclusion, the incorporation of halal food into the U.S. population has not only met specific dietary needs but has also led to a cultural shift in how Americans perceive, consume, and appreciate food. Originating from religious and cultural traditions, halal food has evolved into a dynamic and inclusive culinary trend that embodies the multicultural spirit of the United States. The acceptance of halal food transcends cultural and religious boundaries, symbolizing culinary diversity and demonstrating the adaptability of American food culture.

Displays into modern media:

Cardi B, the American rapper, recently took to Twitter to percentage lyrics from her tune "I like It," particularly referencing a line from the first verse where she mentions, "eating halal, driving a lamb." The song was listing luxuries that are trendy and the singer likes and it shows a somehow reflection of the reality as the nature of music and songs.

Many Arabs and Muslims on Twitter couldn't help but add their own bit of humorous commentary to the lyrics, using the phrase as a source of memes and captions on the micro-blogging platform. This interaction reflects the playful nature of online communication, especially in the context of the Gen Z generation. The tweet no longer most effective highlighted the cultural diversity and worldwide attain of Cardi B's tune however additionally showcased how social media serves as a platform for enticing, deciphering, and sharing content material in a lighthearted and interactive way, according to Step Feed (30/07/2018, by Leyal Khalife).

Halal meals establishments, consisting of eating places and meals carts, have garnered tremendous popularity and prominence on social media platforms. Influencers and enthusiasts frequently share captivating photos

and videos showcasing the vibrant colors and flavors of halal dishes, boosting the trendiness of halal food content. Social media platforms serve as virtual spaces for displaying culinary creations, allowing users to explore, appreciate, and virtually experience diverse halal offerings. The engagement goes beyond static images, extending to dynamic trends such as video reviews, challenges, and even virtual food tours, fostering a sense of community and shared enthusiasm for the world of halal cuisine. The online discourse surrounding halal food reflects the evolving nature of culinary appreciation in the digital age, where gastronomic delights become visual spectacles, contributing to the global recognition and celebration of halal culinary experiences, as seen in numerous TikTok videos. (14/08/2023, by The Ramen Guy), (05/06/2021, by Mufastamotwin)

Conclusion:

In conclusion, the intricate relationship between culture and integration is a dynamic and reciprocal interaction, exemplifying a two-way street where individuals and societies mutually influence each other. This process unfolds as people shape their environments based on their desires, beliefs, and values, while simultaneously contributing to the evolution of the broader social fabric. This interaction is characterized by both natural developmental processes and intentional, deliberate initiatives. While some transformations occur organically, reflecting the inherent nature of societal growth, others are driven by purposeful human efforts, such as political movements and advocacy campaigns aimed at instigating change and raising awareness on critical issues like climate change and mental health.

Winston Churchill's insightful quote, "To improve is to change; to be perfect is to change often," captures the essence of this dual interaction. It emphasizes that progress and perfection are not static conditions but dynamic outcomes of continuous change and adaptation. The quote serves as a powerful reminder that societal progress and individual development are inherently linked to the willingness and ability to embrace change continually. In this context, culture and integration become crucial components of a fluid and ever-evolving societal landscape, embodying growth, adaptability, and the pursuit of excellence.

References:

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Eater: Street Meat: The Rise of Nyc's Halal Cart Culture, 10/07/2015, By Tove Dano-vich.

Step Feed: Cardi B Tweeted About 'Eating Halal' In Song Lyrics ... And The Internet Broke ,30/07/2018, by Leyal Khalife.

Tik Tok: Adels Famous Halal Food Truck, 14/08/2023, by The Ramen Guy.

Tik Tok: Try Out Arabic Restaurant,05/06/2021, by Mufastamotwin.

Chapter 3

TURKISH MAGAZINE FOR VEILED WOMAN: ÂLİYYÜL ÂLÂ

Diren ÇAKMAK[1]

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1 Doç. Dr., Hitit Üniversitesi, İİBF, İktisat Bölümü, direncakmak@hitit.edu.tr,
ORCID ID:0000-0002-2024-7831

I. INTRODUCTION

The chapter focuses on Âliyyül Âlâ which is the first fashion monthly[1] magazine for the women of Islamic bourgeoisie in Turkey. The magazine was first launched on the date of 15 June 2011 with the name *Âlâ* but the name of the magazine was changed in the eleventh issue and became *Âliyyül Âlâ*. The word *"âlâ"* means *"wonderful"* and the word *"âliyyül"* means *"extreme"* in Turkish, and *"Âliyyül Âlâ"* means *"extremely wonderful"*. Although the name of the magazine has changed, shortly usage as *"Âlâ"* is preferred by the people who contribute to the magazine. In this study, *"Âlâ"* is used, either. In the study, 15 issues of the magazine will be evaluated.

Âlâ has gained a strong support from the women of Islamic bourgeoisie[2]. With a circulation of 20,000 in Turkey and with the facebook followers of 141,000, the magazine obtained respectable success in magazine publishing in Turkey. Because Muslim woman feels well about herself when she reads Âlâ; and does not feel herself *'strange'* as in the case of reading Cosmopolitan or Vogue or Elle. Thus, sociologists in Turkey such as Nilüfer Narlı[3] sees Âlâ as the Islamic version of lifestyle magazines such as Cosmopolitan (TR), Vogue(TR) and Elle(TR). Âlâ's pages are splashed with models reflecting an Islamic style, all wearing headscarves. Advertisements of Islamic hotels, presentations of the books belong to Islamic novelists, notices of exhibitions by Islamic art houses, interviews with Islamic icons are placed on the pages of Âlâ[4].

The emergence of such a magazine is related with the emergence of Islamic bourgeoisie in Turkey[5]. It is thought that the implementation of neo-liberal economic policies since 1980s in the country, faciliated the

1 The second issue of Âlâ was not on sale in July 2011. The second issue was published in August 2011 and on the cover page it was said that the second issue included both July and August. The third issue was published in September. Following issues were published regularly until December 2011. On the cover page of the sixth issue, the name of month (December) was not written. In January 2012, new issue of Âlâ was not on sale. In February 2012, the seventh issue of Âlâ was on sale but on the cover page of the seventh issue it was not said that the seventh issue included both January and February. It was an issue *"undated"*. No date was written on the cover page.The eighth issue was on sale in March 2012 as it should be. Until October 2012, Âlâ was published in a regular manner.

2 The price of Âlâ in the first five issues was 7,50 Turkish liras. In the sixth issue, the price of Âlâ was increased to 10,00 Turkish liras. But in the seventh issue, the price of the magazine was decreased to 9,00 Turkish liras. The price of Âlâ is still 9,00 Turkish liras (approximately 5 American dollars) in October 2012.

3 She is a sociology professor. For her elaboration please look at *http://www.drivebyplanet. com/2012/01/ala-magazine-is-islamic-fashion-un.html* Most of Islam sociologists and Islamic columnists such as R. İhsan Eliaçık, M. Şevket Eygi argue that luxury is an evil in Islam.

4 In Al Arabiya News Channel website, on 2 May 2012, there was news about the magazine. It was entitled *"Turkish beauty magazine that ties Muslim veil to glamor"*. Please look at *http://english.alarabiya. net/articles/2012/05/02/211628.html*

5 The findings about the Islamic bourgeoisie in the study (in the emergence of Islamic bourgeoisie and the consumer culture of Islamic bourgeoisie in Turkey) are taken from the following study of the author: ÇAKMAK, D. (2009), Islamic Bourgeoisie in Turkey, *International Development Planning Review (IDPR) 30th Anniversary Symposium-What has changed in Development Planning?*, 6-7 April 2009, University of Liverpool, Liverpool, United Kingdom.

emergence of Islamic bourgeoisie that is well-integrated with the international markets. In August 2001, the expansion of Islamic bourgeoisie resulted in the establishment of the Justice and Development Party (AK Party) and in November 2002 general elections Islamic bourgeoisie carried this party in power (Çakmak,2009). Islamic bourgeoisie was strengthened under the rule of AK Party.

The chapter has three sections. In the first part the emergence of Islamic bourgeoisie in Turkey, in the second part consumer culture of Islamic bourgeoisie in Turkey and in the third part the content of Âlâ Magazine are elaborated. In the study, document scanning is used for data collection and discourse analysis is used for the evaluation of Âlâ Magazine. Because of the fact that the future of Turkish political life will be shaped according to relationship between Islamic and laic borugeoisie and what is consumed, began to suggest identities that were legitimized and privileged over other identity formations, Âlâ Magazine is worth to be evaluated scientifically.

II. THE EMERGENCE OF ISLAMIC BOURGEOISIE IN TURKEY

Islamic bourgeoisie is a new type of bourgeoisie. It pronounces its differences from Islamic lower-class through its bourgeois comsumerism and laic bourgeoisie through its Islamic ideology. The term of Islamic bourgeoisie may seem an oxymoron. Because the bourgeoisie is a class which is the product of Enlightenment period and historically the bourgeoisie is thought to have laic world view in Western Europe (Çakmak,2009). However in Turkey today there are wealthy people reformulated their Islamic ideology in the globalization process and seem like bourgeois in the sense of their tastes and consumption patterns. These people do not leave Islamic ideology, instead they seek a synthesis between their ideology and business activities (Haenni, 2011). They get their legitimacy from both Allah's will and their economic power in economic life. They have close connection with the ruling party, the Justice and Development Party (AK Party) which is a liberal Islamic party but presents itself as the advocate of conservative democracy[6].

It is possible to argue that the architect of the formation of Islamic bourgeoisie in Turkey is Turgut Ozal (1927-1993) who was the leader of *Motherland Party* (ANAP).When ANAP got in power in 1983, the government supported the construction of new mosques and imam-hatip schools, granted to the pupils of Islamic private schools the right to enter the university to have education other than theology. Galvanized by the actions of the ANAP governments, a new urban, young and Islamic class started to develop (Yavuz, 2006:2).

6 It is thought that conservative democracy is a hidden name of liberal or moderate Islamism in the case of Turkey. Please look at Diren Çakmak (2006), "The Liberal Turkish Islamism: Example of Justice and Development Party", *Expanding Human Consciousness-The Global Political and Social Order,* 10-12 August 2006, Prague, Chech Republic.

The entrepreneurs in the provinces of Anatolia have always been politically and socially conservative in Turkey. They have felt themselves bound to traditional values which were attached to the religion of Islam (Buğra,1998). Most of them have been openned to manipulation of Islamic movement. They have supported center-right and extreme-right parties for years. Their economic interests have been imcompatible with the interests of the businessmen in Istanbul (Adas, 2006). Thus, in the year 1990, *The Association of Independent Industrialists and Businessmen* (MÜSİAD) was established by a group of young businessmen to represent the small and medium entrepreneurs bound to Islamic ideology (Koyuncu, 2002:363) who could not join the *Association of Turkish Industrialists and Businessmen*[7] (TÜSİAD). MÜSİAD is not the only association for Islamic businessmen in Turkey[8]. There are other associations of Islamic businessmen such as ASKON. ASKON was established in 1998 by the members of MÜSİAD who advocated mainstream (radical) Islamism instead of moderate (liberal) Islamism.

According to *liberal Islamism* (*moderate Islamism*)ideology, the question whether Islam is compatible with capitalism, is meaningless. Because liberal Islamism is different from *mainstream Islamism* (or *radical Islamism*) which was advocated by Welfare Party in 1990s. According to liberal Islamism, pursuing pro-Western policy and working to improve closer ties with Western regional and international institutions are to be supported (Öniş, 2006:215). The ideal of the establishment of Islamic common market of radical Islamism (Şen,1995:18) has transformed into the ideal of developing closer economic ties with Muslim countries under the ideology of moderate Islamism in 2000s. Liberal Islamism advocates the flourishment of Islamic capital not only under the small and medium enterpreneurship but also under the large enterpreneurship.

III. THE CONSUMER CULTURE OF ISLAMIC BOURGEOISIE IN TURKEY

In 1990s Islamic newspapers, magazines and television channels started to publish and display advertisements for variety of goods. New trends and fashionable colors of *turban* (*Islamic veil*) appeared (Balasescu,2003). Tesettur (*veiling of women from head to foot*) fashion shows were began to be organized. The brand of one's turban became the sign of one's status. Colors, shapes, and texture of the scarves have become a central issue as new trends and fashion in veiling emerged (Kılıçbay&Binark,2002). The women of Islamic bourgeoisie have been attentive to new styles and fashions. Thus, an Islamic consumerism has emerged (Akou,2007) and Islamic identity began to be thought to be attainable through consumption of Islamic goods (Sandıkçı&Ger,2001).

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7 TÜSİAD was established in 1972. Please look at *www.tusiad.org*
8 For more information about MÜSİAD please look at Şennur Özdemir (2006), *MÜSİAD: Anadolu Sermayesinin Dönüşümü & Türk Modernleşmesinin Derinleşmesi,* Vadi Yayınları, Ankara.

In the 2000s expensive automobiles, fancy houses decorated lavishly, wedding organized in five-star hotels, shopping trips to European fashion centers and long vacations in expensive hotels (*Islamic vacationing*) in Turkey and abroad, became the needs of Islamic bourgeois. Expensive furniture and Islamic decoration began to be demanded by wealthy Islamic families. Living in luxurious residences where all the neighboors prefer Islamic way of life, has become the sign of both the family's status and being Islamic. Luxury has been the symbol of success of Islamic businessmen and the price to be paid for this succes. In Ramadans, Islamic bourgeois has begun to eat iftar and suhoor in five-star hotels or in fancy restaurants. Although a Muslim should shy away from luxury and conspicuous consumption according to the Quran, Islamic bourgeois has consumed as much as he/she needs depending on his/her living standards. Islamic bourgeois has eliminated the demarcation between need and luxury.

Religion affects marketplace activities and market forces also affect religious identities and practices (Sandıkçı&Ger,2007:191). Market can influence the parameters of religion and force the believers to reevaluate what it means to be faithful (Göle,2000). What are traded in the marketplace are not only the products themselves but also their meanings and lifestyle connotations (Gökarıksel&Secor,2009). In this regard, the formation and evolution of Islamic bourgeois has not only played an important role in the formation of Islamic consumerism, Islamic consumerism has also constituted wealthy Islamic people as Islamic bourgeois. As Navaro Yashin observes *'the rise of the Islamic movement in popularity and power is indissoluble from the development of specialized businesses for Islamic goods and the formation of market networks for believers'* (Yashin, 2002:223).

The growing importance of consumption as a lifestyle marker among the Islamic upper class suggests a new phase of the Islamic identity. With more money and power, Islamic upper class differentiated more apparantly from Islamic lower class in the sense of lifestyle. For instance, the initial uniformity of the dressing style of Islamic women gave way to two kind of styles. The Islamic women wearing smaller headscarves and tighter and shorter coats, skirts, pants and jackets in brighter and trendy colors have been thought to be Islamic bourgeoise. On the other hand, the large headscarf and the long, loose coat have become the symbol of the Islamic poor women (Binark&Kılıçbay,2000). Today, with various status symbol such as cellphones, automobiles and so on, it is possible to see the great gap between Islamic bourgeois and Islamic proletarian. The distinction appears more obviously in the consumption patterns of women of both classes. Whereas women of the Islamic bourgeoisie rest on claim to be different from both laic women (*either poor or wealthy*) and poor Islamic women; the women of the Islamic proletariat try to highlight the similarities between Islamic upper and lower classes in the sense of advocate

of the Islamic ideology and keep the difference from the unveiled women. On the other hand, the men of Islamic bourgeoisie highlight the similarities between themselves and laic men and they try to look different from the men of Islamic proletariat. Today, it is possible to argue that the men of Islamic bourgeoise have achieved to be seen as Western-looking men just as the laic men in Turkey.

IV. THE CONTENT OF THE MAGAZINE

Âlâ magazine was first launched on the date of 15 June 2011. The magazine left 15 issues behind in October 2012. Target group of Âlâ is Turkish speaking rich Muslim women. The printing quality of Âlâ is very high. Coated paper printed Âlâ has a rich content. The magazine has permanent authors. The authors are specialized in their fields[9]. Âlâ magazine resembles *"Emel"* which was launched in the year 2003 as a lifestyle magazine for British Muslim people in United Kingdom. Like Emel, Âlâ asserts an ethos on the belief that Islam determines every aspect of life, including fashion and consumerism. Both magazines present being Muslim woman is a priority and veiling is beautiful. For Emel, lifestyle has the potential to situate modern Muslim practices as part of contemporary comsumer culture simultaneously celebrating Islam's historical heritage (Lewis,2010). This is also acceptable for Âlâ, moreover, Âlâ puts forward the Ottoman culture in its pages.

On the cover pages of Âlâ, it is said that Âlâ is for *"hanımefendi"* (gentlewoman). The word *"hanım"* is used by Islamic people in Turkey instead of *"kadın"* (woman) to differentiate Islamic women from other women by indicating that *'only Islamic woman is decent'*. On the cover pages, in every issue, it is said that *'Âlâ is a beautiful lifestyle magazine'*. Except the issues 8,9 and 11, in the other 12 issues the photos of the beautiful models wearing elegant and flashy headscarves are used as cover faces. It should be noted that not all the cover models appeared in the magazine are veiled in their real life. In the pages of Âlâ, there are also the photos of unveiled models. Either veiled or unveiled, all models appeared in Âlâ are sexy-looking and awakening of sexual desire by their postures. With attractive lips and either wild or innocent smiles, the models give the message that Islamic women can be as desired as the other women.

In the 8th issue, cover face of the magazine is veiled announcer *İkbal Gürpınar*, graduated from imam-hatip school and has been working in Islamic channels in Turkey for years. In the 9th issue, the photo used in the cover page

9 The grantee (responsible editor) of Âlâ is Mehmet Volkan Atay. He presents himself as *"branding expert"*. He is from Konya which is situated in the middle of Anatolia and known as the castle of Islamic movement. General coordinator of Âlâ is Burak Birer. Burak Birer says that he is the follower of David Ogilvy (1911-1999) who is known as the father of advertising (in his website *http://burakbirer.wordpress.com*). Mehmet Volkan Atay and Burak Birer are the creaters of Âlâ. Although the magazine is for the females, the founders of the magazine are males. The management center of the magazine is in Üsküdar (İstanbul).

belongs to *Sarah Joseph* who has accepted Islam at the age of 16, married to Bangladeshi human rights advocate Mahmud al-Rashid and known as the editor of Emel. In the 11th issue, Lebanese descent Swedish Muslim composer and R&B music singer *Maher Zain* who has two albums named *"Thank you Allah"* and *"Forgive me"*, is the cover face of Âlâ. In the other issues, the cover girls are professional models most of whom are not Turkish and some of whom are slant-eyed or blonde and some of whom have colored eyes or wear colored lenses. Âlâ does not hesitate to give place to male models in its pages. In some pages, male and female models are seen together with a posture of evoking sexuality.

The slogans used in the advertisements in Âlâ are such as *"veiled is beautiful, reflect your style, the best perfume without alcohol, the center of life is woman, keep warm your style, elegance is not related with the body but related with the clothes"*. All these slogans indicate that Muslim woman should be proud of herself. It should be noted that placing of advertisements in the magazine seems cleverly. The advertisements of plastic surgeons or antibacterial beds or psychiatrists are the most interesting ones. Because these advertisements are presented as *'news format'* at the first glance and invite the readers to read the advertisement carefully. The photos of male models playing polo and riding motorcycle[10], offers to combat with depression, methods to protect antiques, auction news, right tactics of time management are all supporting the claim that Âlâ is an Islamic version of lifestyle magazines such as Cosmopolitan (TR), Vogue(TR) and Elle(TR).

In the first issue of Âlâ (June 2011), the photos of glossy shoes, the hints for snazzy home decoration, different usage of silky headscarves, garden arrangement with flowers get involved. Islamic costume designers, Islamic wedding photographers, patisserie owners selling Islamic cookies (halal made) for special days and celabrations, handmade shop owners are all veiled female Muslim women who are presented as successful entrepreneurs[11] by the magazine. Âlâ advocates that being a veiled woman does not constitute an obstacle to enjoy life, a veiled woman can swim wearing Islamic swimsuit or play tennis or ride horse or scate or attend the receptions or wear jaunty wedding dress. Veiling is presented as an independent choice of Muslim woman in the magazine; in Âlâ, the message *"I have control on my body and it's my choice"* is given to the readers.

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10 Some deputies of AK Party such as Ömer Çelik have photos in which they are riding motorcycles. These politicians aim to give the message that Islamic identity does not exclude excitement and enthusiasm and to be seen Western looking.

11 When the data of the State Statistical Institute in Turkey are examined, it can be seen that throughout the years 1923-2005 although it has increased year by year, the ratio of the female entrepreneurs out of the total amount of women employment has never exceeded %1. Please look at Diren Çakmak (2006), "Is There A Female Entrepreneurship Profile in Turkey?",*1st Biennial International Women's Studies Conference-The Effects of the European Union on the Socio Economic Development of Women,* İzmir University Of Economics, 22-24 June 2006, İzmir,Turkey.

In the second issue of Âlâ (July-August 2011), there is an interview made by a model who has degree in Turkey's Beauty Contest, preferred Islamic way of life and covered her hair. Âlâ indicates that she sees '*the ease and composure of living as a Muslim'.* Housecoats designed with both French lace and Ottoman motifs, cooling headscarf are introduced to the readers. The message given by Âlâ is, rich Muslim women deserve to be elegant, new brands for conservative clothing should be created such as Prada, Pierre Cardin and Burberry, rich Muslim woman has right to buy her clothes from pretty stores and does not have to buy her clothes from ordinary open bazaar for poor people. Unveiled costume designers having designs for veiled women, unveiled glass artists using Ottoman motifs of caftans of Ottoman sultans in their works, unveiled novelists creating Islamic heros in their novels win recognition from the point of view of Âlâ.

In the third issue of Âlâ (September 2011), the female employees of an Islamic finance instution are presented as *"veiled heroines of the business world"* and it is emphasized that a Muslim woman can manage both business life and home life, working does not contradict with being a good mother and a good housewife; Muslim woman can be very successful in business life without compromising from her religious practices. In the third issue, the options for beautiful henna figures, an interview made by a well-known actor of Islamic cinema films, advices for mothers to combat with school phobia of their children are got involved. There is an interesting interview made by Nicole Queen -an American magazine photographer- who accepted Islam in 2007 and veiled. In this issue, there is also an interview made by fashion designer Tanju Babacan who is a '*conservative gay'.* The pages of this issue are splashed with the models wearing glossy evening dresses.

In the fourth issue of Âlâ (October 2011), there is an interview made by costume designer who is the inventor of Comfijab -a comfortable and stylish head cover for modern Muslim women-and is the sister of Merve Kavakçı, Turkish female politician elected as the deputy of Virtue Party in the general elections in April 1999. Merve Kavakçı is the symbolic name of Turkey's secularization policy because she was precluded from taking her oath in the parliament by the members of the Democratic Left Party due to her headscarf[12]. The magazine gives the message that nothing is more elegant and stylish than conservative clothes. In the fourth issue, the success stories of veiled fashion designers having designs for unveiled women are told and the collections in which eco-friendly pieces exist are introduced to the readers. In

12 Merve Kavakçı lost her seat in the parliament in March 2001 and the Virtue Party was closed down by the Constitutional Court in June 2001. In August 2001, AK Party was founded by the innovative wing of the closed Virtue Party. Kavakçı won the legal case in 2007 when the European Court of Human Rights found that Kavakçı's expulsion from parliament was a violation of human rights. Please look at Richard Peres (2012), *The Day Turkey Stood Still: Merve Kavakçı's Walk Into the Turkish Parliament,* Ithaca Press, New York.

the pages of Âlâ, the offers such as *"where to eat, where to spend leisure time, where to go shopping, what to read, which exhibitions to visit, which cinema films to watch"* are also got involved.

In the fifth issue of Âlâ (November 2011), there is an interview made by Cemalnur Sargut who is a tasavvuf (Islamic mysticism) researcher and bound to religious sect Rifâi. In the interview, Cemalnur Sargut's interpretation on the sheikh of religious sect Mevlevî whose open name is *"Mevlana Celalettin Rumi"* (1207-1273) is highlighted. The magazine tries to give the message that women can also be *'sufi'* like men via the portrait of Cemalnur Sargut. The advices about seasonal depression, beauty secrets, language of colors, explanations about woman rights born of the civil code, custody in the case of divorce are the topics handled in the fifth issue.

In the sixth issue of Âlâ (December 2011), the success story of a veiled woman director who achieves reputation with the cinema film *"Faithful Servant of Allah: Barla"* (2011) is explained. Barla (1878-1960) is Said-i Nursi[13] who is a famous Islamic intellectual and the sheikh of religious sect Nur. Approximately two and a half million people,most of whom are adolescents,watched the film in Turkey[14] and Âlâ attracts the attention of its readers to the popularity of an Islamic film. In Âlâ, it is possible to come across the presentations of collections of Arabic designers who are veiled and living in Europe. Collections in which luxurious georgette, crepe and 100% silk, crystals and handmade embroidery are used have places in the pages of the magazine to indicate the compatibitiy of Islamic way of life and luxury. In this issue, there are interviews made by announcers working in Islamic channels, and veiled South African pilot Fatima Jakoet is introduced to the readers and her statement *"Hijab is a gift to us as women from no other than Allah"* is put forward in the eyes of the readers.

In the seventh issue of Âlâ (January-February 2012), an interview made by a veiled cooker specialized on sufi cuisine and different types of jewelery designs are involved and the answer for the question *"which type of jewelery is used with which type of clothing"* is given. Musicians, creating new sounds based on the synthesis of Western and Eastern sounds, using divine melodies in their compositions and gathering both Western and Eastern musical instruments all together in their concerts, are introduced to the readers. In this issue, famous fashion designer Yıldırım Mayruk who has used transparent

13 According to Islamic people either moderate or radical in Turkey, Said-i Nursi is a symbolic perso-nality. It is claimed by Islamic people that the founder of Turkish Republic M. Kemal Atatürk and the other republican elites applied oppression toward Said-i Nursi because of his Islamic views under the secularization policy in the early years of Republic.
14 Considering the collective free demonstrations of the film in Islamic dormitories, it is estimated that at least five million teenagers watched the film. It should be noted that the film *"Veda"*(2010), which was based on the life of M. Kemal Atatürk (the founder of Turkish Republic) could catch just the number of 700,000 people.

pieces in his collection in 1984 for the first time in Turkey, is called as *"indispensable designer"* and his works are praised. The reason of compliment of the magazine toward Yıldırım Mayruk is related with Mayruk's efforts to form a bridge between the icons of high society and conservative circles lately. Interviews made by Islamic marbling performers, travel guides, theatre players supporting the reconciliation of religion of Islam and modern theatre, Islamic film actors are involved in this issue of the magazine.

In the eighth issue of Âlâ (March 2012), there are clues such as which type of cloth can be combined with which type of shoes and boutique offers to go for affiance shopping. There is an interview made by veiled announcer and she is glorified for being a faithful daughter, a good wife and mother and a successful Muslim woman in business life. Âlâ aims to prove that her education in imam-hatip school has brought success to her in every aspect of life[15].There is a file titled *"The First Ladies in Turkey"* in this issue. In this file, Hayrünisa Gül[16], the wife of President A.Gül and Emine Erdoğan, the wife of Prime Minister R. T. Erdoğan are presented as the most fashionable and elegant first ladies in Turkish political life[17]. Via these two first ladies, Âlâ gives the message to young readers that *"veiling is not an obstacle in social life, veiling is the best tool for marrying a powerful politician"*. In this issue, there is an interview made by Azerbaijani British musician Sami Yusuf who is known as *"Islam's Biggest Rock Star"* and via him, Âlâ aims to underline the compatibility between Islam and liberal admissions.

In the ninth issue of Âlâ (April 2012), there is an interview made by Sarah Joseph. She is introduced to the readers with the words *"the woman who meets the worlds"*. Although she was brought up as a Catholic Christian, her choice of being Muslim is explained with a pride in an emotional manner. Âlâ underlines the fact that Western women can accept Islam and achieve great successes all over the world thanks to Islamic identity. Âlâ aims to create an image in the brains of the readers that *"being Muslim is being powerful"*. In the magazine, the portrait of an AK Party politician finds place and he is

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15 For more information about the relationship between the education of imam-hatip schools and the emergence of Islamic bourgeoisie, please look at Diren Çakmak (2009),"Pro-Islamic Public Education in Turkey: The Imam-Hatip Schools", *Journal of Middle Eastern Studies,* 45(5), 825-846.

16 Hayrünisa Gül was a child bride. She married to A. Gül when she was 15 years old. The age of A. Gül when he married was 30. According to Islam, a girl must be married at the age of puberty. On the other hand, marriage age is 18 according to civil code in Turkey. Legal age of maturity is also 18 in Turkey. Please look at Diren Çakmak (2009), "Türkiye'de Çocuk Gelinler" (Child Brides in Turkey), *Birinci Hukukun Gençleri Sempozyumu-Hukuk Devletinde Kişisel Güvenlik*, 20-21 Mart 2009, Ankara Üniversitesi, Ankara.

17 Hayrünisa Gül and Emine Erdoğan are the first veiled first ladies of Turkish Republic. In the years 1923-2002 neither minister's wife and neither bureaucrat's wife were veiled. Having a veiled wife was an obstacle for a man to rise either in political life or in bureaucracy until the rule of AK Party. But under the rule of AK Party, the situation returned to the contrary. A man married to a veiled wife, despite his inability in his profession, began to make progress quickly either in public sector or private sector in Turkey.

presented in the magazine as both a successful Islamic economist and a good father and a husband. Âlâ gives the message to the readers that there are lots of gentlemen in Islamic circles, no need to admire laic men in the society, and an Islamic men can be both handsome, religious, a good father, a good husband and able to get admiration of all the women.

In the tenth issue of Âlâ (May 2012),a photo of a veiled bride takes place in the cover page. The bride who has heavy make-up wears a wedding dress on which there are precious jewelery. The photo gives the message to the readers that being rich does not contradict with being Muslim and heavy make-up is not in contradiction with principles of Islam. In the advertisements of wedding dresses, the holiness of marriage is emphasized. It is indicated that a Muslim girl protecting Islamic values tightly deserves to marry with the *'right man'*. In the magazine, there is an interview made by an AK Party politician, his wife -a veiled woman- and their three children. Âlâ presents the family as a role-model family. In the tenth issue, herbal cure is offered as an alternative medicine, the answers for the questions *"what to drink and what to eat to have a healthy body"* are given and the film *"Conquest 1453"* based on the story of the conquest of Istanbul by Ottoman Sultan Mehmet II, is recommended to the readers.

In the eleventh issue of Âlâ (June 2012), there is an interview made by Swedish Muslim composer and singer Maher Zain whose songs are played in the Islamic radio channels in Turkey. An actress, who prefers an Islamic way of life and criticizes the films in which sex scenes exist, is characterized in Âlâ as *"The Innocent Face of Turkish Cinema"* and her choice of veiling is appreciated by Âlâ. Trendy designs of shoes, collection of accessories find place in the pages of Âlâ. Herbal beauty secrets, possibilities of divorces in the Ottoman times, rights of women under Islamic law, expensive designs of bags, advices for young Muslim girls for being remarkable in the graduation proms, the choices of make-up styles are involved in this issue. The advertisements of Islamic swimsuits make this issue interesting. Because, in the advertisements, Muslim woman in Islamic swimsuit is seen on a luxurious yacht or in a luxurious hotel beach or in the garden of a big house with a swimming pool.

In the twelfth issue of Âlâ (July 2012), there is an interview made by a famous cartoon drawer, supporter of the policies of AK Party. Âlâ gives the message to the readers that being Muslim does not contradict with being humoristic via the the portrait of him. In this issue, the different designs of '*ferace*' (Islamic coat) are shown. Âlâ presents Islamic women columnists as heroines who had combat against secularization policies before AK Party rule. The pages of Âlâ are splashed with the pictures of Istanbul reflecting that Istanbul is an Islamic city. Âlâ presents mayors from AK Party as *"the mayors rebuilding the cities with values"*, the values indicated in the magazine are Islamic values. Harem life in Ottoman times is one of the files examined

in this issue. Âlâ rejects evaluations that put forward the fact that harem life is a kind of *'prostitution'* under the supervision of public officers in the Ottoman palace (Erdoğan,1996). According to Âlâ, one's view from Turkey toward harem life is the best litmus paper to decide whether he or she is patriotic or not. In this context, the magazine is said to have a masculine stance although it is for female readers.

In the thirteenth issue of Âlâ (August 2012), there is an interview made by fashion designer Cemil İpekçi who names himself as a *'conservative gay'* using Ottoman motifs in his collections. Âlâ offers to travel to Andulisia where had conquered by Muslims in the middle ages. Âlâ introduces *"Holistic Childbirth"* as a new approach to be tried and emphasizes that *"the world is changing and the time of ours is not the time of our mothers."* In the magazine, collections in which the motifs of the age of European Renaissance are used with Ottoman motifs are demonstrated, these collections are called by Âlâ as *"Renaissance Breeze"*. There is a file *"Being disciplined"* in this issue, it is said that being disciplined in the business life and being a good Muslim completes with each other. Slimming diets compatible with Islamic principles exist in this issue. It is claimed that Islamic practices are not only mandatory to be Muslim but also functional for healthy body including anti-aging positive effects.

In the fourteenth issue of Âlâ (September 2012), different designs of ipad cases are introduced. Âlâ's implicit purpose is that Muslim women use high-tech prouducts such as cellular phones, ipads and Muslim women are aware of globalized market; Muslim women take care of trends of cases of high-tech products. In one of the advertisement of an ipad, there is an ipad case which is weaved with precious stones. Âlâ emphasizes that being rich requires to consume expensive products and Muslim rich people know how to and for what to spend money. The clues for hair care, cleaning methods for having soft hands and feet and horoscope comments are the topics handled in the fourteenth issue of the magazine. Âlâ opens its pages to singers who sing songs composed of the poems entitled such as *"We will write everywhere that Islam is the right path"* and offers the readers to buy the records of these singers.

In the fifteenth issue of Âlâ (October 2012), there is a file about Hürrem Sultan (1500-1558) who is one of the wives of Ottoman Sultan Süleyman. In the file, she is presented as one of the most intelligent Muslim woman in the Ottoman history and via the portrait of Hürrem Sultan, intelligence of Muslim woman is underlined. Âlâ reminds to readers that Muslim woman is responsible for the elegance of her husband and offers very precious cufflinks, watches, breastpins, key chains and glasses from the collections of different brands to be given as gifts to spouses. Âlâ aims to create and foster the habit of giving gifts among Islamic women and form an Islamic consumerism pattern. Âlâ recommends the readers to travel to Bosnia to see the masterpieces of Ottoman architecture. In this issue, there is an interview made by fashion

designer Muammer Ketenci, -known as *"conservative gay"*- wins recognition of Islamic bourgeoisie because his designs are Ottoman inspired and he pays attention to show both veiled and unveiled models on the same podium.

The advices for choices of gifts for certain days, letters from the readers, comments on Âlâ published in other press organs, offers to follow web sites such as *www.yesiltopuklar.com*[18] in which Islamic way of life is appreciated, comments of politicians[19] on Âlâ, photos of readers as the examples of elegance among ordinary women, the topics such as emotional control under subject of psychology management, recommendations for cultural trips, advices for what to do in Ramadan Feast including recalls of social duties, historical information on memorial days, advertisements for where to have breakfast at weekends, recommendations for how to celebrate wedding anniversaries and which organization firms are to be called to have a wonderful birthday party are the topics handled in Âlâ's pages. The advertisements of new housing and luxury car or jeeps, new authentic cafes or fancy restaurants, new options for holidays, addresses of yoga clubs and guide for usage of expensive face care products are also seen in Âlâ. The announcements of exhibitions, the list of best-seller books, the presentations of charity instutions waiting for donation, the advertisements of newly openned private schools, notices of courses such as cooking or decorating can be found in Âlâ.

As a result, it is possible to argue that the presence of such a magazine enlarged not only the gap between Islamic bourgeoisie and Islamic proletariat in Turkey but also created a new gap between Islamic upper and middle classes. In the meantime, Islam can not equalize and homogenize the Islamic identity and wealth classification situated in the dynamics of Turkish society may bring Islamic bourgeoisie and laic bourgeoisie closer.

V. CONCLUSION

Goods and services are always used to demarcate social relationships and hierarchies and this has also been the case with Islamic goods and services. As wealth began to accumulate among the Islamic upper classes, the classificatory and discriminatory potential and uses of consumption began to become more prominent than its homogenizing and equalizing uses. Over time, the lifestyles of upper classes of Islamic people have become more refined. They began to feel the need to have lives to be admired and prefer to be defined by both their wealth and by their religiosity at the same time. Âlâ is the result of this embourgeoisement process. The elaboration of Âlâ is very important

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18 The website for Islamic women, *www.yesiltopuklar.com* is a site where women make friends, share their experiences, write the abstracts of the books they read, inform the others about newly openned boutiques, show their reactions on the agenda of Turkey and the world. *"Yesil topuklar"* means *"green heels"* in English and the name of the site makes reference to the religion of Islam by usuing the word *"green"*.

19 For instance in the sixth issue, Turkish politician Bülent Arınç (member of AK Party) says that he finds Âlâ wonderful.

because it is the concrete evidence of the fact that in Turkey under neoliberal economic conditions, market determines the frame of religion Islam. Thus, the expectations of the free market will draw the route of Islamisation process in Turkey.

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Chapter 4

FROM FRAGMENTATION TO STABILITY AND BACK AGAIN? ANALYZING TURKISH PARTY SYSTEM (1991-2023)

Mustafa BÖLÜKBAŞI[1]

1 Dr. Lecturer, The Office of Communication, Uşak University, Uşak, Turkey, mustafa.bolukbasi@usak.edu.tr, https://orcid.org/0000-0002-6895-6151

Introduction

Turkey's rich history of political parties stretches back to the early 20th century, coinciding with the decline of the Ottoman Empire and the birth of the modern Turkish republic (Tunaya, 1952). Initially, a single party dominated the political landscape from 1923 to 1946. However, with the transition to a multi-party democracy in the late 1940s, the political scene in Turkey became significantly more pluralistic (Sayarı, 2002: 10).

Despite a long history of modern political institutions, Turkey's development of a stable party system has been hampered by two factors. First, competition was limited until 1945. Second, a series of military interventions, like the 1980 military coup, disrupted political progress. Following a military coup, the country's political landscape was disrupted. Military leaders outlawed all political parties and governed for roughly three years without a formal party system in place. This period of interruption by non-democratic forces, along with attempts to manipulate the political scene, has resulted in a non-linear development of Turkey's party system.

Turkish party system has undergone significant transformations since the 1990s. The era began with increasing fragmentation and volatility, which eased considerably after 2002. However, fragmentation re-emerged after 2015, and the 2017 constitutional amendment introduced new dynamics into political competition, such as increased power for the presidency.

This study examines this evolution through a historical lens, analyzing the characteristics, trends, and transformations of the party system. Drawing on data from ten general elections between 1991 and 2023, the research investigates the reasons behind these changes.

The Rise of a Fragmented Political Landscape: The Turkish Party System in the 1990s

The 1980 military intervention had a significant impact on the party system, resulting in the closure of all existing political parties and the implementation of a 10% national electoral threshold along with high constituency thresholds. In the 1960s and 1970s, two parties in the middle of the political spectrum had always been in charge. But by the late 1970s, the right wing was breaking apart, which was causing a lot of uncertainty. The military rulers figured a system with just two or three parties would be easier to control, so they designed these new election rules to make that happen (Özbudun, 2000: 75). Through political bans and interventions in electoral institutions, the regime sought to facilitate the attainment of parliamentary majorities and to prevent extremist groups such as pro-Islamist and pro-Kurdish parties from gaining seats in parliament. As a result, the system produced a manufactured majority and exhibited significant disproportionality. For instance, although the Anavatan Partisi (ANAP, Motherland Party) only secured 36.3% of the

votes in the 1987 general election, it managed to secure 64.8% of the seats in parliament (Bölükbaşı, 2021: 285).

Table 1. Party Vote Share in General Elections (1991-1999)

Party	1991 (%)	1995 (%)	1999 (%)
Anavatan Partisi	24.0	19.6	13.2
Büyük Birlik Partisi	-	-	1.5
Cumhuriyet Halk Partisi	-	10.7	8.7
Demokratik Sol Parti	10.8	14.6	22.2
Doğru Yol Partisi	27.0	19.2	12.0
Fazilet Partisi	-	-	15.4
Halkın Demokrasi Partisi	-	4.2	4.7
Milliyetçi Hareket Partisi	-	8.2	18.0
Refah Partisi	16.9	21.4	-
Sosyaldemokrat Halkçı Parti	20.8	-	-

Note: The results were received from the Supreme Electoral Council and the parties that received at least 1 percent of the votes are shown in alphabetical order.

The 1990s witnessed a surge in political parties in Turkey, despite the restrictions and political engineering imposed by the previous military regime (1980). This resulted in increased electoral volatility and fragmentation. Notably, the 1991 general election saw five out of six participating parties exceed the electoral threshold, securing seats in parliament. This trend naturally led to a rise in coalition governments. The total votes of two major parties waned significantly, with their share of seats dropping below 50% by 1999. The difference in support between the political parties shrank, not just for the leading two but also for the second and third place contenders (see Table 1). The decline of major parties' power, coupled with a rise in the average effective number of parliamentary parties (4.28), indicated a shift towards a multiparty system with a more balanced distribution of power. However, this transformation also made forming and stabilizing a government a challenge.

The 1990s saw a fracturing of the political landscape in Turkey, largely due to the weakening of traditional centre-right and centre-left parties (Özbudun, 2000). Banned by the 1980 coup, these parties' supporters found new homes in emerging formations. This ignited fierce competition within ideological blocs, with ANAP and Doğru Yol Partisi (DYP, True Path Party) vying for centre-right dominance, while the Cumhuriyet Halk Partisi (CHP, Republican People's Party) and Demokratik Sol Parti (DSP, Democratic Left Party) battled for centre-left control. Notably, competition intensified within blocks, not between them.

While centrist forces weakened, extremist parties gained ground throughout the 1990s (Sayarı, 2002). The pro-Islamist Refah Partisi's (RP, Welfare Party) electoral success (21.4% in 1995) propelled them to become the leading partner in a coalition government. This rise of Islamist influence in government sparked debate and controversy. Similarly, the nationalist Milliyetçi Hareket Partisi (MHP, Nationalist Movement Party) garnered 18% of votes in 1999 and joined a coalition. The pro-Kurdish Halkın Demokrasi Partisi (HADEP, People's Democracy Party) also experienced increased support, but the electoral threshold prevented them from securing parliamentary seats.

Since the 1960s, there have been intense migration movements from rural to urban centers, from east to west, from small cities to metropolises. This situation has not only increased the number of shantytowns but also fueled debates on the use of public space. Since the existing social contract is not working at a sufficient level, the state has not been as successful as before in obtaining consent.

Mounting tensions between the established secular order and the pro-Islamist RP government reached a critical juncture in 1997, leading to a military intervention known as the "postmodern coup" (pressure exerted by the military to force a change in government). This further exacerbated political instability. The 2001 economic crisis, which left many people struggling, only fueled dissatisfaction with the existing political establishment in the early 2000s.

While the military elites tried to find a solution to this crisis with 1997 military memorandum, they failed to realize that the crisis was actually escalating. As a result, the Adalet ve Kalkınma Partisi (AKP, Justice and Development Party) became the party the bourgeoisie was looking for, as it brought the Islamic section to the center and united the centre-right as a whole under its umbrella. The AKP government provided the political will necessary for the passage of market reforms.

From Fragmentation to Dominance: The Transformation of Turkish Party System

The 2000s witnessed a dramatic transformation of the Turkish party system. A confluence of political and economic factors contributed to this shift. These factors included the rise of Kurdish political movement, deepening societal divisions, and declining trust in established parties due to corruption and instability. This created fertile ground for the emergence of a new dominant force – the AKP.

Capitalizing on anxieties surrounding fragmentation and a desire for stability, the AKP strategically blended its core Islamist ideology, the

National Outlook, with a centre-right economic program and a vision of EU membership. This strategy successfully bridged the gap between its Islamist base and a broader centre-right electorate, propelling the AKP to become one of the most dominant parties in Turkish history. It exhibits characteristics of both an ideological party and a catch-all party. On the one hand, the AKP possesses a core ideology, attracting a loyal base of supporters. This ideological foundation distinguishes it from centrist parties and lends it the air of a social movement. On the other hand, the AKP also displays hallmarks of a catch-all party. It is characterized by strong leadership, a diverse voter base, dependence on interest groups, a diminishing role for party members, and capital-oriented professional campaigns. This unique blend allows the AKP to cultivate strong voter loyalty while simultaneously pursuing pragmatic policies with broad appeal.

The Turkish political landscape underwent a significant transformation after 2002. The 1990s saw a fragmented parliament, with four to five parties consistently surpassing the three-percent of seat. This fragmentation sharply declined in the post-2002 era. This shift extends beyond the raw number of parties; the distribution of political influence also changed considerably. The effective number of parties (ENP), a metric that reflects real political weight, plummeted from nearly five in 1999 to a mere 1.85 in 2002, highlighting a dramatic concentration of power.

Furthermore, the post-2002 period ushered in an era of strengthened the first party. In contrast to the fragmented power structures of the 1990s, where the leading party typically garnered only around 20-27% of the vote, the electoral landscape witnessed a significant shift. The rise of the AKP exemplifies this trend, with their vote share soaring to nearly 50% in the 2011 elections (see Table 2). This dominance is further accentuated by the growing disparity in parliamentary seats between the first and second-place parties, which more than doubled by 2011. Despite some decline in recent years, the AKP continues to maintain a substantial advantage.

The prevalence of coalition governments, a hallmark of the fragmented political landscape in the 1990s, diminished significantly after 2002. The emergence of single-party government fostered greater governmental stability and a strengthened cabinet with enhanced decision-making authority. Finally, the post-2002 era witnessed a decline in electoral volatility. The high degree of volatility of the 1990s receded, with party bases exhibiting increased stability. While a resurgence of volatility appeared in the 2019 local elections, the overall trend since 2002 suggests a more loyal electorate.

Table 2. Party Vote Share in General Elections (2002-2023)

Party	2002 (%)	2007 (%)	2011 (%)	June 2015 (%)	Nov. 2015 (%)	2018 (%)	2023 (%)
Adalet ve Kalkınma Partisi	34.3	46.6	49.8	40.9	49.5	42.6	35.6
Anavatan Partisi	5.1	-	-	-	-	-	-
Büyük Birlik Partisi	1.0	-	-	-	-	-	-
Cumhuriyet Halk Partisi	19.4	20.9	26.0	25.0	25.3	22.7	25.4
Demokrat Parti	-	5.4	-	-	-	-	-
Demokratik Halk Partisi	6.2	-	-	-	-	-	-
Demokratik Sol Parti	1.2	-	-	-	-	-	-
Doğru Yol Partisi	9.5	-	-	-	-	-	-
Genç Parti	7.3	3.0	-	-	-	-	-
Halkların Demokratik Partisi	-	-	-	13.1	10.8	11.7	-
İyi Parti	-	-	-	-	-	10.0	9.7
Milliyetçi Hareket Partisi	8.4	14.3	13.0	16.3	11.9	11.1	10.1
Saadet Partisi	2.5	2.3	1.3	2.1	-	1.3	-
Türkiye İşçi Partisi	-	-	-	-	-	-	1.8
Yeni Türkiye Partisi	1.2	-	-	-	-	-	-
Yeniden Refah Partisi	-	-	-	-	-	-	2.8
Yeşiller ve Sol Gelecek Partisi	-	-	-	-	-	-	8.8
Zafer Partisi	-	-	-	-	-	-	2.2

Note: The results were received from the Supreme Electoral Council and the parties that received at least 1 percent of the votes are shown in alphabetical order.

The rise of a predominant party system in Turkey has been a topic of significant debate, fueled by the AKP's consecutive electoral victories (Sayarı, 2007; Çarkoğlu, 2011; Esen & Ciddi, 2011; Gümüşçü, 2013; Ayan-Musil, 2015; Sayarı, 2016; Arslantaş, Arslantaş, & Kaiser, 2020). Since 2002, the AKP has achieved dominant vote shares, securing 66% of parliamentary seats in that year, followed by 62% in 2007 and 59.5% in 2011. This dominance is particularly evident when examining the party's margin of victory. In 2002, the AKP held double the seats of its closest competitor. This advantage grew substantially in 2007, reaching a threefold margin over the second-place party. This dominance is historically significant, with only the 1950s seeing a similar gap between the top two parties. These consecutive wins have significantly reduced the likelihood of a change in government, fostering a predominant party system.

Drawing on Sartori's (2005) definition, a predominant party system exhibits three key characteristics: a party consistently winning over 50% of parliamentary seats in at least three consecutive elections, a significant gap in seat distribution between the first and second parties, and low competition due to strong voter loyalty. This system, though technically a multi-party system, allows for single-party governments and fosters a hegemonic power dynamic. As Gümüşçü (2013: 226) suggests, the predominant party dominates voters, other parties, policy agendas, and overall political discourse. In light of these criteria, Turkey strongly resembled a predominant party system, at least between 2002 and 2015.

Erdoğan's Era and Beyond: The AKP's Legacy and Turkey's Evolving Political Landscape

Following the end of the predominant party system after 2015, the AKP sought to maintain its power through a controversial constitutional referendum held in 2017. The referendum transitioned Turkey from a parliamentary system to a presidential one. This shift granted the partisan president expanded powers, including heading both the state and the executive (Esen & Gümüşçü, 2017: 306). Parliamentary control over the executive weakened, though the legislature retained its lawmaking authority. The referendum also extended parliamentary terms and synchronized parliamentary and presidential elections.

With the presidency wielding significantly greater power, the 2017 amendment effectively subordinated parliamentary elections. Political competition consequently shifted towards the more consequential presidential race. In June 2018, riding the wave of his dominant party's legacy, Erdoğan, candidate of the People's Alliance, secured the presidency with around 53% of the vote. He secured re-election in 2023, albeit with a slightly narrower margin of 52% in the second round.

On the other hand, in the June 2018 parliamentary elections, the AKP's share of the vote dropped to 42.6 per cent and its share of seats to 49.2 per cent. The number of parties with at least 3 per cent of parliamentary seats increased to five, as in the 1990s. The ENEP increased to 3.75 and the ENPP to 3.07 (see Figure 1). The AKP managed to control more than 50 per cent of the parliament only thanks to its alliance partner MHP. This shift is reflected in the surge of political party participation witnessed in the 2023 general elections, with a record number of 24 parties contesting the polls. The outcome also yielded a more pluralistic parliament, with 14 parties securing seats. This increase can be partially attributed to the formation of alliances and the return of members who previously entered parliament on different party lists.

Figure 1. Political Fragmentation in Turkey (1991-2023)
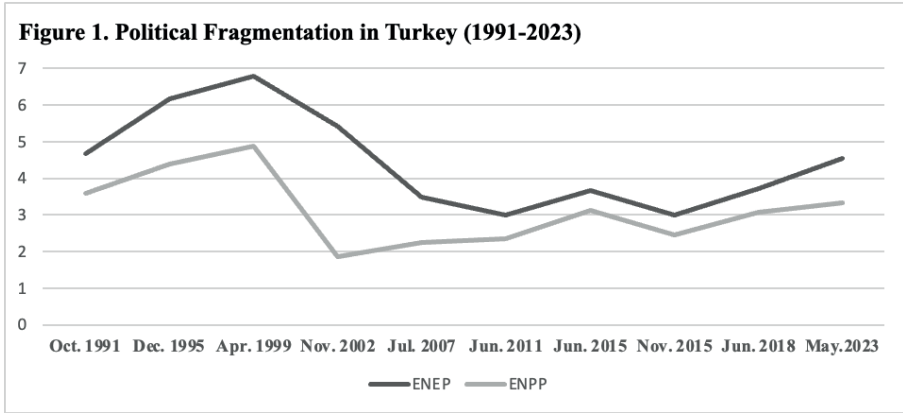
Note: Political fragmentation is measured by the effective number of parties index developed by Laakso & Taagepera (1979).

The Turkish party system has demonstrably undergone a significant transformation in recent years, following a period of relative stability under the dominance of the AKP after 2002. This transformation is characterized by several key trends.

Firstly, the AKP's electoral dominance has waned. Its seat share has exhibited a steady decline, registering at 57.6%, 49.2%, and 44.7% in the last three elections, respectively. This decline necessitates pre-election alliance for the AKP to secure a parliamentary majority.

Secondly, the erosion of the AKP's hegemony is accompanied by a narrowing vote gap between the leading parties. The differential between the first and second parties in terms of vote share has contracted from 24.2% to 19.9% and subsequently to 10.3% across the last three elections. This trend is reflected in the seat distribution, where the ratio of seats held by the first party to the second party has decreased from 2.37 to 2.02 and finally to 1.59.

Thirdly, the party system exhibits increasing fragmentation. In the last three elections, ENEP increased to 2.99, 3.72 and 4.54 and ENPP to 2.45, 3.07 and 3.32 respectively. The figures for 2023 are the highest in the last 20 years. Moreover, the 2023 elections witnessed the presence of five parties that won at least 3% of the seats, recalling the fragmentation of the 1990s.

Fourthly, this fragmentation is partly attributable to the emergence of new right-wing parties. While formations led by former AKP figures, such as the Demokrasi ve Atılım Partisi (DEVA, Democracy and Progress Party) and Gelecek Partisi (GP, Future Party), have yet to make a significant impact, other parties like the İyi Parti (İYİP, Good Party), the Zafer Partisi (ZP, Victory Party) and the Yeniden Refah Partisi (YRP, New Welfare Party) have experienced a rapid rise. The 2028 election is likely to provide a clearer picture

of whether these parties represent a long-term trend or a temporary surge fueled by protest votes.

Finally, the combined vote share of the two leading parties has also declined in tandem with the waning dominance of the AKP. The cumulative vote share for the top two parties has fallen from 74.8% to 65.2% and further down to 61% in the last three elections. Despite this decline, the AKP retains a degree of relative power, suggesting a resemblance to Blondel's (1968) multi-party system with a dominant party. However, a sustained decline in the AKP's electoral performance could pave the way for a more balanced system with three or four parties of comparable strength on the right, potentially leading to a more diversified range of governing coalitions.

In conclusion, the post-2015 period in Turkish politics presents a markedly different landscape compared to the era of predominant party system. The party system is undergoing a process of transformation, characterized by decline of the AKP's power, narrowing vote margins, a more fragmented political landscape, and the emergence of new right-wing parties. The future trajectory of this change hinges on the extent of the AKP's decline and the durability of the new parties, especially on the right. However, considering the social diversity of the Turkish right, to the extent that fair representation improves, the fragmentation of the right is likely to increase.

Conclusion

Turkey's political landscape is characterized by a paradox: a long history of political parties coexisting with an interrupted development of a stable multi-party system. This inconsistency stems from several factors. Firstly, external interventions such as 1980 coup in the political sphere have historically undermined democratic processes and the formation of a robust party system. Although the history of parties representing certain ideological currents dates back to before 1980, these parties haven't been able to fully develop strong institutional identities due to frequent closures and disruptions (Bölükbaşı, 2022: 311-312).

Secondly, high thresholds make it difficult for smaller parties to gain representation in parliament, thereby limiting the reflection of social diversity within the legislative body. This not only undermines the principle of fair representation but also hinders the development of strong and cohesive political parties.

The early 21st century witnessed a significant shift in the Turkish political landscape. The confluence of two main factors – the electorate's desire for stability and the influence of electoral institutions – paved the way for the emergence of a predominant party system. During this period, the AKP achieved a sustained period of dominance, securing a parliamentary majority

in the 2002, 2007, and 2011 general elections. The AKP's success was further amplified by a significant margin of victory, exceeding its closest competitor by 35-40 percentage points in terms of parliamentary seats. In light of these factors, it is appropriate to characterize the 2002-2015 period as a predominant party system in Turkey.

The period after 2015 marks a notable shift in the Turkish political landscape, characterized by a resurgence of a fragmentation and intensified competition among parties. While the AKP remains the strongest political force, its grip on power appears to be weakening. This development can be attributed to the rise of new parties, such as the İYİP, the ZP, and the YRP. These parties have particularly challenged the AKP's dominance within the right-wing spectrum, potentially leading to increased fragmentation within that ideological camp. Whether the fragmentation of the Turkish party system in recent years will increase further depends both on the performance of these parties and on whether the AKP will survive in the post-Erdoğan era.

It is also noteworthy that the nature of Turkish party system seems to be shifting towards a more centrifugal model, with the emergence of parties like the ZP and YRP. While not necessarily classified as entirely anti-system parties, these parties occupy positions to the right of the AKP on certain issues, potentially further eroding the AKP's support base. Thus, rather than leading to a new power at the center, the AKP's loss of votes is likely to strengthen actors at the more extreme ends of the political spectrum.

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Chapter 5

USE OF THE COX REGRESSION ANALYSIS IN SOCIAL SCIENCES: MODELING UNEMPLOYMENT DURATION

Nesrin ALKAN[1]

1 *Associate Prof. Dr., Akdeniz University, Faculty of Economics and Administrative Sciences, Department of Business Administration ORCİD: 0000-0003-1452-4780*

1. INTRODUCTION

Survival analysis is a statistical method used to examine the time or timing of occurrence of a particular event. This analysis can often be used to model the probabilities of events over time and to estimate the likelihood of individuals or objects "surviving" over a period of time. Survival analysis first began to be used in the 17th century. Between 1687 and 1691, Edmund Halley designed the first survival table. The survival table designed by Halley is very similar to the survival tables used in demography and actuarial studies today. In the 20th century, research on the reliability and survival times of military equipment accelerated, especially during the Second World War. After the war, the importance of survival analysis increased, especially in the electronics industry. An attempt was made to determine the independent variable or common variables that were thought to affect survival times. Cox regression analysis, also known as the Cox Proportional Hazard Model, was used to model such data.

The unemployment problem in Turkey is generally affected by factors such as economic instability, imbalances in the labor market and difficulties faced by businesses. The official unemployment rate published by the Turkish Statistical Institute (TUIK) is determined by the ratio of people looking for work and ready to work to the workforce. Unemployment is considered an indicator of a country's economic performance. High unemployment rates can be a sign of economic stagnation, low productivity and low income levels. The unemployment problem is a universal concern, although it varies depending on the development levels of countries. Turkey is a country that has to constantly struggle with high unemployment rates. Unemployment is caused by reasons such as the rapid increase in the population, the inability of individuals who cannot receive adequate and quality education to participate in the workforce due to deficiencies and inadequacies in the education system, and the lack of sufficient investment in the economy. In addition, the failure to create new business areas and employment opportunities and the negative impact of political and economic instability on economic growth and the investment environment also affect the unemployment rate (Arıcı, 1999). Developed societies take into account the economic benefits of employment as well as its far-reaching effects that increase social well-being and individual happiness. Therefore, employment policies do not only focus on job creation, but also aim to improve job quality, working conditions, and the education and skill level of the workforce. Thus, a more holistic and sustainable development can be achieved by dealing with the social dimensions of employment (Talas, 1983).

Unemployment is a multifaceted problem that has important consequences for individuals and societies globally. Rubinow (1913) reveals that unemployment is a complex and multidimensional problem. He argues

that comprehensive and multifaceted policies are required to solve this problem, which has economic, social and political dimensions. The article highlights the importance of both short-term and long-term strategies in combating unemployment.

McKee (2010) Local initiatives in Philadelphia demonstrate the potential of policy interventions to combat unemployment and related inequalities and demonstrate the importance of proactive measures at the community level.

Gatzia (2012) examined the complexities in capitalist systems where different types of unemployment, such as cyclical, structural and frictional, interact with market dynamics. Emphasizing that unemployment is a multidimensional problem, the study argues that economic and social policies should be implemented in a coordinated manner. Solution suggestions such as education, retraining programs and strengthening social safety nets have been shown as important tools in reducing unemployment.

The Matatov and Orusova (2020) study comprehensively analyzes the multidimensional effects of unemployment on the Russian economy. It emphasizes the negative effects of unemployment on economic growth, state budget, consumption expenditures and social peace.

Survival analysis is used in clinical research, epidemiological studies, social sciences, business management, environmental sciences, and many other fields. It is used in clinical trials to evaluate the treatability of a particular disease or the effectiveness of a medical intervention, examining disease duration and response to treatment. It is used in epidemiology to evaluate the spread of epidemic diseases and the effectiveness of measures taken against them. It can be used in environmental science to study the degradation or recovery process of a particular ecosystem.

In the social sciences, survival analysis often examines the duration of social events such as unemployment, marriage duration, or divorce duration. In addition, it is used to determine the factors affecting bankruptcy and dismissal in economic activities. Survival analysis can be used in business management to determine the factors affecting the success of companies' marketing strategies, customer relations and business processes, and to determine the factors affecting the time customers leave the company and customer loyalty. In addition to these areas, it is also used in many other fields such as engineering and agriculture.

Lane, et al. (1986) used the Cox proportional hazard model to estimate the bankruptcy risk of banks and to determine the factors affecting this risk. The study finds that certain financial ratios and bank-specific characteristics significantly affect bankruptcy risk. In particular, financial indicators such as capital adequacy, liquidity position, and profitability ratios have emerged as important determinants of bankruptcy risk.

Wong (2011) uses Cox regression analysis to model customer churn time in the wireless telecommunications industry. It evaluates the effects of various variables such as customer service satisfaction, pricing policies, and competitive factors on customer churn time.

Ordine (2015) investigates the relationship between education and unemployment, specifically addressing the impact of educational mismatch on unemployment. Researchers examine the long-term effects of individuals' unemployment experiences in cases of mismatch between education level and labor market requirements. As a result of the study, they showed that educational mismatch can affect unemployment experiences for a long time and leave "scars" after unemployment.

Himalli (2020) used Chi-square test, Binary Logistic Regression and Cox Regression analyzes to find the determinants of unemployment and unemployment duration. The results reveal that sector of life, gender, education level and language restrictions are highly associated with an individual's unemployment.

The study by Hu, et al. (2021) examines whether personalized economic incentives increase the use of shared mobility services and prevent customer loss. For this purpose, customer churn was analyzed using the time-varying Cox model. Incentives offered to customers are customized based on personal habits and preferences. The impact of these incentives was evaluated in terms of their impact on customers' likelihood of continuing to use the service. As a result, personalized economic incentives were found to have a positive impact on customers' continued use of shared mobility services. The presence of incentives reduces the risk of customer churn.

In this study, Gobena and Berelie, (2022) used mixed-effect Cox models to examine the determinants affecting the age at first marriage of Ethiopian women and to evaluate the effects of these determinants. Determining the factors affecting the age at first marriage of Ethiopian women is important for developing policies to combat early marriage and increase women's education and career opportunities.

Lagasio, et al. (2023) examine whether the existence and effectiveness of board committees in Italian listed companies can reduce the likelihood of companies falling into financial distress. Cox regression analysis results show that board committees prolong the time to financial distress and increase the financial stability of companies.

In this study, the unemployment problem was addressed and Cox regression analysis was used to determine the factors affecting the duration of unemployment. It is aimed to introduce the Cox regression model, a survival analysis method generally used in health and engineering fields, to researchers

working in social sciences and to show how the method is applied using the R program.

2. SURVIVAL ANALYSIS

Survival analysis is used to analyze data consisting of the time until an event of interest occurs, after a specific starting point is defined. This time until the event of interest occurs is called the survival time. In clinical trials, survival time is defined as the time it takes to survive until death or relapse of a disease. In addition, the duration of a machine working until it breaks down, the duration of unemployment until finding a job, and the duration of businesses until they go bankrupt can be determined as survival time.

In survival analysis, there is also a condition variable in addition to survival time. In the status variable, the event is whether the patient is dead or alive; It is determined as whether the machine is working or broken, the unemployed person finding a job or not, and the business going bankrupt or not.

The aim of survival analysis is to model the survival time until the desired event occurs. Similar modeling studies can be done in all kinds of events involving lifespan-related studies. In the field of medicine, the development time of a disease, its response to treatment and death are frequently studied events. Survival data; It has many features that form the basis of evaluation, such as survival time, certain characteristics of the patient (gender, age, blood pressure, etc.), disease information, treatment information, examination data and many more. Often in survival analysis, the probability of survival and the median survival time are estimated. Additionally, survival distributions and identified risk factors are compared.

Censoring

In survival analysis, the "desired event" may not have occurred for all individuals when the study is terminated. While some of the people who become ill and receive treatment at a certain time have died, others may not have died, or they may continue their treatment elsewhere and go out of observation or give up treatment. Since the survival time for these patients is not known with certainty, these observations are called censored data (Anderson, 2007). In survival analysis, types of censoring may differ depending on various situations. Basically, there are three main types of censoring:

Right Censoring: It is the most common type of censoring and occurs when the relevant event (death, relapse, etc.) does not occur during the research, but occurs after the research is terminated.

Left Censoring: It is a rare type of censoring and usually occurs in retrospective studies or in cases where a situation occurred before the onset. That is, it is unknown when the participant first experienced the situation of interest.

Interval Censoring: This refers to the situation where individuals are followed over a certain period of time during the research, but the exact time of the event is not known within that time period. That is, individuals are observed at specific time points in the study, but the exact time of the event can only be estimated within a certain range. Intermittent censorship occurs particularly when the frequency with which individuals are tracked is irregular.
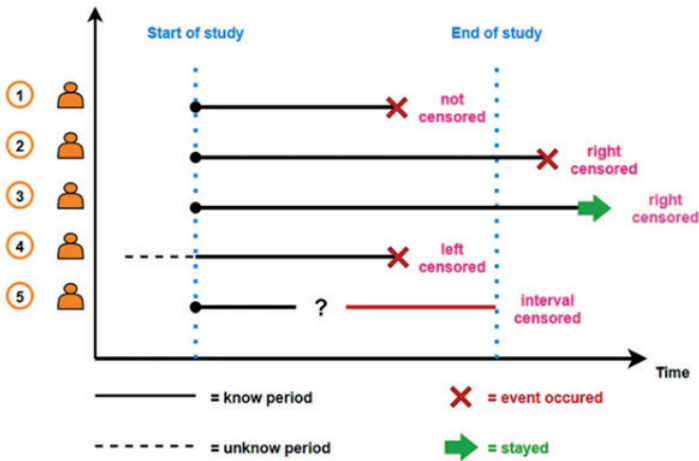
Figure 1. *Types of Censorship (Leboo, 2023)*

Because the event of interest in the first participant occurred before the end of the study, survival time is not censored. For the second participant, the situation of interest emerged after the study ended. In the third participant, survival times are right-censored because the condition of interest was not encountered even after the study ended. It is left-censored because it is not known when the fourth participant first experienced the situation of interest. Since there was a period in which the fifth participant could not be followed, it was determined as intermittent censoring.

2.1. Cox Regression Analysis

Regression analyzes aim to mathematically model the impact levels and impact types of independent variables that are assumed to have an impact on dependent variables.

In survival analysis, the aim is to determine the effect levels of variables affecting survival time. The regression method used to reveal the cause-effect relationship between survival time and independent variables (covariate) is called Cox regression analysis. As with many chronic diseases in the field of health, the presence or absence of a disease alone is not a determinant in terms of survival or death. For example, in a cancer study, it determines how

explanatory variables such as age, dose of drugs used, size of the cancerous area and progression of the disease, which are thought to affect the lifespan of individuals, affect the lifespan of the individual, allowing the survival times of future patients to be estimated approximately according to these values.

It is necessary to seek solutions by taking into account the factors determined by the disease type and the research topic. The first method that comes to mind when evaluating many factors together is multiple regression analysis. Multiple regression models do not have the opportunity to evaluate the outcome by taking into account the difference between cases over time. Additionally, the data structure has some assumptions that it must comply with. The most important of these assumptions is that the dependent and independent variables are normally distributed and the independent variables do not show a proportional dependence on each other (Özdamar, 2001). However, in survival data, the independent variables do not show a normal distribution and there are proportional relationships between the independent variables. Therefore, a method that takes into account the change over time and facilitates analysis with censored data is needed to determine the cause and effect relationship. This method is the Cox regression model suggested by Cox (1972).

This model includes survival time and independent variables that are seen to be effective on this time. Independent variables affect the model multiplicatively, not additively.

$$h(t;x) = h_0(t)\exp(\beta' x)$$

h(t;x), hazard function

x, px1 dimensional independent variables vector

β', 1xp dimensional vector of unknown regression coefficients

$h_0(t)$, is the baseline hazard function.

The baseline hazard function in the model is a function that gives time-dependent non-parametric estimates, independent of x's. The reason why this function is called baseline is that when the x independent variables take the value of zero, it is equal to the hazard function known as the risk of death in the Cox Regression Model. In the model, the hazard function ratio (HR) of any two individuals is constant along the time axis. The hazard ratio is the ratio of the independent variable effects for both individuals and is therefore independent of time and is called the proportional hazard assumption. Therefore, the Cox regression model is also known as the Cox proportional hazards model.

The multivariate Cox regression model is as follows.

$$h(t;\mathbf{x}) = h_0(t)\exp\{\sum_{i=1}^{p}\beta_i x_i\}$$

The ratio of the hazard function to the basic hazard function is called relative risk (RR).

$$RR = \frac{h(t)}{h_0(t)} = \exp\{\sum_{i=1}^{p}\beta_i x_i\}$$

Where $\exp\{\sum_{i=1}^{p}\beta_i x_i\}$ indicates the relative percentage change in the hazard rate in response to the increase in the independent variables. In other words, it represents the percentage change in the hazard rate in response to a one-unit increase in the independent variable. Since there is no t on the right side of the equation, the relative risk is constant for all time values. When the regression coefficients are zero, the relative risk equals one. If the logarithm of both sides is taken, the right side will be linear.

$$\log\left[\frac{h(t)}{h_0(t)}\right] = \sum_{i=1}^{p}\beta_i x_i = \beta_1 x_1 + \ldots + \beta_p x_p$$

In the Cox regression model, it is aimed to model the relationship between the outcome and the independent variables. This relationship is measured by estimating regression coefficients. The estimated coefficients in the Cox regression model, β_i, represent the change in the logarithm of the hazard ratio for a one-unit change in x_i, holding all other predictors constant. The estimated $\exp(\beta_i)$ coefficient is expressed as the hazard ratio. A hazard ratio of 1 means that that variable does not affect survival time. A hazard ratio less than 1 indicates that the risk decreases and survival time increases, while a hazard ratio greater than 1 indicates that the risk increases and survival time decreases (Hosmer and Lemeshow, 1999). For example, let's assume that the independent variable is gender (reference category=woman), which is a categorical variable, and the Hazard ratio is obtained as 2. In this case, the Hazard ratio is interpreted as "men have twice the risk of death than women."

2.2. Cox Regression Analysis in R Program

To apply Cox regression analysis using the R Program, the "survival" package must first be installed. The command given below is used to activate the package.

```
install.packages("survival")
library(survival)
```

A data set consisting of survival times and independent variables is created or loaded. The following command is written for Cox regression analysis.

```
cox_model<-coxph(Surv(survival_time,event)~independent_variable1+independent_variable2,data=your_data)
```

Here, "Surv(survival_time, event)", survival_time should be the name of the variable containing the survival times, and event is a binary variable indicating whether the event occurred (1 event occurred, 0 did not occur). "independent_variable1, independent_variable2" are the names of the independent variables to be used in the analysis. "your_data" is the name of the data you will use in the analysis.

With the command given below, parameter values, p-values and other statistical information obtained as a result of Cox regression analysis are obtained.

```
summary(cox_model)
```

3. COX REGRESSION ANALYSIS OF UNEMPLOYMENT DATA

In this study, the unemployment data set obtained by McCall (1996) in the R program was used to show how Cox Regression analysis was performed and interpreted, and the sample width was determined as 200. In the data set, the duration of unemployment as survival time and the person starting a full-time job were also considered as events and treated as state variables. Variables used to explain unemployment duration are age, unemployment insurance claim, weekly earnings at the last workplace, and tenure. In Table 1, the variables included in the unemployment data are introduced.

Table 1. *Unemployment data variables*

Variable name	Definition
Duration of unemployment	Number of two-week periods
Status	1 if employed full time, 0 otherwise
Ages	ranging from 20-61
Unemployment Insurance	1 if there is a demand, 0 otherwise
Earnings	Weekly earnings ranging from 2,708 to 7,604 units
Term of office	Year of employment at the last workplace

30.5% of the people in the data set started working full-time during the examined period and 69.5% are still unemployed, which means they are censored. In order to determine the factors affecting people's unemployment duration, Cox regression analysis was applied to the data set and the results are given in Table 2.

Table 2. *Results of Cox regression analysis*

Parameter	B	Standard Error	Wald Test	df	p value	Exp(B)
Age	-0.013	0.015	0.689	1	0.406	0.987
Unemployment Insurance	-1.142	0.282	16.364	1	0.000	0.319
Earnings	0.277	0.257	1.161	1	0.281	1.319
Term of office	0.020	0.029	0.487	1	0.485	1.020

According to the results given in Table 2, it was found with 95% confidence that age, weekly earnings in the previous job and previous tenure did not have significant effects on the duration of unemployment. On the other hand, it was determined that having insurance claims had a significant effect on the duration of unemployment (p<0.05). Accordingly, the duration of unemployment of those who request unemployment insurance increases by 31.9% compared to those who do not request unemployment insurance.

4. CONCLUSION

In the study, the use of Cox regression analysis, one of the survival analysis methods, in social sciences was examined. It has been stated that this method, which is frequently used in clinical and engineering fields, also obtains very useful results in social sciences. In addition, details of this method are given and the steps on how to do it in the R program are also included in the study. The unemployment data set was used to demonstrate the usability of the method and how its results are interpreted.

In the literature review, it was seen that many studies on unemployment focused on issues such as determining the factors affecting the unemployment rate, the economic and social dimensions of unemployment, the effect of unemployment on economic growth, state budget, consumption expenditures and social peace. Prolonging the person's unemployment period causes both economic and social problems. Prolonging the period of unemployment causes individuals to lose their confidence in society and socio-economic order, damaging their professional skills and self-confidence. When these people are re-employed, they cannot easily adapt to working life. For all these reasons, modeling the duration of unemployment as well as the unemployment rate and examining the factors affecting this duration is an important issue. One of the appropriate statistical methods for this issue is Cox regression analysis, which is one of the survival analysis methods.

In general, a typical survival data set includes survival time, a state variable indicating the occurrence of the event of interest, and covariates (independent variables). In this study, the unemployment data set is considered as the

survival data set, the unemployment period is considered as the survival time, and the person's starting a full-time job is considered as an event and treated as a situation variable. Variables used to explain unemployment duration are age, unemployment insurance claim, weekly earnings at the last workplace, and tenure. As a result of the Cox regression analysis, a person's request for insurance affects the duration of unemployment and causes the period to extend.

Since unemployment is a multifaceted problem that has important consequences for individuals and societies globally, research is frequently conducted. It is thought that using more Cox regression analysis to determine the factors affecting the duration of unemployment will give a different perspective to researchers working on the unemployment problem. In addition, the literature review on the use of Cox regression analysis in social sciences will give ideas for researchers interested in this subject.

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Chapter 6

SUPER STAFF SCALE: A DEVELOPMENT, RELIABILITY AND VALIDITY STUDY

Merve ARSLAN[1]

Müge ERSOY KART[2]

Metin PİŞKİN [3]

1 Faculty of Political Sciences, Ankara University, Ankara, Turkey, mervearslan2000@yahoo.com (ORCID: 0000-0002-3907-2138)

2 [2] Faculty of Political Sciences, Ankara University, Ankara, Turkey, mugekart@gmail.com (ORCID: 0000-0003-4104-1645)

3 Faculty of Educational Sciences, Ankara University, Ankara, Turkey, metinpiskin@gmail.com (ORCID: 0000-0003-3555-636X)

INTRODUCTION

In the 21st century, the labor market has witnessed extremely rapid and comprehensive transformations, and this wind of change has made it necessary for employees working at all sectors to embrace new challenges and to develop behavioral strategies accordingly.

In other words, this current competitive and challenging business climate not only makes it compulsory for managers to identify and hire employees with the transferable skills but also makes it obligatory for employees to do much more in the performance and implementation of their assumed tasks along with showing their motivation.

Indeed, it is of utmost importance for managers in today's competitive environment to identify employees who can work efficiently under resource constraints. Managers' expectations of their employees have evolved into a demand such as "do more with less" Employees are expected to be skillful, effective and efficient at every stage of work performance and self-improvement and strengthening problem-solving skills are ascribed as a duty (Messmer, 2002; Harris, Artis, Walters and Licata, 2006; Rod and Ashill, 2009). According to Yan and Hao (2021), it has become essential for employees to take individual initiative and find solutions by coping with scarce resources. For this reason, in conditions of constant renewal and change with fierce competition, organizations require employees who do not shirk their responsibilities, can cope with scarce resources, make useful contributions to the organization and take responsibility as well as initiative beyond their assigned duties. Hence it is thanks to such a work force that, organizations will be able to survive and thrive through this competitive business environment.

Licata, Mowen, Harris and Brown (2003) addressed the issue of employee performance given limited resources by developing the job resourcefulness construct. Defined as "an enduring disposition to garner scarce resources and overcome obstacles in the pursuit of job-related goals", the construct is a timely addition to the literature, given the current focus on operational efficiency and effectiveness. Therefore, this literary construct is expected to be one of the most important employee qualifications in the midst of changing workforce paradigms. The level of job resourcefulness of employees is a characteristic that is likely to be nourished by personality structure, self-esteem level, creativity capacity and entrepreneurial tendencies, and this skill can be expected to play a functional role in perceiving and dealing with organizational problems. Accordingly, individual performance criteria have the potential to be simultaneously influenced by both the individual's self-concept and context-specific elements (Thirkell, Rod, Ashill and Carruthers, 2009). As a matter of fact, organizations have already accepted the fact that the competitive advantage they will achieve through their innovative work

depends to a great extent on the openness of their employees to development and innovation as well as their ability to take initiative (Pieterse, Van Knippenberg, Schippers and Stam, 2010; Yuan ve Woodman, 2010).

The level of job resourcefulness of employees can become a kind of hidden capacity that keeps them competent and motivated when facing a problem. Job resourcefulness in working life will continue to gain prominence as an important mediator and/or moderator variable in the coming years.

Job resourcefulness is associated with a 'high sense of responsibility' in the existing literature and therefore, there are findings on its role in supporting task performance. Both Hartog and Belschak (2007) and Bindl and Parker (2011) point out that employees who undertake additional actions on their own initiative will play a decisive role in the development of both themselves and their organizations. In other words, employees with high job resourcefulness level strive to improve existing conditions or create new ones by engaging in actions that go beyond basic professional duties which are assigned to them even if they face obstacles and difficulties.

In contrast to the ample literature available in English, the literature in Turkish is not sufficient and comprehensive in terms of discussing and measuring this current skill. This study aims to fill this gap by developing a valid and reliable measurement tool in Turkish that goes beyond defining the variable "job resourcefulness" as a critical characteristic to be sought in employees for job placement in the labor market, self-development and job retention. This is why we call this the 'Super Staff Scale'.

The following section summarizes the information obtained from the literature review on the concept of job resourcefulness and initiative power in employees. Then, the scale development and data analysis processes are presented.

LITERATURE REVIEW

The Concept of Job Resourcefulness

Being able to take initiative (or, in other words, being resourceful at work), encompasses employees' positive behaviors related to work and the organization, such as taking spontaneous actions to achieve goals, showing perseverance in overcoming obstacles and problems, setting personal goals and exhibiting proactive behaviors (Fay and Frese, 2001). Anticipating future demands as well as outcomes and preparing for them or preventing potential problems that may arise in reaching the goal are the main characteristics of employees with initiative power. Indeed, taking initiative is a proactive action; it is closely related to the employee's job-related knowledge, skills and cognitive abilities (Chiaburu et al., 2021; Bindl and Parker, 2011; Speier and Frese, 1997). Therefore, initiative power refers to the capacity of employees to

cope with obstacles, problems or unforeseen uncertainties that they face in the process of increasing both their individual performance and organizational productivity by assuming responsibilities beyond their role requirements.

In a limited number of studies in the relevant literature, it is also found that employees who take initiative, engage in contextual performance behaviors as they also display high task performance. For example, Bozek and Malinowska, (2020), Frese, Fay, Hilburger, Leng and Tag (1997), and Morrison and Phelps (1999) report preliminary results which show that the level of initiative power of employees has a positive effect on contextual performance.

The employee's initiative power may be a function not only of job-related competencies and personal characteristics but also of environmental factors. Another important point is the work environment that can support the employee's insistence on taking responsibility and finding solutions to problems, the desire to do more beyond the requirements of the role, and the tendency to act proactively. In this context, organizations that give employees more autonomy and encourage them to take responsibility in problem solving and/or decision making will have the potential to reinforce employee initiative power. On the other hand, it should be kept in mind that the perception of social support provided by the organization can be another important criterion that increases employees' initiative power (Moon, Kamdar, Mayer and Takeuchi, 2008; Fuller, Marler and Hester, 2006).

The development of the initiative power of individuals working in any organization can have many consequences both individually and organizationally. First of all, as the initiative power of employees increases, it will be possible to complete the work on time and effectively. Employees who complete their work on time and successfully tend not to counterproductive work behaviors (absenteeism, tardiness, etc.). This means that there is a relationship between employees' initiative power and the commitment to the principles of the psychological contract, which results in effective organizational commitment. Crant (2000) reminds that employees who are committed to the organization will also have higher levels of work motivation and job satisfaction, which are the antecedents of positive workplace behaviors.

In addition to increasing organizational efficiency and profitability, it is also clear that job resourcefulness will enable a more effective production and service process with innovative approaches. Indeed, Kim and Liu (2017) draws attention to the expectation that this will lead to higher organizational performance.

In sum, in the modern labor market, organizations and managers want to hire employees who do not hesitate to take responsibility and takeaction spontaneously, who are capable of doing more than their assigned job description, in other words, employees with high level of job resourcefulness.

As the need to rely on the "human" factor to maintain and improve competitiveness becomes more and more urgent, being able to take initiative (being resourceful at work), seems to become a part of the talent management approach as a critical competency criterion.

In the international literature, many studies examining the concept of "job resourcefulness" (e.g. Cheng and Chen, 2017; Harris et al., 2006; Semedo, Coelho and Ribeiro, 2016) used the unidimensional 4-item "job resourcefulness" scale developed by Licata et al. (2003). However, we have two reservations concerning the application of this scale in the Turkish context. First, it was judged that this scale was not comprehensible in Turkish and would be insufficient for measurement. Second, although the scale developed by Licata et al. (2003) has been used in many studies, no study has been conducted on its psychometric properties. Therefore, it was decided that there was a need for a valid and reliable measurement tool suitable for Turkish culture to measure this concept. The existing English scale was examined, the theoretical underpinnings were established, and then studies for the development of the new original scale were initiated. Therefore in this study, the primary objective is to provide a valid and reliable scale to the Turkish literature in order to determine the level of some of the key skills and individual characteristics such as communication skills, critical thinking, collaboration, adaptability, creativity, emotional intelligence, leadership, resilience, problem solving, time management, self-confidence and initiative, that are considered essential for outstanding performance in a professional setting. Thus, this scale is expected to be the subject of more studies in the field of organizational behavior. In the following sections, comprehensive information about the development process of "super staff scale" is presented.

METHOD

Participants

After the scale had been prepared, data were collected from a total of 182 respondents between July 2022 and September 2022 through online Google forms (online). Since we aim to examine the behavior of employees in the workplace, the data of the respondents who stated that they never worked in the past were not included in the analysis. Therefore, the participants of the study consisted of 162 people with different educational levels and who were currently employed or had worked in the past. This scale was applied to 58 women and 104 men over the age of 18 who had received a high school education at minimum. Employees were informed that participation in the survey was voluntary and confidential. It was determined that 5.6% (n=9) of the participants had high school education, 14.2% (n=23) had an associate's degree, 43.8% (n=71) had a bachelor's degree, 21% (n=34) had a master's degree, and 15.4% (n=25) had a doctoral degree.

Of the total sample, 76.5% (n=124) reported that they were still working, while 23.5% (n=38) reported that they had worked in the past but were not working at the moment. It was observed that 71.6% (n=116) were married, 21% (n=34) of the participants were single, and 6.8% (n=11) were divorced. Only 1 of the participants did not want to indicate their marital status.

Scale Item Generation

In order to develop the item pool, 21st century skills and other critical individual characteristics were identified and their relative importance in terms of predicting certain characteristics and skills that are considered essential for outstanding performance or excellence in a professional setting. As a result of this study, two academics teaching at Human Resources Department at Ankara University were asked for their opinions in determining each antecedent criteria to assess the presence of certain skills and characteristics associated with exceptional performance in the field of human resources, which is the main concept that this scale aims to measure, and the items were developed based on the agreed criteria indicated by the experts' evaluation results. These criteria were identified as "coping with problems and/or not being intimidated by difficulties, creativity, being open to development and innovation, self-confidence, coping with stress, generating solutions, finishing work on time, taking risks, being able to do several tasks at the same time, being hardworking, extroversion, emotional stability, analytical thinking and communication skills". In other words, 68 items were included in the scale item pool, which was expected to measure the 14 main themes. In order to determine the appropriateness of these items whether they measure the intended construct consistently and precisely, the opinions of three field experts (Labor Economics and Industrial Relations, Guidance and Psychological Counseling and Human Resources Management) were taken again and thus the content validity of the scale was tested. In the light of the experts' opinions, the scale was revised and relevant corrections were made. Thus, the content and face validity of the scale was ensured. After the feedback from the experts, some items were edited in terms of spelling and grammar. In addition, 38 items that were not related to the context and dimension were removed from the scale.

When the remaining items were reviewed, it was understood that the items that met the criteria of "being emotionally balanced, analytical thinking and communication skills" were not deemed appropriate, and in this case, the main themes of the scale were associated with 11 criteria, and the draft scale thus had a new form of 30 items. A five-point Likert scale was incorporated into the scale to have participants rate each scale item. This rating scale was as follows: "1=Strongly Disagree, 2=Disagree, 3=Not sure, 4=Agree, 5=Strongly Agree".

Finally, two control items were added to the scale to determine whether the participants filled the scale consistently and carefully. Thus, the scale which was ready to be applied for validity and reliability analysis, consisted of 32 items in total.

General Self-Efficacy Scale

In order to test the criterion-related validity of the developed scale, the General Self-Efficacy Scale developed by Sherer et al. in 1982, which was adapted into Turkish by Yıldırım and İlhan (2010), was used. In the five-point Likert-type scale consisting of a total of 17 items, this scale has "initiation", "persistence" and "the effort to sustain-insistence" subscales, which are designed to measure the belief that a person can initiate an action which can have an impact on his/her environment and sustain it until the result is obtained. Exploratory factor analysis, criterion-related validity, internal consistency analysis and test-retest were conducted and it was seen that the three-factor structure of the scale explained 41.5% of the variance. The internal consistency coefficient (Cronbach's alpha) of the whole scale was found to be 0,80 and the test-retest reliability coefficient obtained from the data gained from a total of 236 individuals who could be reached for the second time was found to be 0,69. Therefore, the Turkish version of the General Self-Efficacy Scale is a valid and reliable instrument for measuring the general self-efficacy of people aged 18 years and above who have at least primary school education.

RESULTS

This section presents the findings of the validity and reliability analyses conducted on the data collected using our scale as described above. The significance level (p) was chosen as .05 for all analyses. Factor analysis as well as validity and reliability analyses were conducted with SPSS 26.0.

Content Validity

Content validity is the degree to which a test or assessment instrument evaluates all aspects of the construct. In other words, it is an indicator that refers to the extent to which a measure represents all facets of a given construct (Büyüköztürk, 2004). In order to test this, the 30-item test form was presented to three experts from the Departments of Psychology, Human Resources Management, and Guidance and Psychological Counseling, and they were asked to evaluate the validity of the questions as "valid" or "not valid". The experts' opinions indicated that the items were valid.

Construct Validity

a. Factor Analysis

In order to conduct factor analysis, a sufficient number of samples should be reached. Since the calculated Kaiser-Meyer Olkin (KMO) coefficient (.91)

was at a desirable level and the Bartlett test result testing the validity of factor analysis was significant (3874,992, p<.000), it was decided that factor analysis could be performed on this data set (Büyüköztürk, 2004). In the 30-item exploratory factor analysis done to examine the construct validity of the "Super Staff Scale", the unweighted least squares method was used as a factorization technique. The basic assumption in this method is the emergence of factors or a single factor that explains the majority of the variance by bringing the related variables together, measuring the same construct or quality. This technique is based upon minimizing the total square of the difference between the observed and estimated correlation matrices (Tabachnick and Fidell, 2001).

While determining the number of factors of the scale, factors with eigenvalues greater than or equal to 1 were considered and the line graph of the factors was also examined. According to the results of the analysis, the ratios of the items explaining the common variance vary between 0.55 and 0.82. When the total variance explained is analyzed, six factors with eigenvalues greater than 1 emerge and the variance explained by these six factors related to the scale is 71.60%. However, the first factor explained 23.53% variance, the second factor explained 12.27% variance, the third factor explained 11.70% variance, the fourth factor explained 9.63% variance, the fifth factor explained 7.70% variance, while the sixth factor explained 6.76% variance, suggesting that the six-factor structure of the scale limited the validity.

In addition, when the Component Matrix was examined, it was determined that loadings were closely related to each other; it was deemed appropriate for the factors to axis rotation in order to clarify them in terms of "independence, clarity of interpretation and significance". For this purpose, the "promax" technique was used.

When the Component Matrix was examined after the rotation, it was deemed appropriate to remove Items 2 (I try to do my job properly even under difficult conditions, 12 (I take responsibility for the decisions I make, regardless of the consequences) 20 (I take necessary precautions by anticipating future risks) and 24 (I can take risks when necessary) because they showed a tendency to cross-loading. As a result, 12 items loaded under the first factor, 9 items loaded under the second factor and 3 items loaded under the third factor. The 11th and 16th items were removed because they did not fit into any factor. As a result of the factor analysis, the contribution of the third factor to the explained variance is relatively lower than the second factor. Considering the scree plot and the variances explained by the factors, it was seen that a two-factor structure would be more appropriate. As a result of the factor analysis, item 10 was removed because it also showed a tendency to cross-loading. Thus, the scale was transformed into a two-factor scale. The results of the rotated "unweighted least squares analysis" of the twenty-three-item scale are presented in Table 1.

In the Super Staff Scale, which became a two-factor scale by removing 7 items from the original version, it was observed that the first factor included items 1, 3, 4, 5, 6, 7, 8, 9, 13, 14, 15, 17, 18, 19; and the second factor included items 21, 22, 23, 25, 26, 27, 28, 29, 30. When the item contents were analyzed, it was decided that the most appropriate factor name for the first factor was "struggler" and for the second factor was "planned". This is also consistent with the factor structure of the original scale.

Table 1: Analysis Results of the Final Form of the Twenty-Three Item Scale According to Promax Rotation Method

Item No	Items	Loading Values After Rotation	
		Struggler	Planned
1	I am not intimidated by obstacles in doing my job.	,573	
3	I prefer to struggle with problems, not run away from them.	,618	
4	When I am in trouble, I look for solutions without despair.	,672	
5	I develop new strategies to do a better job.	,841	
6	I use untried methods to overcome complex situations.	,923	
7	Learning new things excites me.	,599	
8	New experiences do not scare me.	,607	
9	I adapt easily to changing circumstances.	,620	
13	I don't panic even when time is tight to get the job done.	,498	
14	I remain calm in the face of unexpected events.	,613	
15	I can easily cope with stress.	,514	
17	I can find practical solutions to problems.	,756	
18	No matter how big the problem is, I try to find a solution with the available resources.	,806	
19	I like to overcome complex tasks.	,711	
21	I make a full effort to finish what I have started.		,502
22	I manage time effectively.		,533
23	I am planned and organized.		,641
25	I can manage more than one task at the same time.		,674
26	I am success-oriented.		,594
27	I do the tasks assigned to me with great enthusiasm.		,737
28	I can easily communicate with people.		,908
29	I am open to criticism.		,580
30	I am entrepreneurial.		,749
	EIGENVALUES	11.41	1.60
	Variance Percentages	%47.63	%4.94
	Total Variance Percentage		%52.574

Findings Related to Item Analysis

Consisting of 23 items, the reliability analysis of the "Super Staff Scale" was conducted by calculating the Cronbach's alpha value. Super staff scale

reliability coefficient is .95. This value shows the internal consistency reliability of the 23 items that make up the scale. The internal consistency value among the items in the scale is higher than the acceptable value of 0.70. Item-total score correlations were used for item analysis. Item-total correlations ranged between .63 and .75 for the "struggler" subscale and between .53 and .75 for the "planned" subscale. Accordingly, the items in each factor are consistent with the whole factor and each relevant item measures the construct measured by the factor. The "extreme group" method was used to determine the distinctive power of the items, that is, the internal validity of the scale (Tezbaşaran 1997). The upper group was determined as 27% (n=44) of the participants with the highest scores in each dimension, and the lower group was determined as 27% (n=44) of the participants with the lowest scores in each dimension. In order to understand to what extent the scores obtained from the "Super Staff Scale" dimensions could separate the groups divided into extreme groups, t-test analysis was used and the results of this analysis are summarized in Table 2.

Table 2. Validity Analysis Results of the Scale in General

Item Number	Corrected Item-Total Correlation	Upper 0.27 Mean	Lower 0,27 Mean	t Value
Alpha for Struggler= 0.94				
1	.63	4.68	3.07	-8.14*
3	.74	4.95	3.75	-8.48*
4	.74	4.84	3.48	-8.15*
5	.75	4.75	3.82	-6.19*
6	.68	4.25	3.00	-6.31*
7	.69	4.93	4.05	-5.64*
8	.68	4.91	3.75	-6.40*
9	.73	4.82	3.36	-9.67*
13	.70	4.57	2.86	-9.73*
14	.72	4.70	3.07	-8.39*
15	.68	4.32	2.80	-8.23*
17	.69	4.59	3.50	-6.60*
18	.73	4.61	3.55	-6.36*
19	.74	4.75	3.34	-8.33*
Alpha for Planned=0.89				
21	.65	4.80	3.84	-5.22*
22	.56	4.50	3.41	-6.14*
23	.69	4.59	3.27	-7.31*
25	.63	4.45	3.14	-6.94*
26	.57	4.27	3.27	-5.07*
27	.71	4.64	3.18	-8.88*
28	.75	4.80	3.41	-7.93*
29	.53	4.50	3.23	-7.77*
30	.69	4.80	3.18	-9.08*

According to the results of this test, significant differences were observed between the item means of the subscales. In this case, it was concluded that the items were distinctive in terms of struggler and planned, which determine the super staff characteristics. According to the literature, significant differences between 27% of groups in the desired direction are accepted as an indicator of the internal consistency of the test (Büyüköztürk, 2004). The .28 correlation value calculated between the subscales of the Super Staff Scale also supported the validity of the scale.

Criterion Related Validity

To determine the criterion-related validity of the Super Staff Scale, participants were asked to answer the General Self-Efficacy Scale (Yıldırım and İlhan, 2010). The Super Staff Scale consists of "struggler" and "planned" subscales. The correlation coefficients calculated between the total score of the General Self-Efficacy Scale and the total score of the Super Staff Scale and the scores obtained from the two subscales of the scale are summarized in Table 3.

Table 3: Criterion-Related Validity Analysis Results

	Super Staff Scale	Struggler	Planned
General Self-Efficacy Scale	.28*	.26*	.27*

*p<.05

As can be seen in Table 3, there are significant correlations (.28, .26 and .27, respectively) between both the total scores of the Super Staff Scale and the scores of the "struggler and planned" subscales and the general self-efficacy scores. Accordingly, the Super Staff Scale and each of the subscales of this scale are related to the general self-efficacy level. The regression analysis also indicated that the scores obtained from the two subscales of the Super Staff Scale predicted the general self-efficacy level, and resilience and competence scores made significant contributions to the total variance. Accordingly, the regression equation for general self-efficacy can be written as follows:

General Efficacy = 46.70 (Struggler) + 0.30 (Planned)

The multiple correlation between these variables and general self-efficacy is .07, which is significant ($F(2,159) = 7.278$, $p<.05$). In other words, resilience and competence are responsible for 7% of the total variance.

Cronbach's alpha coefficients and corrected item-total correlations were calculated to determine the reliability of each factor of the adapted scale and the distinctiveness of the items. The alpha value for the "struggler" factor was 0.94 and the alpha value for the "planned" factor was 0.89. As mentioned before, the fact that the item-total correlations which were extracted separately

for the scale items of each dimension were higher than .20. Thus, this supports the reliability of the subscales of the Super Staff Scale.

DISCUSSION AND CONCLUSION

Since defining an employee profile that is suitable for the rapidly changing structure of the labor market and employing people with these characteristics has become a priority goal for today's public and private sector institutions and organizations, individual traits such as "well above average" creativity, the ability to take initiative when necessary, and the ability to provide maximum products or services with limited resources have been on the agenda. As Licata et al. (2003) define "job resourcefulness" as "the enduring disposition to garner scarce resources and overcome obstacles in pursuit of job-related goals", it would not be wrong to characterize the sought-after employees of the era as "super staff". So much so that those who can keep their performance at the perfect level even when the conditions are not favorable will be more and more in demand every day. Likewise, the most striking characteristic of these "heroic" employees who have the strength and motivation to do their best is their capacity to take initiative. Moreover, in situations where there are scarce reources, with such an internal energy, these "super-employees" who can struggle like "Superman" and continue on their way without being deterred by obstacles become the biggest trump card of the organizations.

In order to predict how challenging employees can be when they have to do their job with limited resources, it is important to identify whether they can take initiative or not. In other words, those who are able to maintain their intrinsic motivation and make bold decisions without despairing from difficulties are the ones who can achieve unprecedented success in the labor market, and it would be a critical resource for managers to determine the level of reserves that can turn them into such a "super staff" with a reliable and valid scale. In contrast, the relevant literature only relies on the four-item scale of Licata et al. (2003). Moreover, no Turkish adaptation of the scale has been conducted. The present study makes a significant contribution by developing a reliable and valid instrument that is compatible with Turkish culture in order to explore the qualities that distinguish a superstaff from others. Scale development, as is well known, is preferred over adaptation-oriented studies for more robust results. In this context, this proposed scale will enable us to identify the current capacity of an individual in terms of the strength to face challenges, the determination to fight against obstacles, the necessity to do the job with limited resources, the motivation to do the job perfectly without being overwhelmed by excessive workload, by the threat of dismissal or even by relatively simple setbacks experienced during the day.

From our point of view, the 23-item scale that measures a two-dimensional structure is consistent with the related literature. It is not surprising that those

who can continue to work in difficult times without compromising their performance are referred to as super staff because they are both "struggler" and "planned". Obviously, employees who prefer to challenge problems rather than run away from them, who do not panic even when time is limited to get the job done, and who can find practical solutions to problems are "struggler" and perseverant. They are willing to overcome all obstacles in order to complete their tasks at any cost, and they tend to develop new strategies. On the other hand, they also act in a planned manner. As these employees focus on success through result-oriented thinking, effective time management, openness to criticism, assertiveness and effective communication skills, it will not be possible to stop them as they are concentrated on achieving their targets.

The developed scale has a satisfactory validity according to the results of both construct validity, content validity and criterion-related validity analyses. The struggler subscale consists of 14 items and explains 47.63% of the total variance. The planned subscale consists of 9 items and explains 4.94% of the total variance. Accordingly, the total variance explained by the scale is 52,574%. The correlation coefficients calculated between the total score of the General Self-Efficacy Scale and the total score of the Super Staff Scale and the scores obtained from the two subscales of the scale are .28, .26 and .27, respectively ($p<.05$). The reliability coefficient of the super staff scale is .95, indicating that the internal consistency of the related 23 items is extremely high. The Cronbach's alpha value calculated for the "struggler" factor is 0.94, while the value for the "planned" factor is 0.89. These findings indicate that the developed scale is a valid and reliable measurement tool suitable for Turkish culture.

Today, the importance of an employee's taking initiative is well understood, but in the future it is likely to be a critical predictor of high performing employees. This contemporary perspective implies that even if the organization's resources are scarce, strong performance outcomes can be achieved by "super staff" members who are able to take initiative. Undoubtedly, such talented employees are a blessing for an organization, but it should not be forgotten that these "special" employees deserve special attention. In this context, it would be useful for future studies to focus on the perceptions, expectations and career plans of super staff regarding their working life. For example, it is important to take actions to nurture the creativity of super staffs, to provide opportunities to make them innovative, to develop problem solving skills and to design motivational components to encourage them to accomplish their tasks with scarce resources. In other words, the possible responsibilities that the organization should assume for its super staffs as well as their significance for these employees should be thoroughly studied. In thie era, where it is almost impossible to escape from the process

of change, super staff is perhaps the most important human capital in an organization. For this reason, research focusing on the critical elements of a competitive organizational climate that will enable them to maintain their potential to "make a difference" can also provide preliminary modeling for strategic management. On the other hand, exploring the determinants of job resourcefulness would also enrich the literature. For example, identifying the individual characteristics of people who have the potential to become super staff will influence the strategy to be followed in recruitment processes.

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Authors' Note

Researchers may use the Super Staff Scale in their scientific work, presented in Appendix 1, provided that they cite it as a source. Additional permission from the authors is not required.

APPENDIX 1. SUPER STAFF SCALE

	Below are a number of statements. Please read each statement carefully and mark the option on the right side that best describes you. 1. Strongly Disagree 2. Disagree 3. Unsure 4. Agree 5. Strongly Agree						
No	**İtems**	**Scales**					
1.	I am not intimidated by obstacles in doing my job.	Struggler	1	2	3	4	5
2.	I make a full effort to finish what I have started.	Planned	1	2	3	4	5
3.	I prefer to struggle with problems, not run away from them.	Struggler	1	2	3	4	5
4.	When I am in trouble, I look for solutions without despair.	Struggler	1	2	3	4	5
5.	I manage time effectively.	Planned	1	2	3	4	5
6.	I develop new strategies to do a better job.	Struggler	1	2	3	4	5
7.	I use untried methods to overcome complex situations.	Struggler	1	2	3	4	5
8.	I am planned and organized.	Planned	1	2	3	4	5
9.	Learning new things excites me.	Struggler	1	2	3	4	5
10.	New experiences do not scare me.	Struggler	1	2	3	4	5
11.	I can manage more than one task at the same time.	Planned	1	2	3	4	5
12.	I adapt easily to changing circumstances.	Struggler	1	2	3	4	5
13.	I don't panic even when time is tight to get the job done.	Struggler	1	2	3	4	5
14.	I am success-oriented.	Planned	1	2	3	4	5
15.	I remain calm in the face of unexpected events.	Struggler	1	2	3	4	5
16.	I can easily cope with stress.	Struggler	1	2	3	4	5
17.	I do the tasks assigned to me with great enthusiasm.	Planned	1	2	3	4	5
18.	I can find practical solutions to problems.	Struggler	1	2	3	4	5
19.	I can easily communicate with people.	Planned	1	2	3	4	5
20.	No matter how big the problem is, I try to find a solution with the available resources.	Struggler	1	2	3	4	5
21.	I am open to criticism.	Planned	1	2	3	4	5
22.	I like to overcome complex tasks.	Struggler	1	2	3	4	5
23.	I am entrepreneurial.	Planned	1	2	3	4	5

Yazarların Notu

Araştırmacılar bu çalışma kapsamında geliştirilen ve EK-2'de yer alan İdeal Çalışan Ölçeği'ni kaynak göstermek koşuluyla bilimsel çalışmalarında kullanabilirler. Yazarlardan ayrıca izin almaları gerekmemektedir.

EK-2. İDEAL ÇALIŞAN ÖLÇEĞİ

Aşağıda bir takım ifadeler yer almaktadır. Lütfen her bir ifadeyi okuyarak, bu ifadelerin sağ tarafında yer alan seçeneklerden sizi en iyi tanımlayan seçeneği işaretleyiniz.

1. Hiç katılmıyorum
2. Katılmıyorum.
3. Emin değilim
4. Katılıyorum.
5. Tamamen katılıyorum.

No	Maddeler	Boyutlar					
1.	İşimi yaparken karşıma çıkan engeller beni korkutmaz.	Mücadeleci	1	2	3	4	5
2.	Başladığım işi bitirmek için sonuna kadar çaba sarf ederim.	Planlı	1	2	3	4	5
3.	Problemlerden kaçmayı değil, onlarla mücadele etmeyi tercih ederim.	Mücadeleci	1	2	3	4	5
4.	Dara düştüğümde ümitsizliğe kapılmadan çözüm ararım.	Mücadeleci	1	2	3	4	5
5.	Zamanı etkin bir şekilde yönetirim.	Planlı	1	2	3	4	5
6.	Daha iyi iş çıkarmak için yeni stratejiler geliştiririm.	Mücadeleci	1	2	3	4	5
7.	Karmaşık olayların üstesinden gelmek için hiç denenmemiş yöntemler kullanırım.	Mücadeleci	1	2	3	4	5
8.	Planlı ve düzenliyimdir.	Planlı	1	2	3	4	5
9.	Yeni şeyler öğrenmek beni heyecanlandırır.	Mücadeleci	1	2	3	4	5
10.	Yeni deneyimler beni korkutmaz.	Mücadeleci	1	2	3	4	5
11.	Birden fazla görevi aynı anda yürütebilirim.	Planlı	1	2	3	4	5
12.	Değişen koşullara kolayca uyum sağlarım.	Mücadeleci	1	2	3	4	5
13.	İşi bitirmek için zaman dar olsa bile panik yapmam.	Mücadeleci	1	2	3	4	5
14.	Başarı odaklıyımdır.	Planlı	1	2	3	4	5
15.	Beklenmedik olaylar karşısında sakinliğimi korurum.	Mücadeleci	1	2	3	4	5
16.	Stresle kolayca başa çıkabilirim.	Mücadeleci	1	2	3	4	5
17.	Bana verilen görevleri büyük bir şevkle yaparım.	Planlı	1	2	3	4	5
18.	Sorunlara karşı pratik çözümler üretebilirim.	Mücadeleci	1	2	3	4	5
19.	İnsanlarla kolayca iletişim kurabilirim.	Planlı	1	2	3	4	5
20.	Sorun ne kadar büyük olsa da mevcut imkanlarla çözüm üretmeye çalışırım.	Mücadeleci	1	2	3	4	5
21.	Eleştirilere karşı açığım.	Planlı	1	2	3	4	5
22.	Karmaşık işlerin üstesinden gelmeyi severim.	Mücadeleci	1	2	3	4	5
23.	Girişkenimdir.	Planlı	1	2	3	4	5