

CONFERENCE ABSTRACTS



ICCMTD 2017



ICCIE 2017

**International Conference on Communication,
Media, Technology and Design**

&

**International Conference on Contemporary Issues
in Education**

October 06 - 08, 2017

Famagusta – North Cyprus

AKNOWLEDGEMENT

We are holding the sixth International Conference on Communication, Media Technology and Design and the third International Conference on Contemporary Issues in Education in Famagusta/North Cyprus. This is going to be a great and significant event as the experience will be shared and actions will be explored.

This ICCMTD Conference is powered by University of Rome "La Sapienza"- Department of Communication and Social Research – Italy, Eastern Mediterranean University - Faculty of Communication and Media Studies – TRNC, Online Journal of Communication and Media Technologies – OJCMT, Journal of Contemporary Educational Technology – CEDTECH, Online Journal of Art and Design – OJAD and The Online Journal of Communication and Media - TOJCAM.

This ICCIE Conference is powered by Contemporary Educational Technology - CEDTECH, European Journal of Science and Mathematics Education - EJSME, The Turkish Online Journal of Educational Technology - TOJET, The Online Journal of New Horizons in Education - TOJNED, The Online Journal of Distance Education and e-Learning - TOJDEL, The Online Journal of Science and Technology - TOJSAT and Online Journal of Communication and Media Technologies - OJCMT

Around 90 well-known colleagues and audiences from 13 different countries have been invited to participate in this conference.

Here, please allow us to express our sincere welcome to all the colleagues and audience that have participated in the conference

These international conferences provide a very good opportunity for all the participants to share experiences and cooperation with international colleagues.

International Conference of Communication, Media, Technology and Design and the International Conference on Contemporary Issues in Education aim to gather academicians who are interested in communication, media studies and design and the new issues in education from all over the world. The ultimate aim is to promote different ideas to offer a place for participants to present and discuss their innovative recent and ongoing research and theoretical work and/or their applications or development.

We are very willing to share experience with international friends. On the other hand, we also hope to learn more from international experience through extensive exchange, discussions and cooperation to improve our work.

We hope that you all will discuss the issues deeply, freely and openly.

Finally, we wish the conferences a complete success, and wish all the participants and the international friends a good time in Famagusta

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Keynote Speakers



Ahmet Konrot



Hakkı Aktaş



Zafer Erdoğan

Conference Program

Combined program for International Conference on Communication, Media, Technology and Design and International Conference on Contemporary Issues in Education

Session Chairs				
		Hall I	Hall II	Hall III
06 October 2017	16:00	Sameer Bawaneh	Ali Şimşek	
07 October 2017	09:00	Kazım Kahraman	Sarah Gambo	Mustafa Kale
	10:40	Sinan Aydın	Zainul Abedin	Sameer Bawaneh
	13:00	Pouratashi Mahtab	Mustafa Özgür Seçim	Sameer Bawaneh
	14:40	Syed Zafar Abbas	Bahire Efe Özad	Sibel Onursoy

06 October 2017

10:00 Registration

12:00 Lunch

14:00 Opening

14:15 Ahmet Konrot (Keynote Speech)

14:45 Hakkı Aktaş (Keynote Speech)

15:15 Zafer Erdoğan (Keynote Speech)

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16:20	Ali Şimşek Taner Kızıllan	Who are Better Digital Citizens, Professors or Students? An Exploratory Study in Leading Faculties of Communication in Turkey	Hall I
16:40	Filiz Göktuna Yaylacı Ali Faruk Yaylacı	How the Turkish Press is Covering Syrian Refugee Education: A Critical Discourse Analysis	Hall I
17:00	İşıl Güneş Modiri Dilek	Comparison of General Music Culture of Citizens Living in Neighbormetropolises Trabzon/Turkey and Batum/Georgia	Hall I
17:20	Filiz Yalçın Tıllarlıoğlu Star Sherwani	EFL Learners' Autonomy, Self-Esteem, and Choice of Vocabulary Learning Strategies	
17:40	Sameer Bawaneh Areen Alkhateeb	Cloud Computing Architectural Design Model for scientific research and Unified Education System	Hall I

16:00	Gülçin İpek Emeksiz	Social Media Usage of Small and Medium Sized Companies: Do they Get a Competitive Advantage?	Hall II
16:20	Özgül Dağlı	Personality Analyzes of the Most Popular Brands that Young People Prefer in Social Media	Hall II
16:40	Ruçhan Gökdağ	University Students' Reactions to Stress and How they Cope with Stress	Hall II
17:00	Ruçhan Gökdağ	The Painful Face of Emotional Relationships: Flirting Violence	Hall II
17:20	Ülfet Kutoglu Kuruc Baruck O. Opiyo	A Study of Opportunities and Obstacles of Social Media Uses in Contemporary PR Practices: A Call to Cautious Celebration of the Benefits of New Technologies	Hall II
17:40	Ali Şimşek Kemal Elciyar	The Effects of Social Media on Political Participation Behaviors of University Students	Hall II

07 October 2017

09:00	İsmail Kılıçarslan Yusuf Tola Mustafa Of	Business Management Students' Learning Styles in Distance Education	Hall I
09:20	Mustafa Of Kazım Kahraman	Accounting and Task Application Students' Learning Styles in Distance Education	Hall I
09:40	Mustafa Of Kazım Kahraman	Computer Programming Students' Learning Styles in Distance Education	Hall I
10:00	Bülent KOPARAN Sinan Aydın Fatma KÖŞ AYDIN Kazım Kahraman	On the Attitudes of Construction Technology Students towards Information and Communication Technology	Hall I
10:20	Coffee Break		
10:40	Sinan Aydın Celal MUTLU	Attitudes towards Online Web Assisted Learning: Business Management Students	Hall I
11:00	Sinan Aydın	A Study on Accounting and Tax Application Students' Attitudes towards E- Learning	Hall I
11:20	Nevin Algül	Bilgiyi İlk Aktarma Yöntemlerinin Türkçe ve Matematik Dersi Üzerinden Düşünme Sürecini Etkileyip Etkilemediği Üzerine Bir Deneme	Hall I
11:40	Sevim Sevgi	Pre-Service Elementary Teachers' Views about Usage of Fraction Strips	Hall I
09:00	Saudat Salah ABDULBAQI Abdulgaffar O. Arikewuyo Olabola Taye OMISORE	Post it, Share it, Like it: Motivations behind Wedding Posts on Social Media among Nigerian Youth	Hall II
09:20	Hyun Jung Yun Blake Farrar	The News Media Outlet is the Message	Hall II
09:40	Sarah Gambo İfeoma Onyenegecha	Survey on Use of Language on Social Media: English versus Turkish in North Cyprus	Hall II
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11:20	Mehrdad Lashgari Mohsen Tabari	Designing a Product to Increase Teamwork in Children 7-13 with Persuasive Design	Hall II
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09:40	Hanife Gülhan Orhan- Karsak	The Effects of the Use of Blog-Based Portfolios with Large and Small Groups on the Self-Confidence of Using Instructional Technologies	Hall III
10:00	Mustafa Kale Imray NUR İknur OZTURK	Examination of Preschool Teachers Views on Organizational Toxicity Based on Spiral of Silence Theory	Hall III
10:20	Coffee Break		
10:40	Mustafa Sırakaya Didem Alsancak Sırakaya	The Investigation of Associate Degree Students' Nomophobia Levels in terms of Various Variables	Hall III
11:00	Oğuzhan Gözek	Derin Beyin Egzersizleri ile Öğrenme ve Öğretme Metodu	Hall III
11:20	Huseyin Uzunboylu Mobina Beheshti	An Investigation through Content Analysis in Infographics	Hall III
11:40	Tea In Han	A Study on the Learning Satisfaction of the Lessons Using SNS in a Vocational School	Hall III

12:00 Lunch

13:00	Pouratashi Mahtab	Academic Burnout and Academic Performance of Agricultural Students	Hall I
13:20	Varda Bar Aviv	Teaching Science for Sustainability at the Computerized Greenhouse	Hall I
13:40	Zamani Asghar	Knowledge Sharing among Faculty Members in Research Institutes in Iran	Hall I
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14:40	Veronika Yarnykh	Educators' Participation in Forming of Media Image of Educational Organization	Hall I
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16:20	İbrahim Dalkılıç	Global Şirketlerin Glokal Reklam Stratejileri	Hall I

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13:40	Mustafa Özgür Seçim	Problems and Possible Solutions of Communication Education in the Turkish Higher Education System: Department Name Problems	Hall II
14:00	Sanem Bengü Uygunkan	Olfactory Communication	Hall II
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14:40	Adeola Elegu	Digital Conversations on the Blogosphere	Hall II
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15:20	Sarah Gambo Bahire Ozad	Use of Language on Social Media among Nigerian Young Adults	Hall II
15:40	Sarvenaz safavi Yunus Luckinger	Bringing Back the Image into its Frame: Barthes's Soldier and Contextual Criticism	Hall II
16:00	Fatih Özkan Fulya Öner Armağan	Determination of Misconceptions by Developing the Two-Stage Multiple-Choice Test for 7th Grade Digestive System	Hall II

13:00	Deniz Kılıç Sibel Onursoy Haluk Birsen	What Factors Make a Difference on Newspaper Reading? Eye-Tracking Analyse on Gender, Visuality, Design, and News Topic	Hall III
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14:40	Sibel Onursoy	New Forms of Writing and Literacy: Emoji	Hall III
15:00	Şükrü Cankaya Oguz Serin	Analysis of the Relationship between School Heads' Leadership, Problem Solving and Critical Thinking Skills	Hall III
15:20	Nevin ALGÜL	Digital Humanization on Quantum (Multiple Thinking Action), Processable Collective Raw Mind, Youtuber, Apple: Netflix Related with Semiotics	Hall III
15:40	Nevin ALGÜL	Bilgiyi İlk Aktarma Yöntemlerinin Türkçe ve Matematik Dersi Üzerinden Düşünme Sürecini Etkileyip Etkilemediği Üzerine bir Deneme (Düşünmenin Tasarlanması, Yaratılmış Kafalar)	Hall III
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**International Conference on Communication,
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A Study of Opportunities and Obstacles of Social Media Uses in Contemporary PR Practices: A Call to Cautious Celebration of the Benefits of New Technologies

**Uifet KUTOGLU KURUC
Baruck O. OPIYO**

In this paper we trace and document the opportunities and potential that social media offer PR practitioners while also highlighting peculiar challenges that such uses present to contemporary PR practitioners due, mainly – and paradoxically - to their widespread availability and usage by both PR and non PR actors. While proliferation of information, availability of modern technologies and availability of training of practitioners have greatly raised and shaped the profile of PR practice in recent decades, increase in the number of actors who are neither trained nor committed to the ethics of PR practice have posed special challenges and problems to the field. The mushrooming of technologies available to PR practitioners in the recent past prompts the need to rethink, re-evaluate, revisit with a view to re-assess not only the promises that these advances bring to the practice but also the special problems that the new scenario may present to PR academics and practitioners alike. This is the exercise we attempt in this paper. Social media have been singled out and hailed for their ability to immediately, swiftly and directly reach the many key publics PR practitioners seek to reach; free of the encumbrances of selectivity and discretion of editors as gatekeepers in the conventional media. Subsequently, these media present PR practitioners with hitherto unavailable opportunities to tell their stories directly to their target publics. The Daily (if also controversial) Tweets of the US President is a case in point. There is no gainsaying the benefits of such direct and unfettered communication for the PR practitioners. In spite of their many benefits, however, the uses of social media by PR practitioners is not free of drawbacks and threats, especially (but not solely) because of the scope they provide for abusive use. The same social networking and microblogging sites that have provided trained PR practitioners with platforms to conduct highly effective and ethical communication practices have similarly turned and empowered millions of people with smartphones and internet connection into an army of 'Journalists' & PR practitioners without formal training or commitment to ethical principles of communication; providing much room for reckless and irresponsible usage of these platforms where everyone is free to speak "what's on their mind." An apt way to describe the resulting complications of PR practices under this milieu may be the old adage attributed to American humorist, Mark Twain that, "A lie can travel halfway around the world while the truth is putting on its shoes." Indeed, PR practitioners often find themselves resorting to fire-fighting and reactionary PR techniques in response to online uploads from a variety of unconventional sources. Thus, while conventional wisdom may readily celebrate the many virtues of social media for PR practitioners highlighting, among other things, the way in which they lend themselves to two-way communication between the organization and its various publics, we caution that such assessment of social media use should be examined and understood in terms of both potential and inherent constraints or risks. The study uses critical and case studies approaches together with a survey method to argue the need to re-think and reassess our understanding of such benefits of social media without paying due attention to the challenges these developments pose to PR practitioners.

Advertising Billings in the 2015 Presidential Electioneering Campaigns in Nigeria

**Peter ESUH
Aniekan UMANAH**

This study investigates advertising billing in the 2015 Presidential campaigns in Nigeria; the monies spent on advertising by political parties and their candidates in the preparation for the elections, the issues raised by such media/campaign, and the

implications of advertising billings on the Nigerian economy. The document analysis and telephone interview were used to gather data on two major political parties: the ruling Peoples Democratic Party and the main opposition party, the All Progressive Congress. Findings indicate that the billings were highest spent in Nigeria's history, (N7.457,732,849.77billion or \$374,760,44.5million) yet, it did not translate to victory at the polls by the highest spender, the PDP, which was the ruling party. Thus, dependency on political advertising alone may not translate to victory as other mediating factors may also be of significance.

An Alternative Method and Display for Content Analysis Textual Visualization

Güllü YAKAR

The purpose of this study is to describe the usage of textual-based visualization methods as an alternative method in qualitative researches and especially in content analysis process. Qualitative researches –like social media analysis, linguistic or communicational studies that statistical methods can not be applied directly- necessitate usage of special techniques to determine patterns and structures. Textual based visualization techniques allows researcher to analyze the unstructured corpus, explore the inner relations and thus provide meaning to these texts. Decoding this structure can be achieved with content analysis method, and findings can be represented by using matrices or diagrams. However, cases of multidimensional data requires advanced visualization techniques. Data visualisation is graphical edition and common product of the fields of statistics, information technologies, broadcasting and visual communication design. Data of the qualitative research findings about determining the effectiveness and further user expectations of Kastamonu University Kuzeykent Campus way finding system were used for analysis and visualization. The assessments of 20 participants are collected by using a semi-structured interview form developed by the researcher. The findings have been subjected to content analysis and displayed with matrice table. These process steps were repeated with three different web-based/online visualization tool.

Analysis of Solar Eclipse News from the Science Journalism Framework

**Özgül BİRSEN
Şule YÜKSEL ÖZMEN**

Being aware of technological and scientific developments confronts as an increasingly demanding element to understand the developments in the world. Mass media also have an important role as a means to respond to these demands. Scientific news includes scientific developments and scientific events. Today, especially in Western countries, science journalism shows itself as a specialty. In Turkey, there are no journalists carrying titles of science journalists. Science news is made in Turkey with similar news production processes and constraints as in other news types. As the most important factor in the news of science is the simplification in the news writing process, while in the meaning of news value, the element of interestingness and up-to-date emerges. The fact that the language of science is complex and difficult to understand has revealed the necessity of presenting the scientific concepts in a way that the public understands. This work will focus on the presentation of the solar eclipse, the study area of astronomy science. Regarding the fact that the solar eclipse took place on August 21, 2017 the answers of those questions searched, "Does the science of solar eclipse take place in the news?", "Has the news been featured in expert opinion on solar eclipse?", "Have the solar eclipse been reported outside the scientific aspect (effects on horoscopes, use in advertising, social media reflections etc.)?", In addition, details such as sources of news, use of photographs, structural features of the news language will be explored.

Analysis of the Relationship between School Heads' Leadership, Problem Solving and Critical Thinking Skills

**Şükrü ÇANKAYA
Oğuz SERİN**

The aim of the study was to examine the relationship between the leadership, problem solving and critical thinking skills of the school heads who work at the educational institutions connected to the Ministry of National Education. The sample of the study consisted of 76 school heads in total, divided as %39.5 females (n=30) and %60.5 males (n=46). The data of the study were collected by means of the Problem Solving Inventory (PSI), Leadership Inventory and Critical Thinking Inventory. The analysis of the data was carried out with the Correlation Test Technique. As a result of the study, it was found that there were significant relations between the leadership, problem solving and critical thinking skills of the school heads.

"Bouncing Back" of Communication Cultures: Surfing through McLuhan's Media Myths

Zainul ABEDIN

This paper attempts to comprehend the thesis of digitization of communication that has paradoxically created a saga of bouncing back of the "pre-parenthetical" oral-age in the "post-parenthesis" advancement that scholars associate with our "post-modern" culture. How did Marshal McLuhan once predict that saga through his maddening media myth of "cyber perception" more than 60 years ago that Roy Ascott (1994) called "cyberception"? Scholars understand that "parenthetical" culture of communication (viewed as a result of Gutenberg press) was dominated by the stable states, individuals, and groups in a canonical composition. The pre-parenthetical culture of communication which was primarily oral and folkloric in nature— face-to-face— happened within the world of traditional communities. Now, into the twenty-first century, images, reality entertainment, social media, and online chats nearly resemble the pre-Gutenberg era since they are mostly mediated in the re-creative, collective, con-textual, and unstable forms—almost like traditional culture. To accomplish the work this study revisits McLuhan's four main impressive aphorisms: "The medium is the message," "The medium is the message," "The extensions of man," and "The Global Village" that some researchers still refer as aspects of modern social media revolution. Though the technological determinism undermines the human creativity and their selectivity of messages, McLuhan's "myths" are mostly vibrant in terms of both time and space

Bringing Back the Image into its Frame: Barthes's Soldier and Contextual Criticism

**Sarvenaz SAFAVI
Yunus LUCKINGER**

In this article, the author tries to review the Paris-Match cover page (No, 326. 1955) analyzed by Roland Barthes and introduces a new model of analyzing sign system from a new semiotic approach based on the new definition of the context. This research is based on three layers of the context and shows that understanding the cover page of a magazine or any other kind of text is not only absolute but also somehow relative due to the different background knowledge of the audience. This means that human sees the Linguistic context, or what is designed, in the situational context, and interpret based on their background knowledge of the audience.

Changes in the Youth's Uses of New Communication Technology as Reflected in Techno-Diaries

E. Gizem UGURLU

Changes in the Youth's Uses of New Communication Technology as Reflected in Techno-Diaries E. Gizem UGURLU Abstract In the world that has been increasingly digitalized, there is a dialectical relationship between technology and society. While the rapidly-renewed technology causes changes and transformations, technological innovations are introduced in line with them. Many elements which can be considered either positive or negative can be listed when thinking in the context of communication technologies and social change. The duration in which contemporary studies may possess valid conclusions about our time seems to be shorter than the duration in which the studies of the previous times might have possessed valid conclusions about their respective periods. The present study is based on this remark. M. Binark and G. Bayraktutan Sütçü conducted a research in 2005-2006 on students attending the Bapkent University School of Communication regarding the place of the new media technologies in their life routines, and regarding the extensity and the patterns of use of these technologies, as well as other usage practices and patterns taking shape around them. With the consideration that if the results of the aforementioned study conducted in 2006 are evaluated today, one would find that some patters of use and approaches have undergone changes, another study was conducted in order to test the said hypothesis with a similar method in 2013 and 2014. The study was conducted in another university, but with students again attending the school of communication. 29 students taking part in the study voluntarily were asked to keep techno-diary for three days and thus the patterns of their uses were recorded. Focus group discussion was held with five students selected from each group from the two years. The findings of this study have shown that what is rapidly changing is the conception about the communication carried out through new media, rather than the duration and instrument in the practices of the use of new media on the part of the youth.

Designing a Product to Increase Teamwork in Children 7- 13 with Persuasive Design

**Mehrdad Lashgari
Mohsen Tabari**

Social participation, cause that problems and dilemmas in macro level could be solved easier. The absence of collective sense, cause negative individualism and spread general distrust among the people. Without the spirit of community participation among people of a society, managing that social systems and solving the problems may be impossible. Most important of all, in most families and even schools the training and education is based on individual skills training and with an emphasis on individual success. Although efforts have been to this attitude but it not be enough. Psychological studies, interviews with experts in education and behavioral observation and educational experiences in schools are the most significant resources that were used in this research. Also managers and teachers in education can be named. And respectively, the goals detected , levels of Gamification designed and the best medium and interface designed for that. Ideas expressed in this project are based on Gamification procedure to be appealing for children and have the same attraction as children games. The best way to create team-working moral among the people has impact on children of that society since the education of children is more facile. The children enjoy learning which are with new experiences. Also they are building a future society. In this project have been tried to produce experiences which could familiarize the children with teamwork

Digital Conversations on the Blogosphere

Adeola ABDULATEEF ELEGA

Blogs or weblogs are shared online journals that allow individuals or groups to share entries about their experiences, ideas and opinions. One of its common feature; the comment section, is the major facilitator of digital conversations on the blogosphere and it has earned little scholarly effort unlike headers, news entries and other structures of blogs. In this study, we seek understand how blog readers or users engage in interactive digital conversations with other blog readers and blog author through the comment section. More specifically, we aim to examine commentary criteria on Linda Ikeji Blog, a Nigerian A-list blog that has been credited with a high and rich history of audience engagement. Through a qualitative research technique of in-depth interview among fifteen active blog readers of Linda Ikeji blog, we aim provide newer insights on blog commentary. Findings would be extremely important for researchers whose research purview is Computer Mediated Communication (CMC), and it would also spur more conversations on digital conversations

Digital Humanization on Quantum (Multiple Thinking Action), Processable Collective Raw Mind, Youtuber, Apple: Netflix Related with Semiotics

Nevin ALGÜL

Beginning from 2000's the mechanism of quantum was speared out on modern human life. In other words, 'quantum' as a word began to familiar to the people. "Human thinking, as many of us know, often fails to respect the principles of classical logic. We make systematic errors when reasoning with probabilities, for example. Physicist Diederik Aerts of the Free University of Brussels, Belgium, has shown that these errors actually make sense within a wider logic based on quantum mathematics. The same logic also seems to fit naturally with how people link concepts together, often on the basis of loose associations and blurred boundaries. That means search algorithms based on quantum logic could uncover meanings in masses of text more efficiently than classical algorithms." The purpose of this article is not to examine these mechanisms of quantum. It is about multiple thinking action and its reflection on processable collective raw mind, being a youtuber, Apple (Netflix)... All of those are related with semiotics.

Digital Migrants and New Media: The Experiences, Thoughts and Observations

Haluk BİRSEN

The effects of internet over media had changed either content production of mass media or audience way of using media. The breaking point created by internet has caused to call Radio, television and newspaper as "traditional media" while creating new media. The passive audience of traditional media had gained an active role by spread of Internet. New audience or user had gain content producer role for new media. There are considerable effects of Social Network Sites on content producing. Social network sites which are simulating social networks existing in public life, had give a new dimension to interpersonal communication with the help of asynchronous, independent from place and continuously opened communication channel. Another word, the interpersonal communication carried to public sphere had become a content of mass communication. When the technology had kept in step with this new situation, audience had increased rapidly. This development had caused wider the age range. Different genders are using new media and especially social network sites for many reasons such as to communicate, to get information, to get news and research. Different generations can show different adaptation levels to new media. It is a reality that people met Internet in early age or

people who born in this new era are easily and completely adopted the new technology. The other side of this reality is elder people who had grown up with traditional media cannot easily adopt new media and its technology. That's why digital nomads and digital migrants discrimination is made. Researches show that numbers of digital migrants are increasing. These increases show itself especially on to have new technology. This study aim to appear the observations, experience and thoughts of elder people (55 and up) about Internet and using technology. To reach this aim deep interview method are used on 6 women and 6 men who own new media technologies.

Ear-Witnessing Turkish Serials: An Ethnography of Turkish Television Serial Music Production

Murad ÖZDEMİR

Music production for TV serials is a lively venue for Turkey: The popularity of Turkish TV dramas offers new soundscapes for both musicians and producers. As a promising sector, making music for TV serials attracts more and more musicians every day. Popular music industry was always interested with the screen; the current popularity and the potential value of contemporary TV serials continually redefine the relations between TV and popular music industries. Once a subcategory, today a major area of business, music production for TV serials is an arena in where professionalism, amateurism and artistry meet. As new gravitational forces enter the field - and new media technologies continue to evolve, the necessity of thinking TV drama scores in terms of geography and culture becomes inevitable. Among the numerous studies on television serials and their relations with concepts like cross-cultural communication, identity formation, production of locality etc., studies focusing on music not only lack in number, but also in most cases, music is represented as a practical counterpart for visual narration techniques. However, it must be noted that television serials communicate meaning in many ways, and music's role and potential for what is being communicated via television serials cannot be disregarded. Taking Turkish TV serials as cultural contact zones, this paper aims to investigate the musical soundscapes from the points of view of their makers. Our effort will be directed to getting the answers of a set of questions including, but not limited to: What makes a "good" TV drama music? Who decides which music to use? What are musical "trends" - do they exist at all? What are the relations between music and TV industries? Does the large distribution opportunities affect the overall production, if so, how?

Global Şirketlerin Glokal Reklam Stratejileri

İbrahim DALKILIÇ

Günümüzün değişen pazar koşullarında markaların daha rekabetçi yaklaşımlar üzerinden pazarlama faaliyetlerini yürütme zorunluluğu giderek artmaktadır. Global ölçekli markalar küreselleşmenin de etkisiyle dış pazarlara yönelirken hem global tutumlarını koruma yoluna gitmekte, hem de faaliyet yürüttükleri yeni pazarların yerel koşullarına göre pazarlama stratejilerini kurgulamaktadırlar. Küreselleşme ile dünya, dönüşü olmayan bir yola girmiştir ve değişen koşullara göre yeni stratejiler geliştirme zorunluluğu doğurmuştur. Tüketim kültürünü şekillendirme de ticari bir anahtar bir rolü olan reklam dayeni düzene göre yeni bir forma kavuşmuştur. Bu çalışmanın konusu olan; Coca-Cola ve Pepsi gibi global markalar da ulaştıkları her coğrafyada yerel tercihleri ve beklentileri göz ardı etmeme eğilimindedir. Bu bağlamda; günümüz rekabetçi piyasa koşullarının popüler yaklaşımı "global düşün, yerel davran" birçok global firmanın yakın dönemdeki pazarlama prensibi olmuştur. Bu yaklaşım reklamcılıkta aynı anda hem global hem de lokal olmayı gerektirdiğinden, terminolojiye global-lokalın karşılığı olan "glokal" kavramı girmiştir. Araştırmanın amacı; global firmaların glokal reklam anlayışı üzerine

değerlendirmeler yaparak, Türkiye pazarında Coca-Cola ve Pepsi firmalarının resmi sosyal medya kanallarından 2017 yılında yayınlanan ve en çok izlenen reklam filmleri üzerinden nicel içerik analizi yapmaktır.

How Do the Journalism Students in Turkey Evaluates Their Profession?

**Funda ERZURUM
İncilay CANGÖZ**

Attempts at professionalizing journalism around the world have led to a veritable boom in the education of journalists at universities. Inspired particularly by the establishment of journalism schools at US universities in the early 20th century, tertiary journalism has swept the globe, prompting some scholars to call the phenomenon a "graduatization of journalism". It is now increasingly common for journalists to have earned university degrees in journalism. Journalism education is seen as so important because it "perpetuates or modifies professional practices and molds the perceptions journalists have of the role and function of the media" (Gaunt, 1992, p. 1). As a result of the popularity of tertiary journalism education in recent decades, a number of studies have examined the ways in which journalism students see their work and the extent to which university education may account for these worldviews. The professional values and attitudes of journalism can be learned and internalized by journalists by way of living different experiences in a variety of settings and by interacting with multiple sources, including those stemming from professional educational settings (Preston, 2009; Shoemaker and Reese, 1996). It is therefore crucial to investigate the ways in which journalism education influences students' perceptions of and attitudes to their future profession, as arguably they would carry them into their career as journalists. This study aims to analyze the main debates surrounding the influences on journalism students' professional views. There are three main influences that have been raised in the literature. This study covers: the role that students' motivations and career desires play and the effect that journalism schools may have on students's views as measured by the stage at which students are within a program. Studying these dominant influences on students' professional views is important in order to provide an empirical base that can better inform journalism education in Turkey. This study therefore examines a sample of 435 journalism students from different years and 8 different Universities' journalism programs during 2014 and 2015. By this study the students opinions about how university education shapes their professional views, as well as the extent to which these views may be similar or different across different schools is asked.

How to Design More Conspicuous Product Images for Online Marketing without Changing the Original Content

**Mahdi MASOUMZADEH
Atoosa SHAHBAZIAN
Aghigh ESMAEILI**

With the exponential growth in the usage of internet and ubiquitous smart phones, many kinds of purchasing, or at least the motivation and advertisement stages are made online. As the number of sellers and product varieties are increasing, the field of designing attractive advertisements becomes more competitive. Visual advertisements are the most common type of online advertisements. A well-known way of making them more attractive is improving their saliency in the list. The challenge however is to make them more salient in every dynamic list, while the originality of the image is being preserved. In this paper we first review a number of recent studies and discuss pros and cons of their suggested solutions, then we introduce a new method of increasing saliency without changing the original objects of a pictorial advertisement. This method has been

implemented and tested in a field experiment involving university students. The results of this experiment shows the validity and success of our proposed method.

Image and Touristic Discourses: Turkey Seen by Advertisements

**Halime YÜCEL
Michel BOURSE**

Our work is proposing an analysis of the touristic image of Turkey through advertisements introducing the country. We assume that the "touristic space" is an image created together by the advertising executives, the travel agencies and the tourist himself. Indeed the advertising executives' just as much as public and private actors try to meet the tourists request for authenticity. Accordingly they emphasize certain points of interests and interpret them according to supposed tourists' expectations. This approach has for results to reduce the "touristic space" to a mere element of folklore, of orientalism and of exoticism, and even more to propose stereotypical images. As such this constructed image of the tourist advertising may refer to a specific communication contract between the advertising executive and its target. Since the advertising executives have for main purpose to establish a coherency between travelers' expectations and the existing reality the iconic images choice proposed in the "touristic speech" exposes to a social construction of the reality.

Learning from Interpersonal Communication Course

Ece KAHRAMAN

The present study will investigate Interpersonal Communication (IPC) Course in Faculty of Communication and Media Studies at Eastern Mediterranean University (EMU) in summer school 2017, it seeks to explore how students gain information through experiential knowledge from IPC course whereas this course thought students about self-awareness with based on constructivism theory and helped them to use their experiences for creating their own knowledge. This IPC course also tried to teach them how developed their own knowledge then transfer to their life circles. Participants of the study were chosen from both Turkish and English IPC course and focus group was used for data collection in order to understanding deeply students opinions, experiences, and awareness about IPC in their life.

New Forms of Writing and Literacy: Emoji

Sibel ONURSOY

The Internet has brought about new forms of writing and literacy. A truly remarkable event occurred in 2015. The emoji known as "face with tears of Joy", was chosen by the Oxford dictionary as the "World of the year". Not only was it not a word-it was a pictogram-but it was chosen by one of the most prestigious dictionary in the World. The choice did not lead to any significant complaints, protests, or polemical arguments. Accordingly, the internet age is making new kinds of demands on writing practices, relegating the traditional practices increasingly to the margins. Emoji are becoming increasingly popular across the World, allowing people from different linguistic and cultural backgrounds to communicate and interact with each other more concretely, thus making it possible to facilitate intercultural communications by transcending the symbolic barriers of past demarcated by specific. The emoji code might well be the universal language that can help solve problems of comprehension that international communication has always involved in the past and may well be an indication of how

writing and literacy are evolving; on the other hand, emoji may just be a passing fad. Either way the research of the emoji phenomenon is, clearly, a rather significant one. This study is an attempt to explain how is using and what is opinion Turkish users in the topic of emoji. This research method is semi-structured in-depth interview. This research draws on interview data to describe ways in which emoji have been appropriated in pursuit of relationally meaningful behaviors. What emoji are they using for what kind of behavior? Does the emoji code solve the problem or create the problem? Why or when is they preferred (or not preferred)? Do they have different meaning transformations?

Olfactory Communication

SANEM Bengü UYGUNKAN

Smell is a characteristic of every living or non-living being has in nature. Sensitivity to sense of smell and the areas of influence can vary depending on the species of living beings and the physical structures of brain and nose. This variation causes various differences in the same species. Besides the intersexual differences among human beings, sense of smell and emitting smell according to the periods of women bring along the changes in emotions and attitudes. Sense of smell is a sense that every living being has voluntarily or involuntarily and it is related to interpersonal communication which is even called inter communication system and the communication a person has with himself. In addition to this, smell is used as a marketing tool and marketing strategy in the marketing sector in which the importance of smell is realized. There are searches and usages that shape the communication process and make it as attractive as the audiovisual aid at least. By explaining the process of sense of smell of living beings and human beings, this study aims at revealing the relation between this process and the communication process.

Personality Analyzes of the Most Popular Brands that Young People Prefer in Social Media

Özgül DAĞLI

Brand value refers to the sum of the functional benefits of a brand, the emotional benefits, the personal benefits, and the support of promises and the brand personality plays an important role among these components. Brand personality is defined as person-specific personality traits or character traits that can be transferred to a brand. David Ogilvy, one of the veterans of the advertising world, considers the brand personality as the sum of the human characteristics that the consumer has transferred to the brand. Brand personality is a phenomenon that acts like a reference frame, which is an important concept in terms of communication. While people shape the reference frames they learn from their experiences and environments, and their personalities in a separate context, brands acquire their personality traits just as people do. Today, brands that do not have brand personality are unfortunately destined to disappear. For this reason, it is necessary to communicate with the target groups by defining their personalities shaped by brands' values and corporate philosophies with a universal archetype. According to the new marketing communication concept, consumers are buying not only products, but also stories about products and feelings about these stories. Accordingly, the effectiveness of the brand-related advertising depends on the remembrance performance of the consumer at the point of purchase. For this purpose, the advertising and advertising tips that are expected to affect the consumer at the point of purchase must be designed to increase the permanence of the mark in the memory. The role of social media in the success of brands is an indisputable reality. Social media is a communication medium that every unit in the day can not go through without looking. Considering this, in this research, what are the most preferred brands of the

social media by young people are examined and the personality characteristics of these brands are examined. The research findings include the most popular sites (Twitter, Instagram, Facebook etc.) in the social media for young people aged 15-30 who are in A and B status according to sex and Socioeconomic Status (SES). Research findings also include evaluating the personality traits of Turkcell, Turk Telekom and Mavi Jeans brands, which are the three most preferred brands. In Aaker 'ın (1997), the most commonly used scale used in measuring the brand personality dimensions was used as a measurement tool. Work findings reveal personality profiles of the most popular social media, in particular GSM and clothing brands. The study is also a pioneer in other research that will be done on social media and brand personality and other studies planned to be done in different brand categories.

Post it, Share it, Like it: Motivations behind Wedding Posts on Social Media among Nigerian Youth

**Saudat Salah ABDULBAQI
Abdulgaffar Olawale ARIKEWUYO
Olabola Taye OMISORE**

The Nigerian wedding industry is one of the most lucrative business industries in the country today. This could be as a result of the frequency of the event which is also a global phenomenon. The advent of social media platforms like Instagram, Snapchat and Facebook, etc. have helped in various ways to publicise these activities as well as key players like wedding planners, photographers and videographers among others. Although literature on the use of social media by youth abound, not much has been done on the reason behind the upload of wedding pictures on the social media. This paper, therefore, seeks to find out the motivations as well as psychological effects of posting, liking and sharing these wedding pictures and videos on social media platforms among Nigerian youth. A survey involving 350 (n=350) randomly selected respondents; Nigerian youth, was conducted through the use of questionnaire. Findings in this study reveal that the act of posting, liking or sharing of wedding pictures and videos was driven by the desire to publicise the designers and decorators due to their love for what they wear or the aesthetic appeal of the design and decoration. Findings also indicate that, quite a number of Nigerians who post wedding pictures and videos on social media do so with the intention of displaying the opulence and grandeur that characterise their marriages. The implications of these findings were discussed and recommendations were offered.

Problems and Possible Solutions of Communication Education in the Turkish Higher Education System: Department Name Problems

Mustafa Özgür SEÇİM

In Turkey, especially in the last 10 years, the importance given to the education in the field of communication has increased. Due to this, in the higher education system the faculty numbers has also increased. Up to now (2017) in Turkey, Cyprus and kazakhstan 56 communciation faculties have been established and almost 800 new students from these departments are being graduating. In this study I am going to examine the differences of the department names of these faculties and possible dangers of these differences.

Social Media Usage of Small and Medium Sized Companies: Do they Get a Competitive Advantage?

Gülçin İpek EMEKSİZ

Facebook is still the leading social networking site in the world that people primarily use to connect with their friends, share their thoughts and feelings, catch up with the news and trends in their surroundings and follow their favourite brands. Since Facebook is a cost-effective tool, many multinational large sized companies from a variety of sectors worldwide have opened brand fan pages on Facebook to reach their target audience conveniently. These large sized companies cooperating with social media agencies and implementing a corporate communication strategy on their Facebook brand fan pages gain many benefits from their Facebook usage. However, few research have examined so far how small and medium sized companies, whose budgets are limited comparative to large sized companies, can gain some benefits from their Facebook usage. This paper aims to look at how small and medium sized companies use Facebook for business purposes and whether they get a competitive advantage from their Facebook usage.

Survey on Use of Language on Social Media: English versus Turkish in North Cyprus

**Sarah GAMBO
Ifeoma ONYENEGECHA**

The Turkish Republic of Northern Cyprus is among the many countries which have long embraced the use of social media and social networking sites. The frequent access of and use of social networking platforms have been intensified by the presence of many institutions of learning and the increasing number of foreign students and tourists from across various countries of the world. The Northern Cypriot locals are not left out in the social media activities. The common networking sites frequently used in the setting include but not limited to Facebook, e-mail and twitter. Northern Cyprus is clearly multi-lingual but three languages seem to be common in communication: Turkish, English and Arabic. However, on the social media, broadcast messages, adverts and bulk sms from service providers are predominant in either English or Turkish. The methodology will be quantitative through survey. The research will compare the use of English and Turkish languages on social media in north Cyprus to determine which is more frequently used and more accessible to social media users. The possible findings would be that English and Turkish are in a competitive situation.

The Effects of Social Media on Political Participation Behaviors of University Students

**Kemal ELCİYAR
Ali ŞİMŞEK**

Politics in the broadest definition is the collection of activities to establish, protect, and change the general rules that manage people's lives. As being involved in politics is an indispensable concept, participation of the individual in politics arises in this coming across. Individuals have recently started to use social media and internet technologies in politics, which they have already adopted in almost all aspect of their lives. Therefore, it is assumed that they show high rates of involvement in online political behaviors. The general purpose of the present study was to determine the political behaviors of university students on social media and describe the perceptions towards these behaviors, as well as new behavior types. The study was designed based on the survey model. In the course of the research, a literature review was conducted and a conceptual

frame was established. In the following stages of the study, a scale with two parts regarding the opinions of 406 students from various departments of Anadolu University was implemented in accordance with the purpose and design of the study. The first part of the scale contained personal information about the participants and the second part consisted of 46 Likert-type statements regarding the identified dimensions of online political participation. The results of the study provided information in accordance with one of the theories on political usage of social media, namely "reinforcement theory." According to the results, participants do not perform intensive political activities on social media. Almost all of the behaviors are performed in low intensity. Social media are used more often for political reasons by a smaller number of people who are more politically inclined that describe themselves as cyber-activists. The remaining majority of people resort to political behaviors on social media instantaneously. These resorted behaviors generally emerge as acts based on sharing and communication; that is, acts which require low amounts of effort. Again, according to the results, university students reach political news through social media, spend a lot of time on social media and they think filters, internet connection prices, and data recording are obstacles for political behaviors.

The Impact of Designers on Society and Culture through the Technology of Internet of Things

Mehrdad LASHGARI

By raising communication on a much broader level, the Internet of things increases not only the human-human relationship but also cause the new concept of human consciousness that connects man with his environment. Since every kind of consciousness in humans creates new concepts and behaviors, all-round environmental awareness can also lead to new behaviors, and because this technology is universal, a culture will arise in this field. The Internet of Things has tremendous influences on issues such as security, change of values, political issues, media, environmental issues and the problems already exist as human-made problems. In this paper, we have tried to examine the intrinsic layer of the new technology of the Internet of Things, in order to redefine the meaning of this new technology by the designers, to address the problems mentioned.

The News Media Outlet is the Message

**Hyun Jung YUN
Blake FARRAR**

The iconic phrase, "the medium is the message," by Marshall McLuhan (1964) is uniquely embedded in the scholarly and practical works of political communication. A half-century later, with innovative broadcasting technologies leading to a massive scale media market, the concept of a singular "medium" seems too broad to understand theoretical patterns of political communication. This study proposes a new phrase, "the news media outlet is the message," and examines the differing effects of news media outlets for partly-mediated political communication. People are often unaware of variances in political coverage across different news media outlets for partly-mediated political events, such as press conferences and candidate debates. Nevertheless, each news outlet utilizes different methods to fit its own political interests and intentions into the broadcast to meet the expectations of its target audiences in order to differentiate it from other competitors. For example, during the series of the televised presidential debates in the 2012 American election, only CNN broadcasted the presidential debates by posting specific debate questions and the speaking time of the competing candidates at the bottom of the screen, and PBS used more dynamic and frequent angle changes in covering the debates compared to other media outlets. This study compares differing

effects of the political debate broadcastings by five different news media outlets, CBS, CNN, FOX, MSNBC, and PBS, on voters' candidate evaluations. The experimental study was designed to measure changes in voters' candidate evaluations before and after watching each of the three real-time televised debates sponsored by the Commission on Presidential Debates in the 2012 American presidential election. The experiment participants were randomly assigned to the five different news media outlets for the three presidential debates over the course of the 2012 election. The study found that displaying more specific information, such as speaking time and debate questions, and having different time spans on close shots, split screens, and angles of the opposing candidates enabled voters to more significantly differentiate the two opposing candidates. There was a clear effect of news media outlets on voters' evaluations of their candidates in partly-mediated forms of political discourse, and the news media outlet was indeed the message.

The Painful Face of Emotional Relationships: Flirting Violence

Ruġhan GÖKDAĖ

Violence in flirting is defined as the pressure applied with the intention of hurting people emotionally, which may cause pain as well as being perceived as physical force use or threat. The source of internal violence can also be external factors from individual experience. It is also a major influence on the view of the society or the definition of the phenomenon of violence within the society in which it is addressed. Generally speaking, violence that occurs at the point where mutual communication is blocked is a condition that affects the mental state, energy and productivity of people negatively regardless of their grade. The reason for this study was the frequency of violence among young people observed by the researcher in the university and in the media. In the electronic surveys made due to the observations, Young people have stated that they think that violence in flirting is caused by many influences. It is considered to be shed light on health communication researches and literature information in the field of communication sciences firstly and it is aimed that this field will be informed about demographic information (age, gender, education, marital status, living area, youth type, socioeconomic level etc.) It is aimed that the researchers who will carry out a more in-depth research in the direction of the relationship of the variables thought to be influential. The purpose of this study is to reveal the elements and factors that trigger violence against flirting among individuals without regard to gender and sexual orientation under the main themes. This is a case study. In the different faculties of Anadolu University, 250 students who were educated in 2016- 2017 were sent a questionnaire via the internet and they were asked to give open-ended answers about the opinions and reactions about the violence in the field and the participants were allowed to write their thoughts while 232 students answered the questionnaire. Research has been carried out on the student. After the data were obtained and analyzed, it was determined that the students had internal and external problems (psychological, economical, etc.), gender roles, religious, political and social norms among the factors that nourished internal violence in flirting and internal flirting. The answers given are discussed and combined into sub-themes appropriate for the purpose of research and qualitative variables are obtained.

University Students' Reactions to Stress and how they Cope with Stress

Ruġhan GÖKDAĖ

The purpose of this study is to determine the relationship between the defense mechanisms and the causes of stress that people use in coping with stress. These identified relationships will be classified according to the results of the causality analysis

between the defense mechanisms in which they are able to cope with the causes of stress. The sample size determined for this research consists of 586 students at Anadolu University. Stress collected as open-ended from the sample causes, stress coping, Most Common defense mechanisms, often used defense mechanisms, and use the answers they gave their defense mechanisms. This is called the sub-themes of the statements made in association analysis contained in the relationship are determined. In the resulting distribution of the analysis, causality between themes and most stress-coping mechanisms are given. In addition, this research examines the causality between defense mechanisms and causes of stress and looks at how stress is determined and how stress is coped with.

USE OF LANGUAGE ON SOCIAL MEDIA AMONG NIGERIAN YOUNG ADULTS

**SARAH GAMBO
BAHÝRE ÖZAD**

Language is a powerful tool of expression and, with progressions over the last decade in the areas of computer mediated communication (CMC) and social networking sites; it has even become more significant and extant in our everyday communication. This paper focuses on the use of language on Facebook as a social media platform among Nigerian young adults. We seek to understand young adult's everyday language usage and their perception of certain use of language on this platform through a quantitative method of survey. Analysis of Variance will be employed to ascertain the difference between the use of English and other Nigerian languages. Result of the research will be beneficial to Scientific Researchers who be willing to carry out a research in field of multilingualism and social networking sites, this will add to other existing literature in the field of Communication.

What Factors Make a Difference on Newspaper Reading? Eye-Tracking Analyse on Gender, Visuality, Design, and News Topic

**Deniz KILIÇ
Sibel ONURSOY
Haluk BİRSEN**

Turkish newspapers, as many other European newspapers, became increasingly visual to excite attention of reader in the last three decades. In spite of this movement towards the visual, this paper argued that there are more efficient factors make difference on newspaper reading. The study is based on eye-tracking analysis to empirically examine newspaper design, visuality, news topic, gender, age, and educational level. In this research, eye movement data on reading newspaper spreads are analysed in two different templates, which have different visuality, design, images and news photos. There are obvious differences between size of photos, headline, and design of two version of the news. Two hundred five participants attended this empirical reading performance tests. Participants were recruited majority among young people (their percentage is %79) and their age range is between 18-26 years old. Participants wear a special eye-track glass and read the news their eye movements have recorded at least one minute. Findings show that main factors on newspapers readings are gender, news topic, content of visual and newspaper design.



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A Study on Accounting and Tax Application Students' Attitudes towards E-Learning

Sinan AYDIN

Information and Communications Technology at all level of education has made positive effects to students' learning. From day to day, the use of learning technologies in educational environments is increasing rapidly. As a result of being technology a main part of education, education researcher should focus on the effect of technology to students' learning and their personality. This research study examined the attitudes of Accounting and Tax Application students from a Vocational High School towards a specific type of technology based learning, that of Online Web-Assisted Learning. Data were collected to examine differences in attitudes between traditional learning (teacher centered instruction) and Online Web-Assisted Learning, of differences in attitudes towards Online Web-Assisted Learning between males and females, the correlation between Internet use and Online Web-Assisted Learning attitudes, and the items that students find fascinating in Online Web-Assisted Learning.

A Study on the Learning Satisfaction of the Lessons Using SNS in a Vocational School

**Mi Seon JEONG
Tea In HAN**

The purpose of this paper is to provide basic data for effective use of evaluation of teaching and training accomplishment through research on learning satisfaction in classes of vocational school using SNS for learning cards (unemployed) tomorrow. The results of this study are as follows. First, the effectiveness of education, convenience, interactions, and learning outcomes were measured and selected. The subjects of this study were trainees of tomorrow 's learning cards (unemployed) receiving vocational training in NCS at Yongin vocational school in Gyeonggi - do. From October 7, 2016 to May 31, 2017, the curriculum was conducted four times. The results of this study showed that the learning satisfaction of the vocational school using SNS was positive. In order to utilize the evaluation of the trainee in the vocational competency development training institute, supplementary learning is provided to the trainees who are not able to utilize the online community such as SNS to activate the online exchange and achievement, and to encourage the trainees who have poor academic ability. In addition, it means that it can be presented as an educational method to improve the achievement and the satisfaction of the training by managing space utilization for the provision of learning materials and feedback on the trainees, the results of the evaluation of the trainees, and assignments and strengthening 1:1 mentoring.

Academic Burnout and Academic Performance of Agricultural Students

Mahtab POURATASHI

Academic burnout is one of the major challenges of educational system. The purpose of this study is to investigate the relationship between academic burnout and academic performance of agricultural students. A sample of 247 students from Iranian Colleges of agriculture was randomly selected and answered to the questionnaire. Reliability and validity of instrument were determined through opinions of faculty members and application of Cronbach's Alpha. Data were analyzed descriptively and inferentially using SPSS (Statistical Package for Social Science)/Windows. Our study implied that both similarities and differences could be observed on the factors influencing academic burnout of agricultural students. The model obtained in the study revealed that the three

dimensions of academic burnout had negative and significant effects on academic performance. The results of regression analysis revealed that academic inefficacy could explain the most variation in academic performance of agricultural students. Based on the findings, recommendations were put forth.

Accounting and Task Application Students' Learning Styles in Distance Education

**Mustafa OF
Kazım KAHRAMAN**

Distance education could be expressed that less a philosophy and more a method of education. Students can study in their own time, at the place of their choice (out of school or not), and without face-to-face contact with a teacher. Technology is a main and most effective element of distance education. This study reports on a case study conducted in a vocational high school investigating the opinions held by students, with respect to technology and its application to education. Based on data gathered from distance education students in an accounting and task application program. Q-methodology was used to identify opinions, shared among students, on issues they considered important about the application of technology to course instruction. The finding showed that the identification of participant opinion profiles based on the similarities and differences by which they sort the statements in the Q-sample

An Investigation through Content Analysis in Infographics

**Huseyin UZUNBOYLU
Mobina BEHESHTI**

The aim of this study is to investigate studies and trends in infographics in order to determine the specifications of its scientific content. The study analyzes 161 theoretical and experimental research papers published between 2006 and 2016 through the utilization of both qualitative and quantitative indicators. Citation analysis is used in this research in order to examine studies related to infographics that are indexed in scientific journals. Infographics and data visualization related keywords are jointly used in the search for documents. As a result of this research, it can be seen that the number of citations and the number of research papers significantly increased in 2016 and also the result allows the researchers to specify the attributes of the contents of the scientific journals. In future research, it is recommended that the citation analysis method is combined with other types of analysis.

Attitudes towards Online Web Assisted Learning: Business Management Students

**Sinan AYDIN
Celal MUTLU**

The internet technology today is a deep aspect of students' lives. Students surf the World Wide Web (www) daily to communicate, get information, listen music or play game and use the other technological activities. Universities provide students with access to high level connections through a special network that students have many alternatives such as information, sports and scientific knowledge. In this study, it is examined that the attitudes of Business Management Students from a Vocational High School towards a specific type of technology based learning, that of Online Web-Assisted Learning. Data were obtained to analyze differences in attitudes between traditional learning (teacher

centered instruction) and Online Web-Assisted Learning, of differences in attitudes towards Online Web-Assisted Learning between males and females, the correlation between Internet use and Online Web-Assisted Learning attitudes, and the items that students find fascinating in Online Web-Assisted Learning. The results indicate that there is compelling evidence for the effective role the e-learning can play in developing the teachers' teaching and the students' learning.

Bilgiyi İLK Aktarma Yöntemlerinin Türkçe ve Matematik Dersi Üzerinden Düşünme Sürecini Etkileyip Etkilemediği Üzerine Bir Deneme

Nevin ALGÜL

Bilimin bize sunduğu bilgi, insan türü için beyindeki dil öğrenme merkezinin tümü tekten daha kolay anlamaya yönelik tasarlanmış olduğudur. Başka bir deyişle , bilim alanı için özellikle geçerli ve gerekli olan tekten tüme varım metodu, ampirik, deneysel yöntem, sıra dil öğrenmeye geldi mi tümünden teke varım metodunun üstünlüğüyle yer değiştirmektedir. Böyle olunca da düşünme sürecini etkilediği için kitleleri değiştirme ve dönüştürmede bilgiyi ilk aktarma yönteminin önemi gözardı edilemez bir gerçeklik olarak karşımıza çıkmaktadır. İnsanların kitlesel olarak güdülenebilir hale gelmesi düşünce sürecini yönetmekle ilgili olduğu kabul edilebilir bir gerçekliktir. Elbette aşama aşama bu işlem gerçekleşmekte ve ilk aşamalar kitleleri yönetmeye yönelik oluşumda çok büyük bir önem taşımaktadır. Bu bildirinin iki amacı var: Bunlardan ilki sosyal bilimlerden bir örnekle: Beyindeki dil öğrenme merkezinin işini zorlaştıracak, onun işleyiş şeklinin tersine bir uygulamayla ana dili öğretme yönteminin düşünce sürecini nasıl etkileyebileceği üzerine kuruludur: Tek tek görebilen ama bütünü göremeyen (büyük resmi), analitik düşünemeyen, muhakeme yeteneği az gelişmiş ya da hiç gelişmemiş insanlar nasıl yaratılır? vb. gibi. İkincisi ise: Fen Bilimlerinden bir örnekle soyuta dayalı matematik bilgisinin somuta dayalı olarak öğretilmemesinin düşünce süreci üzerindeki etkisi: dilbilgisi ve matematik bilgisini hazmetme alanında doğurduğu sonuçları irdelemektir. Key Words: Analitik düşünce, muhakeme, ilk bilgi aktarım yöntemi, büyük resim, matematik, Türkçe.

Business Management Students' Learning Styles in Distance Education

**İsmail KILIÇARSLAN
Yusuf TOLA
Mustafa OF**

Distance education (learning), sometimes called e-learning, is a configuration teaching and learning system specifically designed to be carried out remotely by using technology. Because distance education is less expensive to support and is not constrained by geographic considerations, it offers opportunities in situations where traditional education has difficulty conducting. Students with scheduling can benefit, as can employees, because distance education can be more flexible in terms of time and can be delivered virtually anyplace. In this paper, it is mentioned the opinions held by students, with respect to distance education and its application to learning and teaching. The data obtained from distance education students in a business management program. Q-methodology was used to identify opinions, shared among students, on issues they considered important about the application of technology to course instruction. The finding showed that the identification of participant opinion profiles based on the similarities and differences by which they sort the statements in the Q-sample. Further research is necessary to understand how learning styles contribute to the experience of distance education.

Cloud Computing Architectural Design Model for scientific research and Unified Education System

**Sameer BAWANEH
Areen ALKHATEEB**

Cloud computing is becoming an adoptable technology for many of the organizations with its dynamic scalability and usage of virtualized resources as a service through the Internet. It will likely have a significant impact on the educational environment in the future. Cloud computing is an excellent alternative for educational institutions technology in order to operate their information systems effectively.

Academic organizations take advantage of cloud based applications offered by service providers and enable their own staff/students to perform business and academic tasks. In this paper, we will review what the cloud computing infrastructure services and deployment models in general and will provide the benefits of cloud computing in the educational field, especially in the universities where the use of computers are more intensive and what can be done to increase the benefits of common applications for students and teachers. The main important part of this research is the proposed solution based on cloud computing with all suggested services and deployments model with highlighting the main features and characteristics of the model to be a unified since research and educational model.

Suggested application, payment, security and privacy model will be discussed at the last part, and ended this research by reasonable conclusion

Computer Programming Students' Learning Styles in Distance Education

**Mustafa OF
Kazım KAHRAMAN**

Distance education or distance learning is the education of students who may not always be physically present at a school or a classroom. By the period that universities add the use of distance education and training in their education systems, education researchers need to discover how to make this educational method more attractive for students. In this research, it is examined the opinions held by students, with respect to technology and its application to education. None of the students had any experience with online coursework. Q-methodology was used to identify opinions, shared among students, on issues they considered important about the application of technology to course instruction. The result suggests that approaches on how an educational program might fine its online delivery for maximum suitability and acceptability to the broadest group of learners in vocational school education

Concept Mapping of Conflict Management Approaches at Secondary Schools

**Nimra MUNIR
Iftakhar Ahmad BAIG**

Conflict situations are an important aspect of the workplace. A conflict is a situation when the interests, needs, goals or values of involved parties interfere with one another. A conflict is a common phenomenon in the workplace. Different stakeholders may have different priorities; conflicts may involve team members, departments, projects, organization and client, boss and subordinate, organization needs vs. personal needs. Often, a conflict is a result of perception. Conflict management is the process of limiting the negative aspects of conflict while increasing the positive aspects of conflict. The aim of conflict management is to enhance learning and group outcomes; including effectiveness or performance in organizational setting (Rahim, 2002, p. 208).The study

used combination of methods for concept mapping of secondary school teachers' conflict management in school environment. It analyzed the teacher's concept, their skill and system being practiced by educational institutions. The study will be helpful in designing the building capacity program of teacher regarding conflict management. It will contribute toward effective teaching-learning process. The study was motivated by ongoing discussion on teachers, teacher training and education system

Derin Beyin Egzersizleri ile Öğrenme ve Öğretme Metodu

Oğuzhan GÖZEK

Hayat her geçen gün daha karmaşık hale geliyor. Bilim geliyor. Hayatta ayrıntı daha da önemli hale geliyor. Bu ayrıntıları yakalamak, hizmet alanını genişletmek için acilen tedbirlerin oluşması gerekmektedir. Bunun içinde insanlık neslinin daha donanımlı hale getirilmesi gerekiyor. Daha donanımlı hale getirmenin yolu ise özgür ve özgün düşünme kanallarının açık olmasında yatmaktadır. Durum bu olunca çocukların hayal kurmalarına, kurdukları hayallerde özgür olmalarına, soyut ve somut süreçlerinde prangalardan uzak kendilerini gerçekleştirmeye temel teşkil eder. Oyunlara daha da önem verilmesi gerekiyor. Derin Beyin egzersizleri görsel algı, bilişsel beceriler ve egzersizlerle beyin kapasitesinin artmasını sağlamaktadır. Egzersizlerde en önemli unsurlar, eğlence boyutunun çok etkin olması, bilimsel temellere dayalı olması, her kesimden ve her yaştan bireyler için uygun olmasıdır. Amacımız, günümüz koşullarında bireylerin refahını ve yaşam kalitesinin arttırarak, yenilikçi bir sistem ile sportif sosyal ve kültürel değişiklikleri göze alıp, özel egzersizler yolu ile beyin gelişimini destekleyip kişisel gelişim ve başarıyı arttırmaktır. İşbirliği içerisinde olduğumuz bireylere eğlence, yenilik ve bilimselliğin ön planda olduğu bir bilişsel gelişim kazandırmak. Bireylerin konsantrasyon, dikkat, algı, motivasyon, yaratıcılık, koordinasyon, denge, özgüven, öz yeterlilik, stres, çabuk düşünme, karar verme hızı, problem çözme, okuma hızı, hata yapma oranı, zeka artışı, gibi önemli konularda yardımcı olarak, artı motivasyon tekniklerimiz ve yepyeni antrenman metodlarımızla yaşam boyu sağlıklı bir bilişsel ve görsel sistem sunmaktır. Günümüzde egzersizler, eğitimler ve spor, kişisel ve toplumsal sağlığı koruyucu ve geliştirici nitelikler ile önemli bir hizmet sektörü olarak kabul görmektedir. Son yıllarda görülen zihinsel antrenman ağırlıklı çalışmalar, duygusal olarak gevşeme ve rahatlamaya sebep olmakta, stres düzeyini aşağı çekilmesini sağlamakta, bireysel performansta artış sağlamaktadır. Tüm bu etkenler bilişsel antrenmanların ve önem kazanmasına neden olmuştur. Yapılan araştırmalar kısa bir süre içerisinde, bilişsel antrenmanların toplumun her alanında kullanılacağını ve bireylerin sosyal yaşamlarında, kişiliklerinde, kariyerlerinde olmakla beraber, çocukların gelişiminde de önemli bir rol oynayacağını göstermiştir.

Determination of Misconceptions by Developing the Two-Stage Multiple-Choice Test for 7th Grade Digestive System

Fatih ÖZKAN
Fulya ÖNER ARMAĞAN

The purpose of this study is to review the misconceptions of the seventh grade students about the "Digestive System", a subject in the seventh grade curricular program, by using a two-staged conception test. This study utilizes the survey method, a quantitative method based on analyzing the collected data. The group in the study, 413 seventh grade students, were selected from nine secondary schools in Bünyan, Kayseri by using the convenience sampling. The Digestive System Two-Staged Conception Test (SSKT), consisting of 20 questions, was developed in compliance with the student achievements written in the "Digestive System" section of the seventh grade curricular program. After being improved in the light of the data obtained from the pilot testing, the test was

applied to 413 students at nine secondary schools in Bünyan, Kayseri during two lessons, totally 80 minutes. The correct choices of the students that they chose in the first stage of the two-staged test were scored "1" while blank or incorrect answers were scored "0". In the second stage of the test, the reasons for choosing the test options were analyzed to determine the misconceptions. These misconceptions are: "The digestive juice digests all nutrients", "Water has no role in digestion", "Digestion ends in the large intestine", "Physical digestion occurs only in mouth", "Digestion ends in the anus". The reason behind the misconceptions, whether the teachers cause them or they originate from the students, have not been identified. However further case studies and phenomenology studies can be carried out to identify the reasons behind the misconceptions and to suggest solutions.

Education is an Industry

Syed Zafar ABBAS

Almost in the world, business professionals entered in the field of Education. They made it Industry especially in Pakistan. That's why the Education level has gone down and not only badly damaged the educational system but they are destroying the future of the coming generations. They are not pay any heed to it but just busy in earning money. Most of the Institutions are now issuing degrees without attending classes. So this is dire need to handle and crush it with iron hands.

Educators' Participation in Forming of Media Image of Educational Organization

Veronika YARNYKH

Corporate communications in the modern world have undergone significant changes. Cees van Real & Charles Forbrun (Van Real, Forbrun, 2007) notes that corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable point of view among stakeholders on which the company depends. This definition is more in line with the objectives of the educational organization, because its boundaries and scope of activity form the needs of stakeholders. The development of messengers, social networks, the YouTube platform and other communication tools expand and blur the boundaries of the organization. Social media now together with websites became the point of contacts with society for educational organizations. For example, social media in modern global communications carry a double load [Chelly, Mataillet, 2012). On the one hand, many educational organizations have their own website, public pages in social networks, official taxes, etc. The content of such points of contact is formed in the interests of the global policy of the organization. On the other hand, educators and researchers have personal pages on social networks, personal & professional blogs and vlogs, use messengers. And this content does not affect the media image of the organization to a lesser extent. In conclusion it's necessary to mention that the erosion and expansion of the organization's boundaries in the modern media and communication space will only expand, new stakeholders will be included in the process. This process will significantly change the media image of the educational organization in the global space.

EFL Learners' Autonomy, Self-Esteem, and Choice of Vocabulary Learning Strategies

Filiz YALÇIN TILFARLIOĞLU
Star SHERWANI

This study seeks to determine whether any significant relationship exists among Iraqi EFL learners' autonomy (LA), self-esteem (SE), and choice of vocabulary learning strategies (VLS) as well as whether LA and SE are predictors of these strategies. To achieve these aims, this study employed a descriptive research design. Participants included 157 male and female undergraduate EFL learners, all within the age range of 17 to 25 years. They were studying English within the sub-disciplines of English Literature, Linguistics, and General English. Participants were administered the following three types of questionnaires adapted by the researcher: a) a 30-item VLS questionnaire based on that of Schmitt taxonomy (1997); b) a 30-item LA questionnaire developed by Sakai, et al. (2008); c) and a 30-item SE questionnaire based on Coopersmith's SE inventory (1967). Upon conducting preliminary analyses of this study's assumptions, the characteristics of the data were proven legitimate via correlation and regression analyses. Correlation analysis demonstrated that a statistically significant relationship existed between EFL learners' autonomy and VLS, with ($r = .555, p < .05$), and SE and VLS, with ($r = .678, p < .05$). Furthermore, regression analysis revealed LA and SE to be significant predictors of VLS. LA predicted 30.7% of scores in the choice of VLS ($R = .555, R^2 = .307$), and SE predicted 45.9% of scores in the choice of VLS ($R = .678, R^2 = .456$). These findings demonstrate that both LA and SE make strong contributions to VLS. The results also reveal the existence of a significant difference between EFL learners' autonomy and SE in their prediction of VLS. LA and SE contribute to effective vocabulary acquisition, while they also contribute significantly to VLS. Finally, it was proven that the greater the learner autonomy and self-esteem among learners, the more frequent the VLS use.

Embedding Transition Pedagogy for Curriculum Change and Discontinuation Management

Cüneyt Süheyl ÖZVEREN
Edward SIMPSON

A recent survey has highlighted a series of concerns on the value of the university degree, concluding among others that, "...wide-scale use of unfair terms that allow institutions to vary courses, which we believe are bad practice and unlawful in many cases." Although a universal issue and concern, our presentation will focus on the experiences from UK universities' processes, to change and discontinue courses. We will outline how we believe that widely reported "transition pedagogy methods for foundation studies (TPMFS)" can be embedded, extended and complemented as part of a complete life cycle approach to curriculum design, change and discontinuation (CDCD). In the presentation, first, we address the motivation for the need for the approach briefly outlined above explaining how such a TPMFS based approach will increase the resilience of the curriculum to inadvertent changes and maintain the quality assurance outcomes at satisfactory levels against changes in "staffing and provision" caused by academic, financial, and administrative drivers. We then present case studies from our university and place our work in context with the previous published work in this area and conclude by arguing that embedding the transition pedagogy and adaptation of learning by doing should be complemented by an academic, administrative and pastoral support eco system that will foster a sense of belonging. Curriculum design and implementation, including transition, change, and discontinuation should be everybody's business and not just the subject experts' designing the curriculum.

Examination of Preschool Teachers Views on Organizational Toxicity Based on Spiral of Silence Theory

**Mustafa KALE
İmray NUR
İknur ÖZTURK**

In this research, the determination of organizational toxicity perceived by teachers who are constantly interacting with children in pre-primary education institutions is of great importance in terms of increasing the quality of pre-school education. In the study, it was aimed to determine the effects of teachers' perceptions towards organizational toxicity, effects of toxicity on both individual and educational practices and coping strategies. Phenomenological design is used in qualitative research methods in the research. 10 pre-school education teachers participated in the research. The data were obtained through a semi-structured interview form prepared by the researchers with expert opinions. Qualitative procedures are being used to code and analyze the textual data to perform a cross-case analysis of each case looking for divergent and convergent patterns. Data are being analyzed for the content, patterns, emergent themes, and narrative properties by constant comparative methods. The data of the study is in the analysis phase. Findings will be presented and discussed based on spiral of silence theory.

Knowledge Sharing among Faculty Members in Research Institutes in Iran

Asghar ZAMANI

This study aimed to explain the status of knowledge sharing among Iranian faculty members of research institutes and to study the effective factors on it. The research method was qualitative. For data collection, an interview was conducted with 16 experts and faculty members of research institutes. After interviewing, the findings were analyzed by open source coding. The results of interviews showed that the prerequisite for the sharing of tacit knowledge and experience in Iranian research institutes were: academic policies, legal support, organizational climate, academic culture, and individual culture. Also, there was knowledge sharing in research institutes and only in some cases due to the lack of prerequisites or factors facilitating the sharing of knowledge or the existence, it has been interrupted or ineffective. However, the main focus of the phenomenon of knowledge sharing among faculty members was their individual factors in sharing knowledge with colleagues.

Low Enrolment of Female Students in Science Subjects

**Tosin. E. AKINDUYO
Florence. O OJEWOLA**

The study was triggered by the researcher's observation of female marginalization in the field of science and technology. This paper investigated the factors affecting low enrolment of female students in science subjects and the implication for counseling. Descriptive survey research was adopted for the study. A total of 349 respondents were randomly selected for the study from (ten) 10 secondary schools. The questionnaire tagged "Factors responsible for low enrolment of female students in science subjects Questionnaire (FRLEFSSQ) was designed and used to collect the relevant data. Data were analysed using simple percentages frequency counts for the demographic data. While t-test and ANOVA statistical methods were used to test the generated null hypotheses. The study found out co-curricular activities and cultural beliefs were major factors affecting low enrolment of female students in science subjects. The study recommends legislation against bad cultural beliefs affecting low enrolment female students in science subjects.

against bad cultural beliefs affecting low enrolment female students in science subjects. Also qualified teachers should be allowed to remain in the teaching profession. There is also the need for counseling services in schools to inoculate female children against negative cultural beliefs, bad parental attitudes and attitudes of "Cheaters" in the teaching profession. Counseling services should be compulsory for all female students in order to enlighten them and foster high rate of enrolment in science subjects

On the Attitudes of Construction Technology Students towards Information and Communication Technology

Bülent KOPARAN
Sinan AYDIN
Fatma KÖŞ AYDIN

Integrating Information and Communications Technology into education seems to be an important study area for education researchers in the world. However, if teachers cannot make effective use of the information and communications technology tools, the contribution of this subject to education is going to be a waste. In this study, it is analyzed that the attitudes of Instruction Technology Students from a Vocational High School towards a specific type of technology based learning, that of Online Web-Assisted Learning. Data were collected to examine differences in attitudes between traditional learning (teacher centered instruction) and Online Web-Assisted Learning, of differences in attitudes towards Online Web-Assisted Learning between males and females, the correlation between Internet use and Online Web-Assisted Learning attitudes, and the items that students find fascinating in Online Web-Assisted Learning. The research study has generated a number of outcomes to the research question and the results indicate that some students engage in and accept the use of Online Web-Assisted Learning to supplement their learning.

Pre-Service Elementary Teachers' Views about Usage of Fraction Strips

Sevim SEVGİ

The purpose of this study is to analyze the pre-service elementary teachers' views in detail about the fraction strips' usage in their mathematic classes. This study is a qualitative which aimed to determine the views of pre-service elementary teachers and the study was carried with 75 pre-service elementary teachers. The study group of the research is set by criterion sampling method and open-ended questions were used in data collection process. Descriptive analyzes were used in analyze of data. It is found that teacher eager to use this material to teach fraction subject in elementary grades. In this regard as, pre-service elementary teachers should design activities with fraction strip for mathematics teaching and It can be searched what and how can be done to design activities to using effectively for teaching mathematics in elementary teachers' trainings

Problems and Solution Proposals in "School Experience and Teaching Practice" Courses in Department Of Mathematics Education

Cansu BAKIRCI
Sevil BÜYÜKALAN FİLİZ

The aim of this study is to determine the problems experienced by the pre-service mathematics teachers, lecturers and application teachers during the "School Experience and Teaching Practice" courses and solutions that are suggested for these problems. This study is a qualitative study. The study group of the research consists of 40 students who

are senior students in the spring semester of 2016-2017 academic year in Gazi University, Faculty of Education and 10 instructors and 8 application teachers who took part in the School Experience and Teaching Practice courses. A structured interview form was used as data collection tool. Study results demonstrated that most frequently mentioned problems are that application teachers do not allow pre-service teachers to teach four lesson hours that pre-service teachers are obliged to, the insufficiency of school administrators and coordinators' knowledge of the new implementation system, lack of communication, cooperation and coordination between the university and the school and insufficient evaluation of the courses

Teaching Science for Sustainability at the Computerized Greenhouse

**Varda BAR
AVIV**

A suggestion to teach science at the computerized greenhouse is presented, followed by an evaluation of the teaching research at the middle school. The motivation to teach at the greenhouse is partly related to the problem of the climate change and its modulation. The teaching at the greenhouse contains three levels of experiences: one, experiencing the conditions at the regular greenhouse (warm and humid). Two, measuring these conditions using standard measuring devices. And three, using computerized sensors in order to continuously follow the changes of the atmosphere through day and night. Plants are cultivated in the greenhouse, and attention is given to the fact that the greenhouse is economic regarding the use of water and energy. The Computerized greenhouse is an environment that should be used for discussing about climate, seasons, climate change, the greenhouse effect and much more.

TEOG Tarih Sorularının Yenilenmiş Bloom Taksonomisine Göre Analizi

Ersin TOPÇU

Bu çalışmada, TEOG sınavında sorulan Tarih sorularının Yenilenmiş Bloom Taksonomisi'ne göre incelenmesi amaçlanmaktadır. Çalışmada Nitel araştırma yöntemlerinden doküman analizi yöntemi kullanılmıştır. 2013-2014, 2014-2015, 2015-2016 ve 2016-2017 eğitim öğretim yıllarında yapılan TEOG sınavlarındaki toplam 160 adet TC Inkılap Tarihi ve Atatürkçülük sorusu incelenmiştir. Yapılan analizler sonucunda yazılı sınavlarında, kullanılan soruların tüm dönemlerde sorulan toplam 160 tarih sorusundan 143'ünün (%89) Anlama, 13'ünün (%0,081) Hatırlama ve sadece 4'ünün de (%0,025), Çözümleme seviyesinde sorular olduğu görülmektedir. Bu bulgular ışığında TEOG sınavında sorulan tarih sorularının çoğunlukla üst düzey düşünme becerisi gerektirmediği sonucuna varılmıştır.

The Effect of Basic WebQuest Course on Classroom Teacher Candidates' Attitudes towards Use of Computer Based Education

İrem AKÇAM YALÇIN

Computer based education (CBE) is usually used as an assistant education method helping students learning after class. Any educational institutions use the Internet for collaborative learning in a distributed educational process. The students can learn at anytime just facing their computer, no matter where they stay. A WebQuest is an inquiry-oriented lesson format in which most or all the information that learners work with comes from the web. Webquests can be a valuable addition to a collaborative classroom. Webquests can be a versatile tool for teaching students. They can be used to

introduce new knowledge, to deepen knowledge, or to allow students to test hypotheses as part of a final interaction with knowledge. The aim of the study is to analyze how attitudes of classroom teacher candidates towards use of computer based education will be affected by taking a course about webquest. The study was conducted by pre-test post-test control group-free model. "The Attitude Scale towards Use of Computer Based Education" has been used as a data collection instrument. The sample of the study is constituted of 112 classroom teacher candidates at a state university located in Ankara, Turkey. Analysis of the study continues.

The Effects of the Use of Blog-Based Portfolios with Large and Small Groups on the Self-Confidence of Using Instructional Technologies

Hanife Gülhan ORHAN-KARSAK

Teacher candidates are concerned about the profession such as providing classroom management, efficient and effective use of instructional method techniques, and making effective assessment evaluations. One of these concerns is related to the use, integration and development of teaching technologies. The integration of blog environments used by teacher candidates and teachers as one of the teaching technologies in teaching in the recent years is very rare. In this context, in this study, it was aimed to determine the effects of the use of blog-based portfolios with large and small groups on the self-confidence of using instructional technologies by providing the students with the use of blog environment for portfolio preparation for a period of time. In the experiment group consisting of 36 participants, each group of four persons performed a portfolio study on a blog page of their own, while in the control group of 40 participants, four groups performed a portfolio study on a single blog page. In the 2015-2016 academic year, teacher candidates published the products they prepared every week in the course of "Instructional Technology and Material Design" lesson and made comments by examining the products of other groups in line with material design principles. The study was designed according to experimental 'pretest-posttest control group' model. The data related to the pretest and posttest were collected by 'technology attitude scale'. The effects of the use of blog-based portfolios with large and small groups, in addition gender, age, children's ownership, teaching experience, vocational field on the self-confidence of using instructional technologies, have been determined. Data were analyzed by t-test and variance analysis in SPSS 24 packet program. The results of the study are discussed in the light of the findings

The Investigation of Associate Degree Students' Nomophobia Levels in Terms of Various Variables

Mustafa SIRAKAYA
Didem Alsancak SIRAKAYA

Mobile devices have become indispensable tools of our lives. Although usage of mobile devices simplifies individuals' life, it also leads to some problems caused by overuse. One of these problems is nomophobia. Nomophobia, which is called as phobia of modern age, is defined as fear that an individual feels while he/she cannot reach to his/her mobile devices. The purpose of this study is to examine the nomophobia levels of associate students in terms of various variables. Participants of the this survey study were composed of 429 associate degree students. According to the findings of the research, the nomophobia levels of students do not show any significant difference according to sex, class and age. Furthermore, there is a significant difference between the year of smartphone ownership, number of daily checking smartphone, the year of mobile internet use and daily mobile internet usage time. This work was supported by the Ahi

Comparison of General Music Culture of Citizens Living in Neighbormetropolises Trabzon/Turkey and Batum/Georgia

Işıl Güneş MODİRİ DİLEK

People's knowledge about classical world music, composers, performers and much knownbasic music concepts, constitute their general musical culture. This research was carried out in order to compare of the people's general musical cultures of two neighbouringcities: Trabzon/Turkey and Batumi/Georgia. The study's study group consisted of $n = (10 + 10) 20$ randomly selected from the people living in the cities of Trabzon and Batumi, in the regions where the families from the middle socio-economic level reside. The research was a qualitative study and the interview form consisting of open- ended questions developed by the researcher was used for determining the general music cultures of the study group. The obtained data were analyzed by descriptive analysis. At the end of the research, the general music cultures of the people living in neighbouringcities "Trabzon and Batumi"from"Turkey and Georgia"had been comparedvia their answers and the results had beeninterpreted and made some evaluations.

Who are Better Digital Citizens, Professors or Students? An Exploratory Study in Leading Faculties of Communication in Turkey

**Taner KIZILHAN
Ali ŞİMŞEK**

After the information revolution that emerged forcefullyin recent years, digital citizenship has taken its place as a demanding competence to be acquired by all citizens. This has occurred as a consequence of digital technologies' quick spread within the context of the network society so that online experiences have become a vital part of everyday life. Particularly after the 2000s, due to intertwining of digital technologies with communication practices, the need for the use of these technologies and training people toward this need have gained urgency. With this in the background, thepresent study aimed at assessing professors' and students' self-efficacy of digital citizenship in the faculties of communication in Turkey. The study employed a mixed research model to collect and integrate both quantitative and qualitative data. The sample of the study consisted of 476 participants from four leading faculties of communication; of the sample, 82% were students and 18% were professors. A42 item Likert type scale was developed and implemented to collect quantitative data. The items of the scale were developed according to Mike Ribble's (2008) nine elements of digital citizenship. The Cronbach's Alpha reliability coefficient was .93 for the whole scale. This was followed by semi-structured interviews which were conducted with 13 participants who had volunteered to reveal qualitative data. Both descriptive and inferential statistical techniques were used to analyze data. The quantitative results showed significant differences between senior professors and junior professors. The difference between professors and students was not significant. Similarly, no significant differences emerged regarding the department and gender of the participants. On the other hand, a contradiction has arisen when the data from the scale andthe semi-structured interviews were compared. The results from the scale suggested that both the students and the professors believed that they were competent enough in digital citizenship; however, the professors who participated the semi-structured interviews said that they believed in their own competencies but notthe competencies of fellow professors and students. Interestingly, the students believed the same thing with regard to competencies of

professors. Furthermore, all participants thought that the efforts of the government in general and communication faculties specifically were inadequate in educating people as digital citizens. They had thoughtful criticisms about the rational spread and proper use of digital technologies in the society; they also had serious concerns for the future.