An Exploration Of Turkish Identity and A Comparison With The Image Of Turkey

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AN EXPLORATION OF TURKISH IDENTITY AND A COMPARISON WITH THE IMAGE OF TURKEY

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AUGUST, 1996

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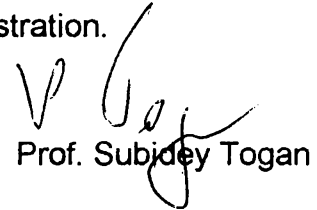
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ABSTRACT

AN EXPLORATION OF TURKISH IDENTITY AND A COMPARISON WITH THE IMAGE OF TURKEY

Image of a product plays an important role in purchase decision. This image concept consists of the design, the performance and other attributes of the product as well as its brand name, name of its producer and its country's image. If a nation has a particular self-construction, it will interact with others according to this construction. Therefore, if the nation reflects its constructed self while interacting with others, image of that country according to foreigners will be affected by the national identity.

In this study, the identity of Turks, based on the thoughts of Turkish businesspeople and students is explored. The explored identity is compared with the Westerns' percieved image of Turkey. Depending on the analysis and comparisons, it is found out that, the foreigner's image of Turkey really reflects their identity and it seems that Turkey's national identity has an effect on the foreigner's image of Turkey. As a result, by considering both the image and identity of Turkey, some recommendations are made to improve the negative image of Turkey and to occupy a distinct and valued place in the target consumer's mind.

Key Words: Image, Country image, Country of origin, Image of Turkey, Identity, National Identity, Turkish Identity.

ÖZET

TÜRK KİMLİĞİ'NIN BELİRLENMESİ

VE

TÜRK İMAJI İLE KARŞILAŞTIRILMASI

Satın alma kararında, bir ürünün imajının çok büyük rolü vardır. Bu imaj, ürünün dizaynının, performansının ve diğer özelliklerinin yanı sıra, markasını, üreticisini ve ülke imajını da kapsar. Eğer bir ülke kendi kişiliğini tanımlamışsa, diğerleriyle ilişkilerinde bu tanımlamaya göre davranacaktır. Dolayısıyle ülke imajı ülke kimliği tarafından etkilenebilir.

Bu çalışmada, Türk kimliği, Türk işadamları ve öğrencilerinin düşünceleri baz alınarak bulunmaya çalışılmıştır. Bulunan kimlik, Batının Türkiye hakkındaki imajı ile karşılaştırılmıştır. Analiz ve karşılaştırmalar sonucunda, yabancıların Türkiye imajının, Türklerin kendilerini tanımlamasıyla paralel olduğu yani, Türklerin kişiliklerinin yabancıların Türk imajını etkileyebileceği gözlenmiştir. Sonuç olarak Türkiye'nin imaj ve kimliği göz önünde bulundurularak olumsuz imajını değiştirmek için bir takım öneriler getirilmiştir.

Anahtar Kelimeler: İmaj, Ülke imajı, Ülke kökeni, Türkiye imajı, Kimlik, Milli kimlik, Türk kimliği.

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I. INTRODUCTION

In recent years, technological and market changes have made markets increasingly complex and less transparent to consumers (Poiesz, 1990). Products and brands have become more homogenous in the consumer's perception, even though these products and brands may be highly different from a technological point of view. The available information stored in the memory became too complex to be handled. So, this increasing complexity of markets, products and information caused consumers to make decisions on the basis of subjective, attributed characteristics taking into account symbolic and intangible aspects such as; past consumption experiences, symbolic information that focus on hedonic and aesthetic nature of consumption and the other non-conscious processes rather than considering functional characteristics. In marketing, combination of these aspects refers to *image* of a brand.

Image is defined as set of beliefs, ideas and impressions that a person hold of an object (Kotler, 1994). The importance of images has been well recognized for decades not only to products and brands but also to producers, distributors, consumers and everything else that comprise "marketing". So, a product can draw its image from its design, its performance , and many other characteristics, but also from its brand name, the name of its producer and its country-of-origin. Country-of-origin analysis focuses on buyer's opinions regarding the relative qualities of goods and services produced in various countries. Studies indicate that country-of -origin does indeed influence buyer perceptions of consumer products (Nagashima 1977; Bilkey and Nes 1982; Papadopoulos et al. 1987) . For developing countries this

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influence is negative where for developed countries it is positive (Bilkey and Nes 1982). Consumer's giving primary importance to image in their purchase decisions, makes the producers concentrate more on their product's image which also includes the country image. So, in order to be able to change the existing country image and create a new one if needed, the existing country image and the reasons of the formation of that image should be well understood.

It is important to understand the relationship between the image and identity of a country. If people perceive themselves in a particular way, they will interact with others according to that perception. So, foreigners' image of a country can be shaped by the nation's identification of themselves. On the other hand the image of foreigners may also have an effect on the nation's identification of themselves. So, it is not enough to learn about the image of a country, also possible reasons of that image should be studied in order to be able to deal with it.

This study has the objective of exploring "Turkish identity" and than comparing the findings with the findings of the Ger (1995), where the image of a developing country, Turkey, has been explored based on the reasons of a sample of European and American students. In this study, the exploration of the Turkish identity is done by using both qualitative and quantitative data. The data is derived from a sample of Turkish businessmen and students. Also, as history is one of the most important tools in the self-identification of a nation, some historical issues are also mentioned while exploring the Turkish identity. The comparison will be based on the Nagashima's (1970) definition of country image which says "country image" expresses people's thoughts and knowledge about a country and is developed by representative products, national characteristics, economic and political background, history, tradition etc. By this comparison, conclusions on whether the image of

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Turkey according to foreigners really reflects Turks self-construction are derived. Depending both on the analysis and comparisons, some recommendations for redesigning the image for occupying a distinct and valued place in the target consumer's mind are given.

II. LITERATURE REVIEW

The image of a country, in its role as origin of product, is a part of the product's total image. So, it is important to understand the concepts image and country image to be able to form a new image of a product if needed. Therefore, the first topics of the literature survey are related to image and country image. In order to be able to change the image, other than understanding it, finding out the reasons of that image is also important. The identity of a nation may be reflected while interacting with others and this may be one of the reasons of the formed image about the country that affects the image of a product. On the contrary, the image of the country according to foreigners may affect self-construction the people. The reasons for this can be found out by comparing the image and identity of the country. Defining the identity and the national identity concepts is beneficial for this comparison. The formation of the identity is based on both the people's thought about their country and the historical events. Therefore, to be able to explore the Turkish identity, some historical events about Turkey is given.

II. A. IMAGE

II. A.1. Image as a General Concept

The images of the objects result from people's perceptions of them and of the phenomena that surround them, indicating a basic definition of perception as "the meaning we attribute to things" . As this perception occurs at the individual level, each object has a different image for each individual observer (Papadopoulos,

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1993). There is no generally accepted definition of image in the consumer behaviour literature and different authors refer to images at different levels of abstraction (Poiesz, 1990).

Words "image" or "imaginary" are generally used to refer to a memory code or associative mediator that provides spatially parallel information that can mediate overt responses without necessarily being consciously experienced as a visual image (Paivio 1971). Finn (1985) views an image as the collection of symbolic associations with the product. Another definition is that, the image is a representation in the mind that gives rise to the experience of seeing in the absence of the appropriate stimulation of the eye (Kosslyn, 1983). Although this definition restricts itself to visual images, it applies to other senses as well (Mandler, 1984). Jain and Etgar (1976), define the image as general characteristics, feelings or impressions. Lindquist (1974) and Marks (1976) define the image as perceptions of products where Arons (1961) and Martneau (1958) define the image as "brand personality".

From the marketing perspective, it is important to know what elements individuals use in developing images to be able to create new images. It is widely accepted that "image" essentially represents a collection and judgement of both intrinsic and extrinsic attributes of objects and classes of objects. Intrinsic characteristics can range from the components of a product to the architectural design of a company's headquarters building and the physical appearance of a person. Similarly, extrinsic characteristics range from a product's price to a company's reputation and a person's name. In marketing, the perceived images are mostly associated with the brand. In fact, "brand image" has become synonymous with "image" and can be thought of in connection with any offering including

products, ideas, organizations, events, or people (Marion 1989). According to Breuil (1972), brand image is a collection of ideas, feelings, emotional reactions and attitudes, which arise from the evocation of the brand, well beyond the objective perception of it.

The image of countries, in their role as origins of products, is one of the extrinsic components that may become part of a product's total image. So, it is important to understand the country image to be able to form a new image of a product if needed.

II. A. 2. Country Image, Country-of-origin

Country image is a concept that affects people's perceptions, preferences and decisions about a country, its products and people. Similarly, country-of-origin analysis focuses on buyers' opinions regarding the relative qualities of goods and services produced in various countries. Since the mid-1960s, a considerable number of studies have been conducted on "country image". In general, it is accepted that country image has a significant effect on consumers' attitudes towards brands made in a given country.

There are several definitions of image of a country. Nagashima (1970) suggests that, country image expresses people's thoughts and knowledge about a country and it is developed by representative products, national characteristics, economic and political background, history, tradition, etc. Another definition has been done by Han (1989) as "country image is the consumers' general perceptions about the quality of products made in a given country" . Reviewing the international marketing literature, country of origin is used as a cue for consumers to evaluate product quality (Bilkey

and Nes 1982). From the studies of Bilkey and Nes (1982), this conclusion holds for products in general (Anderson and Cunningham 1972; Bannister and Saunders 1978; Dornoff, Tankersley and White 1974; Gaedeke 1973; Krishnakumar 1974; Lillis and Narayana 1974; Nagashima 1970, 1977; Reierson 1966; Wang 1978; White 1979); for classes of products (Dornoff, Tankersley, and White 1974; Gaedeke 1973; Krishnakumar 1974; Nagashima 1970, 1977; Reierson 1966); for specific types of products (Gaedeke 1973; Hampton 1977; Krishnakumar 1974; Reierson 1966; Schooler 1965,1971; Schooler and Sunoo 1969; Schooler and Wildt 1968; Tongberg 1972; White and Cundiff 1978); and for specific brands (Gaedeke 1973; Kincaid 1970; Yaprak 1978).

Consumers may use country image in order to reduce the set of alternatives for the purchase decision, but the evaluation changes from person to person. According to Nagashima (1970) there is a tendency for consumers to evaluate their own country's products relatively more favourably than foreigners do. According to Schooler (1971) and Tongberg (1972), older persons evaluate foreign products more highly than the younger persons. Wang (1978), found no such effect but he found that, higher income persons tend to have a more favourable acceptance of foreign products in general than do lower income persons. Those different evaluations of the images of countries are done basing on the following dimensions.

According to Francoise Graby (1993), country images can be assessed in terms of clarity (how well they are understood), direction (how positive or negative they are), and the strength and rigidity (how difficult they are to change). Most of the developed nations' image are more clear than the less-well-known countries, since substantial information about the developed nations is available through education, the media, and other sources. From the findings of Min Han (1989), the country

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image may have a greater impact on consumers' attitudes towards products from a developed country than from a developing country, because consumers are more familiar with the former country's products. This implies that more developed countries should pay greater attention to country image. The directions of image vary from country to country. According to Kapferer (1988), company images can be understood in terms of an "identity prism" comprising six facets that includes physical characteristics, cultural characteristics, personality, relations with publics, reflection (the ways in which the previous four facets are passed on to buyers), and internalization (the relation between the company's image and the buyer's own conception about him/herself). According to Francoise Graby(1992), this concept can be applied to the images of countries as corporate entities that is showed below and the direction of the image can be decided basing on those attributes.

Company and Country "Identity Prism"

FACETS	COMPANY	COUNTRY
PHYSICAL	skills, products, size, resources, performance, market	geography, resources, demographics, economic performance
CULTURAL	corporate values, mythology	history, culture, the arts
PERSONALITY	name, logotype, brands, visual symbols	name, flag, famous people, visual symbols
RELATIONS	with employees, agents, competitors, government, customers, other publics	with domestic and foreign business, governments and other organizations
REFLECTION	controlled image conveyed to customers and various other publics	controlled image conveyed to foreign customers and others
INTERNALIZATION	extent to which company expresses customers' and others' psyche	extent to which country expresses foreign publics' psyche

Source: F. Graby, Countries as Corporate Entities in International Markets, "Product-Country Images", pp. 262, 1992

The direction of country image, i.e. product's country of origin being positive or negative and its strength is really important for countries that need to increase its manufactured exports. It is possible that the intensity and direction of the country-of-origin effect may vary by product class (Kaynak and Cavuşgil 1983). Several studies show that there is a positive relationship between product evaluations and degree of economic development (Krishnakumar 1974; Schooler 1971, Tongberg 1972; Wang 1978; Hampton 1977). Bilkey and Nes (1982) state that there is a strong correlation between country's culture and political climate and the economic development; and there is also a strong correlation between country's belief system and the economic development. As a result, it can be said that, negative product image seems to be associated with products made in less-developed countries (Gaedeke 1973).

An overall consideration of the research related to country-of-origin makes clear that, country-of-origin affects consumer judgements of product quality, value, risk, likelihood of purchase, and some other variables. Some people, especially the ones from developing countries, perceive the products of "home" country of better quality, and the perceptions of quality are positively related to the degree of economic development of the country of manufacture. On the other hand, the image of the developing countries is negative. In order to be able to improve this negative image, it is important to search for the reasons of it. It is important to discover whether the self-construction has an effect on the formation of image or the self-construction is resulted from that image. There is not much literature about such kind of a relationship, but it is possible that, while people are interacting with others, they reflect their personal identity. Also, for countries, the constructed image can be the result of the nation's reflecting their perception about themselves while interacting with foreigners. So, national identity may have a role in shaping the image of a country.

I. B. IDENTITY

The simplest definition of identity is the people's, groups' and the societies' answers given to the questions, "Who are you?" and "Who were you?" . While defining our identities, we mention about our attributes which differ us from the others and sometimes, we mention about the relationships, values we share with others. Sometimes, maybe unconsciously, we define our identities by identifying the ones that are different from us or we are against . In defining identity, we may use the classification proposed by Güvenç(1995) :

1. Personal identities
2. National identities

These two types of identities are elaborated in the sequel.

II. B 1. Personal Identity

There are several definitions about the personal identity. A general definition for personal identity is a person's perceptions about himself/herself and with whom the person identifies himself/herself. If a person's character can be understood as an observable reality, identity is the expression of this reality and image is the foreigners' perception of this reality (Güvenç 1995). Another definition of "identity" is given by Mehta and Belk (1991). They state that, the things to which we are attached help to define who we are, who we were, and who we hope to become. From another point of view, Garcia (1993) proposes that, identities are the product of collective social fabrication over time. They are fabricated from traditions and desires as well as from exchange and relationship.

Over the past thirty years, the meaning and the development of personal identity has increasingly came under the observation of philosophers and psychologists (Hart, Maloney, Damon 1987). Philosophers have been particularly interested in identifying what dimensions of the individual provide the sense of sameness into the future (e.g. Williams 1970). The concept of personal identity is important to philosophers because, as Parfit (1971) has pointed out, questions of morality and self-interest depend upon individuals having a sense of identity (Hart, Maloney, Damon 1987). According to Hart, Moloney and Damon (1987), there are two basic characteristics of the sense of personal identity. These components are, first, to what degree is the future self causally related to the present self, and, secondly, to what degree is the future self unique. For instance, for an individual to believe that she will be the same person five years from now, she must suppose that the person that will be her in the future has developed out of a person she is now (causally related). She also must believe that, she will grow into only one person in the future (unique); if there are many people who could be her in the future, then her sense of personal identity would be disturbed. According to Noonan (1989), the problem of personal identity is the problem of giving an account of the logically necessary and sufficient conditions for a person identified at one time being the same person as a person identified at another.

Construction of identity is very important for a person. First of all, by identity development a person will know, who he/she is and by this way, he/she will be able to express himself/herself to others. The reflection of his/her identity while interacting with others will probably shape others' thoughts about this person. As this person's personal identity also includes his/her national identity, the reflection of his/her identity will shape foreigners' image both about the person and about the

country if his/her interaction is with a foreigner from another country. At this point, it is also important to mention about the "national identity".

II. B. 2. National Identity

A nation can be defined as a named human population sharing a historic territory, common myths and historical memories, a mass, public culture, a common economy and common legal rights and duties for all members (Smith 1991). Such a conditional working definition reveals the complex and abstract nature of national identity.

National identity and the nation are complex constructs composed of a number of interrelated components - ethnic, cultural, territorial, economic, legal-political. They signify bonds of unity among members of communities united by shared memories, myths and traditions that may or may not find expression in states of their own but are entirely different from the purely legal and bureaucratic ties of the state (Smith 1991). According to Quinn (1993), the purpose of an identity formation is to regularize behaviour so that uncertainties can be minimized and life becomes more manageable. The function of a national identity is to sustain the state by unifying the population, at least psychologically. Dittmer and Kim (1993) states that, the definition of a state also includes a symbol system known as the national essence, which consists of the myths, rituals, ceremonies, and folklore that relates how the nation came to be. According to Dittmer and Kim (1993), a serviceable definition of national identity requires essential content as well as boundaries. For example, when we ask "What is Turkey?", we want to know not only that it is the area governed by the Turkish government where Turkish people live on but also we want to learn, with what those people identify their country and why.

The definition of national identity can also be done by dividing the functions related to national identity into two as; "external" and "internal" objective consequences (Smith, 1991): The external functions are, *territorial, economic* and *political*. Nations, first define the place that the members must live on and work on, and define a historic territory that locates a community in time and space. Economically, nations underwrite the search for control over territorial resources, including manpower. They do a division of labour, encourage mobility of goods and labour and allocate the resources between the members within the homeland. Politically, the selection of political personnel, the regulation of political conduct and the election of governments are established in criteria of national interest, that will reflect the national identity of the population. National identities also consist of more internal functions for individuals in communities. The most obvious is the identification of the members as "nation" and "citizens". This is achieved through standardized public mass education systems through which state authorities aim to influence national dedication and a distinctive, homogenous culture. The nation is also called upon to provide a social bond between individuals and classes by providing repertoires of shared values, symbols and traditions. By using symbols such as flags, anthems, uniforms, ceremonies, members are reminded of their common history and culture and feel strengthened by their common identity and belonging.

As a result, a sense of national identity provides a powerful means of defining and locating individual selves in the world. This is done through a shared, unique culture that is also affected by the myths, traditions, history and legends of the nation. This enables us to know : who we are in the present world. By discovering that culture, we can rediscover ourselves, our real self. According to Smith (1991),

this process of self-definition and location is in many ways the key to national identity.

II. B. 3. Identity of Turks: History, Myths, Tradition and Legends

The past is always practised in the present, not because the past imposes itself, but because subjects in the present fashion the past in the practice of their social identity (Friedman, 1994). So, while exploring a nation's identity, it is important to consider the past that is reproduced in the present. Making history is a way of producing identity as it produces a relation between what has occurred in the past and the present state of affairs (Friedman, 1994), but, by only knowing the history, the problems related to identity can not be solved. Today, there is an identity problem all over the world. The reason is that, boundaries of groups that people belong to are changing. While people were being identified in the past by only the country they belong to, today this identification is done by considering the ethnic groups, national groups, supra national groups (such as European Union, Nafta e.t.c.), gender and religious groups that one belongs to. This identification conflict makes the exploration of the identity of nations difficult, but, knowing about the history will probably be helpful to solve this identity problem.

Turks do not know much about their history. This is because of the interruptions in the history of Turkey in the last 1000 years. In the very early years Turks have had a nomadic culture and they were believing in shamanism. By coming to Anatolia from Asia, they have been forced to accept "Islam". Than, the Ottoman Empire period began which had a cosmopolitan nature. Today, we are living in the "Turkish Republic" period and it is a period of nationalism. All these interruptions in the Turkish history, and each period's being against to other prevents Turks from

knowing their exact history. For example, as the "Turkish Republic" is against Ottomans, the official history of Turks tell the sultans of Ottoman Empire as crazy. This lack of knowledge about the Turkish history makes the solution of identity problem for Turks harder. Turkish history can be better understood by combining all the documents related to past such as book of travels, poems, thoughts of society in the past and myths.

Considering all these, it can be said that the identity of Turkey is shaped by the combination of every item related to Turkey; including, Mevlana, Leyla and Mecnun, Aslı and Kerem, Ahi's, Karagöz and Hacivat, Sufism, Keloğlan, stories of Dede Korkut, Orhon inscriptions e.t.c.. To understand their effects in identity of Turkey, some of the items can be explained as examples.

One of this identity formation tools is, "Orhon inscriptions". In this inscriptions, Turks have been described as: A Turk does not think that he will get hungry again when he is satisfied or he does not think that he will find food when he gets hungry. They lost their country believing in he Chinese tricks (Güvenç 1995). So, as it is seen, Turks has been defined as lazy and foolish people who live only for today without thinking about the future.

One of the Turkish story characters is "Keloğlan". He is a character that comes over lots of difficulties by using his intelligence. Keloğlan is an intelligent, patient, hard working, clean, benevolent, fearless character (Meydan Lorousse).

We also have to mention about "Ahis", that had an important role in the history. "Ahi" concept has emerged after the Selçuklu period but before the establishment of Ottoman Empire. It was an organization of young, generous and courageous

people. They were decent and honest young people fighting against brigands. They were helping the poor people. Their four main principles is listed as (Güvenç 1995):

- If you are stronger, forgive,

- When you get angry try to be calm,

- Be helpful even to your enemy,

- Even if you need help first help the others.

If we consider all these historical underpinnings of the Turkish identity, we can have a general idea about the Turkish people's identity, but it is not clear that how much the effect of those historical issues are. Basing on the historical data, Turks can be identified as lazy individuals who believe in fate, live for the day and do not think about the future, love each other. Also, they are helpful, benevolent, tolerant, e.t.c. For a detailed exploration of the identity of Turkey, it is indispensable to learn about the Turkish people's thoughts about their country. For this purpose, a survey has been conducted among a sample of Turkish students and businesspeople.

III. RESEARCH AND METHODOLOGY

III. A. AIM OF THE RESEARCH:

In this research, the aim is exploring the Turkish people's thoughts about the Turkish identity. In the beginning, only one questionnaire was prepared for the study, which was asking about the thoughts of people about their country, the countries they associate with their country and the countries they think as different from their country. As the gathered data was not enough for the exploration, a second questionnaire was prepared in order to learn about the Turks' thoughts about Turkish people. The last part of the second questionnaire was again aiming to explore the thoughts about Turkey as a country, but this time some projection techniques were used.

III. B. RESEARCH DESIGN:

In this research both primary and secondary data were used. Secondary data consists of Ger's (1995) findings about the foreigner's image of Turkey. In order to collect primary data for the research, the qualitative techniques were used. Among the several kinds of qualitative methods, the method used in this study is "In-Depth Interview", which is semi-structured. The questions covering a specific list of topics have been formulated, but the timing, exact wording and time allocated to each question area was left to the respondent. Qualitative research methods are less structured and more intensive than standardized questionnaire-based interviews. There is a longer, more flexible relationship with the respondent, so the resulting

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data have more depth and richness of context, having a greater potential for new insights and perspectives. By using structured questions, it is not possible to understand the nature of the phenomena and exploring the meanings. There is only one quantitative question among all the questions.

III. C. SAMPLES:

All the samples in this study have been chosen by the "snowball sampling" method. This is a technique of building up a list or a sample of a special population by using an initial set of its members as informants i.e. to supply the names of further people to participate in the study. The initial group was consisting of the people around me. The number of respondents are small and only partially representative of the target populations just as in the case of other qualitative researches.

Two researches took place in this study. A sample of 60 people participated in the first study. Among these 60 people, 30 were businesspeople and 30 were undergraduate and graduate students. The average age of students is 23.95 where %75 of them are male and the rest is female. Businesspeople are at the average age of 48.25 and almost all of them are male.

In the second study, the sample size was 30 where half of the respondents were businesspeople and the other half were students. Average age for businesspeople is 42 where %33 of them are female. Average age of the students is 27 where %47 of them are female.

In the group of businessmen there are both the ones who cooperate with or do not cooporate with foreign firms; but all of them are either the manager of their own

companies, or working in private sector as a manager. Main reason for interviewing the businesspeople was that, they are the ones who mostly interact with foreigners even if they do not cooporate with them. Also, they are the ones who have to market Turkey. As most of them are managers , they were also thought to be knowledgeable about Turkey and Turkish people as a result of their own company's research conducted for marketing their products. On the other hand, the students were chosen among undergraduate and graduate students from different universities such as Bilkent, METU, Hacettepe and Ankara from the departments, MBA, international relations and medicine (pharmacology). The aim of choosing these groups is that, they will be businesspeople of the future.

All respondents were contacted individually. Some of them were asked to fill out the questionnaire(Appendix 1 and 3) by themselves, but most of the respondents were interviewed individually.

III. D. QUESTIONNAIRE:

Two different questionnaires were used in this study. In terms of qualitative techniques making interviews is equivalent to using 'open-ended' questions. Therefore, both of the questionnaires worked out consist of open-ended questions by only one exception(3 rd question of the first questionnaire).

In the first questionnaire (Appendix 1), the aim is learning about "How Turks see their country?". First step of the identity determination is done by asking about the attributes that differs Turkey from the other countries and the attributes that makes Turkey similar with other countries (questions 1,2). Then, a further question is asked in order to be able to group Turkey together with other countries and to find

out whether it is grouped together with Eastern or Western countries (question 3). In order to learn about the meaning of "being Western" for Turks, their feelings and thoughts about Western countries are asked as fourth and fifth questions. The aim of asking these questions is to find out, whether Turks only want to see themselves as Western or do they really believe that, they have the conditions of being Western. In order to have a general idea about the people's thoughts about political, economical and social situations in Turkey, questions 7 and 8 are asked. This question bases on the statement of Hijelle(1981): knowledge about a person's past helps to reveal the present course of his life. Question 9 is for testing, Turks' awareness about the image of Turkey and question 10 is to obtain an idea about Turks' thoughts about Turkish products. After having obtained an idea about the identity of Turkey, the respondent is asked to give a list of thoughts, products, places associated with Turkey (question 6). This question is formulated according to a method used in marketing to measure message acceptance. The respondents were wanted to list their thoughts about Turkey with valences. First, they listed all feelings occurred immediately to them about Turkey, then they indicated if these thoughts were positive or negative. Lastly, they evaluated the association of that item with Turkey by using a seven point scale.

First part of the second questionnaire aims the identification of a typical Turk (Appendix 3). First of all, the physical appearance of a typical Turk is asked for finding out whether it is closer to Eastern world or Western world. In order to learn the life style, occupation, education, economic status, possessed products, spare time activities of the typical Turk several questions are asked. In order to explore the personality of the typical Turk, questions about a Turk's needs, values and feelings are asked. The second part of the second questionnaire includes projective techniques. The central feature of all projective techniques is the presentation of an

ambiguous, unstructured object, activity or a person that a respondent is asked to interpret and explain (Kassarjian, 1974). Here, two projective techniques are used: word association and personification. In the word association part, the respondent is asked to supply the first words or phrases that comes into his/her mind after thinking about " being a Turk". The aim is first, to check the validity of the respondents' answers to the previous questions , secondly, to learn about the other thoughts not touched by a specific question. In the personification part, the respondents are asked about Turkey as a person, as an animal and an automobile. This method is included to elicit impressions and reflections, to go beyond a list of positive and negative thoughts, and examine the interactions among the thoughts, and the symbolic meaning (Ger, 1995). The aim of using three different personification techniques is the need for the validation of the accuracy of the findings.

III. E. ANALYSIS

Three types of analysis have been conducted to analyze the data. The methods used to analyze the qualitative data were, Content Analysis and ranking whereas for the analysis of quantitative part, some statistical tests to test the significance of the difference among each country considering the liking attribute were used. Data analysis for qualitative research is not a linear but an iterative process. Analysis starts shortly after the first data are collected and proceeds simultaneously with data collection. As, the questions are in the open-ended form, the interpretation is not too easy. Qualitative research often results in large volumes of verbal text that must be interpreted and summarized using one of a number of text based analysis techniques.

III. E.1. Content Analysis

Content Analysis is an accepted method for textual investigation, particularly in the field of mass communications (Silverman, 1993). It involves establishing categories and then counting the number of instances when those categories are used in a particular item of text.

The analysis of the open ended questions is done by classifying the answers according to key words and phrases and than by taking the most frequently repeated answers into the consideration. The answers to the question about the countries similar to Turkey and different from Turkey were content analyzed and categorised (Table 1). The thoughts and feelings about Turkey are also content analyzed and categorized according to the most frequent answers. This method is also used for analyzing the answers related to, foreigners possible thoughts about Turkey (Table IV), description of a Turkish people, 15 adjectives about a Turk and the personification tasks.

III. E. 2. Ranking of the thoughts associated with Turkey

For the evaluation of the factors that are associated with Turkey positively or negatively (question 3), a variable has been defined. This was done also for the ease of comparison of findings with the findings of the Ger's research (1995). This variable Y is the multiplication of % of thoughts, % of being positive or negative of thoughts and the mean association of the positive or the negative thoughts (Table III). All the findings of this research and the discussions about those findings can be seen in the next section.

III. E. 3. Testing the significance of the difference among each country considering the liking attribute

For the aim of testing the significance of the difference among each country considering the liking attribute, non-parametric statistics was used. This is because, the data is not ordinal and none of the countries except Portugal distributed normally i.e. none of the p value was greater than 0.05 (Appendix 5). The non-parametric test used for testing the difference among all the countries together is Kruskal-Wallis test (Appendix 6). After finding a significant difference among countries (p-value was smaller than 0.001), each of the countries was compared with Turkey one by one, by using Mann-Whitney test (Appendix 7).

IV. RESULTS AND DISCUSSION

While exploring the Turkish identity, one has not only to know that, it is the area governed by the Turkish government where Turkish people live and share the same history and myths, but it is also important to know, with what those people identify their country and what they think about their country. So, the starting point in the identity exploration of Turkey is studying the historical background of Turkey and in the "Literature Survey" section, historical underpinnings of the Turkish identity has been explored. Further, people's thoughts about their country is important in an identity exploration. Therefore, Turkey's associations with a person, with a car and with an animal is analyzed first. Then in order to group Turkey among Eastern or Western countries, the countries that are most and least similar to Turkey are stated. To understand the respondents' real thoughts about their identity, also their thoughts about Western countries are mentioned. Third important step in an identity formation is the analysis of people's thoughts about the people living in that country. For this aim, the respondents' description of a typical Turk is stated. Finally, by combining all the findings, Turkish identity is described and by the comparison of this identity with the image of Turkey, the possible reasons for the formed image are analyzed. A basis is formed to make recommendations for improving the negative image.

IV. A. IDENTITY OF TURKEY

IV. A. 1. Turkey as a country

According to the respondents, Turkey has a honourable history. In spite of all of the aggressive behaviour against Turkey, Turkey is still alive. So, the Turkey's being powerful and strong makes people think Turkey as a man or a lion. The same group thinks that, today the powerful Turkey left its place to a tired country; the developments in Turkey slowed down (i.e. while Turkey was thought as a lion, now it is resembled only to a turtle). Turkey's aggressive attitude converted to a more protective attitude. Sample responses to support this statement are:

"In fact she was really a beautiful woman when she was young. Because of being used and exploited she is seeming older than she really is." (Aslı, 24)

" He is a grandfather that still tries to do something, but also knows that he does not have so many days to live. He can do everything to go back to the good old days." (Aylin, 25)

The comments of the respondents shape Turkey as a country continuously trying to reach to the level of more developed countries, but its improvement is not continuos. The mentality of some Turkish people and the problems mostly created by the administration causes pauses. This is almost same with a slowly going and frequently braking down old car, such as a "Murat 131" or "Serçe", which are old models and do not have any luxuries. For the repair and finding the spare parts, still the Western countries are needed. In fact, Turkey has a great potential to develop itself but there is nobody to make use of this potential. If this potential is used,

Turkey can reach to a more developed level. Sample responses to support this statement are:

"He is a baby between ages of 0-2, because in Turkey, people try to deal with the problems without thinking. Their reflexes are such as a baby. For Turkey to reach a civilization level, more time is needed." (Alp, 25)

" He is a baby that is in the infantile period. He has some movements inside but he has not begin to walk yet."(Uğur, 24)

" Turkey can be associated with a horse. Depending to its rider, it can go fast or slow." (Veysel, 27)

" Turkey can be associated with a wild horse. By taming it, one can have a noble and fast running horse" (Ayşe, 30)

" Turkey can be associated with a colt. If it is raised carefully it can be a valuable racing horse, otherwise it will be the horse of a milkman" (Alp, 25)

" Turkey is a dog of good race that is tied with a chain and taken in a cage. If it can escape, it can show off the attributes of its race." (Ahmet, 60)

As the first step of the exploration of Turkish identity, from the results of the personification test, Turkey is thought as a country that has not developed yet. If the potential can be used in the future, there is a possibility to be grouped as a developed country. The second step for the identity exploration is, identifying the countries that are associated with Turkey and the countries that are found to be different from Turkey.

Indeed, Turkey is different from other countries. It is neither similar to other Muslims, nor to Westerns. For the respondents, it was very difficult to think about the countries similar to Turkey. Although this was the case, the respondents mostly associated their country with Western countries. The most frequently resembled country to Turkey is Greece with % 28 (Table 1), second country is Italy with %25 and the third country is Spain with %11. The common and most frequent reason of resemblance to Greece, Italy and Spain is 'people' (Table 1). This is because all of these three countries are all Mediterranean countries, so the physical appearances, characteristics such as being warm blooded, friendly and behaviour of people such as talking loudly are similar. Bad economy, is another common reasoning of the resemblance of three countries to Turkey. Public, social and political disorders are the most mentioned reasons of the similarity between Greece, Italy and Turkey. Although the most frequently stated countries to be similar to Turkey are Western countries, the reasons given are not related to their being developed but they are the weaknesses of those countries. There are only a few people that associate Turkey's not being developed with the Eastern countries such as Egypt or Pakistan (Table 1). The reasons of this resemblance are given to be religion, dirtiness and life-style. The frequency of those answers is low, because even for the disorders, Turks do not want to associate themselves to Eastern countries. One reason for this may be, the fact that being Muslim has been valance 76.2% negatively by foreigners (Ger, 1995) and it is a reference to Arabic culture. So, Turks are afraid of being evaluated as negative as other Eastern countries, as they think themselves superior. Another reason may be that they do not see themselves as pure Muslims. Sample responses to support this statement are:

" A Turk is Muslim but he drinks rakı which is a men drink..." (Ahmet, 60)

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"A Turk says, 'I am Muslim', but, do not know the responsibilities of being a Muslim..."

(Tufan, 22)

Then, who are Turks? Are they European as they associate themselves with those countries, or are they Eastern as they have the same weaknesses with those countries. According to Mann-Whitney test, Turks' liking of their country is not significantly different from their liking of Italy, France and Spain. It is obvious that, they associate themselves with Western countries as they see themselves superior to Eastern countries, but they are aware that they have lots of weaknesses and they are not a developed country yet. Reasons given as the similarities between Turkey and Western countries and the real characteristics of being European do not associate. The stated similarities between Turkey and Western countries are people and all kinds of disorders; whereas, the core countries of Europe are determined by economic modernization, democracy and political stability, as well as a rich body of common traditions (Garcia 1993). Also, respondents' definition of the European countries, consists of;

" economic modernization (%15), being hard working (%12), being disciplined and systematic (%11), high education level (%10), being democratic (%10), human rights (%10), being technologically developed (%5), being developed (%4), having confidence in one self (%3)".

Following this comparison, it is obvious that Turkey is not a Western country. The main countries that are thought to be completely different from Turkey are, USA(21 % of the answers-Table II), Japan (18% of the answers), Germany and England (15% of the answers), Sweden (13% of the answers), Switzerland (8% of the answers) and Iran (6% of the answers). One of the common reasons that differs

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Turkey from those countries is, their being in a good economic state (Table II: for USA by 29%, for Germany by 7%, for England by 19%, for Sweden by 21%, for Switzerland by 33%). Another common reason has been stated to be their being democratic. As, it can be seen from Table II, their life styles, placing importance on human rights, their being hard working, disciplined, having high technology are the common and most frequently repeated reasons regarding the dissimilarities between Turkey and the stated countries. Because of administration and human rights, Turkey's superiority to Iran and Saudi Arabia has also been stated, but this statement has been proposed by only about % 7 of the sample, where the remaining %93 think Turkey to be different from more developed Western countries.

If we combine those findings, we can draw an identity frame for Turkey. Turks do not like their country. They have defined the meaning of being Western and they could not associate their country with this definition. As a result, Turkey can not be classified as European. The image of being European is attractive for Turks. By imitating their life styles, products e.t.c., they try to be recognized as Europeans but in fact they know there are more things to be European. This conclusion can also be supported by the identification of a Turkish person. Both as character and appearance, Turks define themselves closer to the Eastern countries.

IV. A. 2. Identification of a typical Turk

For the exploration of identity of a country, it is important to learn about the people's identification about their country. This identification both includes the thoughts about the country and the thoughts about the people living in that country. For the aim of exploring the identity of Turkey, it is better to shape this country as a single person basing on the responses of the sample group. As, a Turk has been defined to be

male by the respondents, the descriptions will be made by using the personal pronoun "he".

Descriptions, pictured a male(with 5 exceptions); about 37 years old (the range is 28-50, with the frequency between 30-35, and the average is 37) symbolizing the increasing young population of Turkey. He is not very educated, i.e. most probably at most a graduate of high school and even if he is a graduate of a university(only 6 people saw him as a university graduate), he is not very educated and cultured. Most probably, he is a government official(only a few said that he is self-employed or he is a street peddler). He is living in one of the big cities(with 3 exceptions) but mostly in an old house that is in the poorer areas of the city. He is in lower/middle class status(he is able to support his 2 or 3 children and wife hardly).

Physically, he is not very tall (between 1.65-1.75), a little bit fat (only 3 says he is thin), brunet, have a moustache and most probably, has not been recently shaven. His hair is short, may be he fell out hair. He has narrow shoulders. He seems neglected, disgusting and not healthy. This is the result of trying to survive in very hard conditions without even complaining. This person has been associated with a horse, donkey or mule considering their always carrying heavy loads; and because of being directed easily without complaining he is associated with a sheep. We can say that, physically he is more similar to an eastern person rather than a Western one.

According to the most of the respondents, that person's clothes consists of mostly the dark coloured ones. May be because of being poor, or because of being inexperienced(he came to the big city from a small town or country), he does not show any care to dress himself, he is wearing ugly clothes. The only meaning of the

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clothing for him is, protecting the body from cold or hot. The general style for him is wearing a shirt, one or two buttons from above of which are open. He wears a fabric trouser or may be a suit of clothes but most probably they are wrinkled. He does not put on a tie , even if he has a tie its colour does not match with the colour of the suit or the shirt. His shoes have a small heel and a pointed front, dusty and muddy. A few of the respondents add that he does not show much care to his clothes but he chooses the imitation of the well known brands for the reason that wearing these kinds of clothes may make him feel more European. Besides, the products that he can not do without are his cigarette package, his small comb and his rosary. He is also using a Turkish perfume, which is most probably the imitation of a well known European one; but he is dirty and showering less frequently because of the standards of his house. As a result, he tries to imitate a Western style, but because of the Eastern mentality and economic conditions, he is not seen as western.

Different from most of the Western people, he is lazy and like to show off. Because of this, even he has to borrow money from someone else, he will have a car. Having a car is very important for him so, he will buy the best car that he can afford. Mostly, this car is a Turkish car "Doğan" or "Şahin", the ones that are almost the cheapest. If he is able to afford a better one, he would prefer, "Mercedes" which is, he thinks, best represents his wealth. Because of the same characteristics going on a holiday is also very important for him. On his vacation, he either goes to a cheap boarding house in the South coast of Turkey, or he goes to the camp owned by his company. On holiday, he passes all his day at the beach with sun bathing without reading even a page of a book. In the afternoons, the most enjoyable activity for him, is walking on the seaport and eating dried fruits and nuts. When, night comes, he drinks his "rakı" and watches television. It is a nightmare for him, but if he

can not find money for a holiday, he goes to his home district and spend his days with his relatives. His not going somewhere on holidays is less probable (only 4 of the respondents stated this answer). This person has a monotonous life as a result of being lazy. He likes watching television, especially watching the football games. He sits and chats, plays cards in the local cafe. He smokes and at nights he drinks "rakı". He does not have hobbies. According to Ziya (53): *"... in his spare time he does not do anything."* If he listens to music, it is certainly Turkish music, Turkish pop or "arabesque". He does not have any time to read a book, go to the cinema and theatre. According to, Oğuz (26), who is a post graduate student: *" The Turkish person enjoys trying to solve the code of Cine-5"*

Other than his being lazy, he is also characterized as intelligent, disrespectful to others and the environment, friendly, helpful, hospitable, nationalist, sulky faced. Chaste is the most important concept in his life. Some comments are:

"Her wife's and daughters' honour is the most important thing in the world, he can kill another person for that reason, but all other women are harlot in his eyes"(Ahmet, 60)

"His honour is over everything..."(Yüksel, 37)

He is a Muslim but because of laziness he does not do most of the duties of being Muslim. One of the responses to support this statement is:

"He is religious but he can not do without drinking 'rakı" (Pelin, 24)

He is believing in fate too much. He is submitting himself to the powerful ones, i.e. he is afraid of being against the government. He is innocent and can be easily mislead. Also, directing him is very easy. Instead of doing research and creating new things, he prefers imitating. He believes in the superiority of the men over women. His most important needs are economic, because of being in such a need, he does not think about his other needs and because of being taught to be contented with the least, his needs have been suppressed. If his economic needs are satisfied (shelter, food...), his second need is belonging and having friends. Especially his family is very important for him; he lives for his family rather than for himself. In order to be accepted by the society, he gives more importance to the society's thoughts rather than his own thoughts. Sample responses to support this statement are:

"He earns for himself but lives for others. The neighbours thoughts and beliefs about himself and his family are very important for him." (Kerem, 55)

"He is afraid of the people around him. Their thoughts are more important than his own thoughts..."(Ali, 55)

He is too emotional and affected even from the small events very easily. He expresses his feelings by exaggerating. His pleasures and worries are mostly related to his family (his children's marriage, their passing an exam e.t.c.) and to the football team that he supports its winning a game. He is nationalist, so, he also becomes happy or sad as a result of national events such as the victory of national football team, any behaviour that is done or any word that is said against the Turkish nation. He is afraid of loneliness and loosing his job; he wants to be seen powerful and to be.

Considering these findings we can group Turkey in the under-developed Asian countries. According to Güvenç (1995), a person from Asia has the characteristics of being sensitive, timid and uneducated. He is not creative and does not have principles. On the contrary, he defines a person from Europe as, strong, fearless, educated, creative and having principles. So, the Turkish person that is characterized as, not educated, lazy, not creative, not respectful to others, neglected, dirty, rude, sensitive can not be categorized as European.

%40 of the respondents said that they would talk and try to be friends with that person. Clearly, the person described above is a Turkish person so it is not logical to say 'I can not have a good relationship with myself'. This person's being friendly and helpful is the other reason for the respondents' wish to be friends with him. Although this is the case, 60% do not want to form a relationship with that person. They say that, they do not have anything to share with such kind of a person. If Turks define themselves in such a way and then do not want even talk to that person, it is very hard to be loved by foreigners.

If we combine all of our findings, the Turkish identity, being far away from that of the developed European countries, is more similar to that of the non-developed Eastern countries. In order to understand, if Turks' self-perception as non-European affects foreigners image of Turkey, the explored identity and the foreigner's image of Turkey (Ger, 1995) should be compared.

IV. B . COMPARISON OF TURKEY'S IMAGE AND IDENTITY

Turkish people see their country worse than the foreigners see it. Therefore, it is very hard to promote the country to the foreigners and make them feel positively

about Turkey. In order to discover, whether foreigners are really affected from this identification in their formation of image of Turkey, we have to make a comparison of the thoughts of both of the groups.

In the Ger's research the students from France and USA have grouped Turkey among Israel, Egypt and Greece. This is same as the grouping of the Turkish respondents. By this grouping, Turkey is perceived to be a mixture of "East" and "West", but more Middle Eastern than Western. Greece is seen to be the most similar country to Turkey. Turks also put themselves in the same category. They do not see Turkey as a developed country, but they want to be included in the group of Western countries.

Turkey's determined identity of being non-European, is also supported by foreigners' definition about Turks. They also identify Turkey mostly as male, of short/medium height, not been recently shaven. The occupation, socio-economic status, dressing style and activities are all stated in the same direction by both Turks and foreigners. Different from Turks' identification, foreigners see Turkish people as hard working and religious. Turks are religious, but as stated, they do not know much about the duties of being Muslim. Foreigners easily associate Turks with Arabians because of religious similarities. They think that being underdeveloped is a result of being Muslim. This really effects Turkey's country of origin negatively.

Considering the thoughts associated with Turkey, both Turks and foreigners believe that, sights and sites of Turkey are the most important feature of Turkey(Table III). On the other hand, they do not care about Turkey's social, political and economic situation as much as Turks do. Although the thoughts about the representative products are all positive on the side of Turks, the awareness of foreigners about this products is not too much. The representative features of Turkey

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are not given too much importance by both Turks and foreigners. They are rated lower than the history and culture of Turkey.

Turks are aware of their identity, which matches with the perception of foreigners about them. Moreover, Turks are aware of foreigners' thoughts about themselves. They believe that, positive thoughts of foreigners about Turkey are related to landscape and sites (sea, sun, nature, etc.), history, favourable characteristics of people(friendly, hospitable, etc.). These are exactly same as the responses of the French and American students' answers(Ger, 1995). There are two more considerations, Turks believe that foreigners is interested in: being a cheap country and a great market. Again according to Turks, the negative image of Turkey is the result of bad economy, immoral trade, PKK terrorism, missing human rights, environmental pollution, bad democracy and being lazy(Table IV).

Therefore, we can conclude about the identity of Turkey and the possible causes of the the negative image of Turkey. Based on the conclusion, recommendations to get away from the negative image will be suggested in the next section.

V. CONCLUSION AND RECOMMENDATIONS

After considering all possible combinations of perceptions, attitudes and personal thoughts about Turkey, now we can explore the Turkish identity. As, a country Turkey is grouped with the Eastern countries and as a nation, Turkish people are categorized far from Westerns. So, we can say that, Turkey is perceived as a non-developed country and closer to "East" rather than "West". So, the findings of the identity exploration study matches with the findings of the Ger's study(1995) . We can conclude that, Turkish people's self-construction and the foreigner's image of Turkey has many parallels.

As, image of Turkey has many parallels with the explored identity of Turkey, the first step to change the image of Turkey is building up the identity of Turkey. The first step of the identity formation is, learning the history. Not knowing the history makes the solution of identity problem that is common all over the world harder for Turks. If the history is tried to be learned, by studying the poems, book of travels, histories such as Leyla and Mecnun, Aslı and Kerem, Keloğlan, Karagöz and Hacivat e.t.c. the loss of history problem can be solved. By this way, without loosing the cultural values, a new identity formation can begin. Not loosing the cultural values will promote Turks to a better position. As an example, in the history of Turks there is a character named Keloğlan who was very harworking. Also Turks had a "hammam" culture that symbolizes being clean. It is seen that the explored identity of Turks is far from their own culture. Some of the cultural issues that Turks still live with are being hospitable, friendly and helpful. While constructing the identity it is important not to loose the cultural values. If Turks can succeed in gaining the lost cultural

values and keep the cultural values that they still live with, they will automatically begin to get away from their weaknesses. Unfortunately only %9 of my respondents thought about the culture and history of Turkey while mentioning about Turkey. The interest and awareness about this item should be increased urgently for the improvement of image..

Secondly, it was found that, Turkish people are aware of the weaknesses about Turkey, but as they want to associate themselves more with Westerns rather than Eastern, it is obvious that they do not want to accept those weaknesses. Those weaknesses consist of, being lazy, being dirty, lack of education e.t.c. Rather then hiding all these attributes, accepting those realities and trying to change them, will improve the identity and affect the image positively.

To improve the identity, another task is, solving the political problems. Foreigners do not associate those problems with Turkey too much, but as Turks', % 71(Table III) think those as great problems for Turkey, to be able to improve the identity that has a direct effect on image, these problems should be solved. These problems includes both economic and political problems such as unbalanced wages, problems related to democracy, problems related to education and problems related to human rights. By solving these problems, everyone will be given the chance to work freely, to be educated more and to live in better conditions i.e. their living standards will be as western's. By this way characteristics of Turkish people will also change that, they will work harder, be better looking and more educated people. It is obvious that, solving the political problems will automatically effect the identity of Turkey. As a result, Turkish people will be proud of themselves rather than hating themselves, and as this will be reflected while interacting with foreigners, the image will also be directly effected.

"Each mother's child is beautiful to her". Even the child is ugly, as the mother believes, she /he is very beautiful, she will tell everybody about her beauty and make others see his/her beautiful attributes. In our case, Turkish people see their country as bad as foreigners. It is very hard for them to promote their country to foreigners and make them feel positively about Turkey, while their own thoughts are negative about their country. So, as it is mentioned above, the first step to change the image is building the identity. Building the identity will automatically effect the image. After getting away from the negative country image, the second step should be having a positive country image and this can be done by promoting the country to foreigners.

For both Turkish people and foreigners the most frequently positively associated thought about Turkey is sights and sites. So, it is better to give importance to Turkey's sights and sites while promoting Turkey. Although almost all of the foreigners think positively about Turkey's sights and sites, only %21.8 of all thoughts are included in this category. In order to increase this association, it should given more importance to advertisement in the related subjects. After increasing the awareness and make foreigners visit Turkey, the rest three of the 4 P's become important. The service(product) quality should be offered to them. Turkey is a cheap country that it has price advantage and this should be sustained. By this way, their positive thoughts about Turkey will not be damaged. Distribution also important to support the overall image campaign with information and advice.

"Representative products", can also be considered while promoting Turkey. It is not among the most associated thoughts related to Turkey, both for Turks and foreigners; but its Y value for negative thoughts is zero. To make known a product

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that most of the people are not aware of yet but the ones that are aware of has a positive image about , is easier than changing the negative image of a product to positive. So, by effective advertisements and promotions, Turkey's differential products such as "rakı", "Turkish delight" can be made known as much as France's wine or Swiss' chocolate. Textile is another sector that Turkey is successful. These products are quality products and not very expensive. Increasing foreigners' awareness about those products may also result in a change of the image of Turkey.

There have been some limitations in this research: 1) The sample size is not very large. The first reason of this is research's being a qualitative research and the second reason is that, this study was conducted in Ankara, whereas the majority of businessmen are in Istanbul. 2) The samples were consist of only the businesspeople and students and this may not be represent all Turkish population. Also, most of the businesspeople were male. 3) As the questions were too long some people showed not much attention while giving their answers.

Within the limitations, the data suggest that, Turkish people's self-construction interacts with the foreigners' image about Turkey. From the discussions with the other people outside the sample group, I can say that, most probably this conclusion would not be different if more women were interviewed or the sample group have consisted of people from different social classes. Almost all of the people I have talked to were sharing the same opinions about Turkey and Turkish people. According to the real statistical data (1990 census), while %49 of whole population are female, the rest %51 are male. Average age of the Turkish population is. 26.43. Only %0.03 of all population have an undergraduate or graduate degree while %20 are not even a graduate of a primary school and %36 of the whole population are

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jobless. Also by these examples it can be seen that the identification of a Turk done by the respondents is not very far away from reality.

As a result, in order to get away from this negative image, the first thing to do is building the identity beginning from learning the history. Than, without loosing the cultural values, Turks should improve their identity. The improvements should be done both on individual and political base. After succeeding in building the identity, the image of Turkey will automatically change.

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APPENDIX 1: QUESTIONNAIRE 1

A RESEARCH ABOUT HOW TURKS SEE WEST AND THEMSELVES

Attached questionnaire is to be used to learn about "how Turks see their country and west". Your answers being carefully given is very important for the results of the research. Thank you for participating in this study.

P.C.: If you are interested in the results of the research and have a copy of it, please fill the part at the bottom.

SURNAME, NAME:

FIRM:

ADDRESS:

TELEPHONE:

FAX:

I. TURKEY AND OTHER COUNTRIES

1) List three countries that you think very similar to Turkey and please explain in which ways these countries are similar to Turkey in your opinion .

1. _____

_____

_____

2. _____

_____

_____

3. _____

_____

_____

2) List three countries that are very different from Turkey in your opinion and please explain in which ways these countries are different from Turkey.

1. _____

_____

_____

2. _____

_____

_____

3. _____

_____

_____

3) Please evaluate each of the following countries with respect to liking attribute by using a scale from 1 to 7.

I disagree 1...2...3...4...5...6...7 I agree

	likeable
MOROCCO	
SPAIN	
ALGERIA	
GREECE	
FRANCE	
ISRAEL	
ITALY	
EGYPT	.
TURKEY	
PORTUGAL	

II. THOUGHTS ABOUT WESTERN COUNTRIES

4) How can you express your feelings about western societies? (like, jealous, dislike, anger e.t.c.)

_____

5) What are the most obvious three characteristics of western societies in your opinion?

1. _____

2. _____

3. _____

III. THOUGHTS ABOUT TURKEY

6) Now, I would like to find out all the thoughts and feelings that occur to you when you think about Turkey. These thoughts may consist of :

- things that the word "Turkey" associates

- events, objects, products, places e.t.c. associated with Turkey.

Please, - separate your thoughts into individual ideas to be written down separately,

     - use one numbered line below per idea

     - express each thought clearly.

After writing your thoughts, use the space at the end of each line to mark (+) if you think that thought is positive or favourable, or (-) if it is negative or unfavourable.

As a third step, please evaluate how closely each thought is associated with Turkey and write down next to each thought the appropriate number from the following scale:

very closely associated 7...6...5...4...3...2...1 not associated at all

	+/-	7/1
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____

7) How can you evaluate the development of Turkey until today?

CULTURAL : _____

_____

_____

ECONOMIC: _____

_____

_____

SOCIAL: _____

_____

_____

8) What are your expectations and thoughts about the development of Turkey in the future?

CULTURAL : _____

_____

_____

ECONOMIC: _____

_____

_____

SOCIAL: _____

_____

_____

9) In your opinion what are the positive and negative thoughts of the foreigners about Turkey?

POSITIVE: _____

_____

_____

NEGATIVE: _____

_____

_____

10) In your opinion, is "Made in Turkey" positive or negative symbol? Please explain.

_____

_____

_____

IV. GENERAL INFORMATION:

1) Age :

2) Sex:

3) Education:

4) Occupation:

APPENDIX 2 : QUESTIONNAIRE 1 WITH THE ANSWERS OF AN EXPERT

A RESEARCH ABOUT HOW TURKS SEE WEST AND THEMSELVES

Attached questionnaire is to be used to learn about "how Turks see their country and west". Your answers being carefully given is very important for the results of the research. Thank you for participating in this study.

P.C.: If you are interested in the results of the research and have a copy of it, please fill the part at the bottom.

SURNAME, NAME: Dogan Orhan

FIRM: TUTAV

ADDRESS: Ugur Mumcu sok. No.24 GOP/ Ankara

TELEPHONE: 4374576

FAX: 4364511

I. TURKEY AND OTHER COUNTRIES

1) List three countries that you think very similar to Turkey and please explain in which ways these countries are similar to Turkey in your opinion .

1. *GREECE*

   The similarity is especially because of living together for a long time and sharing the same values in art and culture.

2. *PORTUGAL*

   Because of social life. First of all, we are similar in the phase of construction. If you look at their buildings, you can see small markets, groceries, butcher under every building. Also, if you look at people, they stand on the back of their shoes, they carry their jackets on their shoulder like us.

3. *ITALY*

   First of all, it is also a Mediterranean country. Our people are similar, for example they also talk loudly. Also, our social lives are similar(spitting out, stealing are the same properties). As a conclusion, I can say Mediterranean countries in Europe are similar to Turkey.

P.C. This is really a difficult question, because we are not similar to any Muslim country, we are more similar to European countries but we are not European either. So , we are really very different from the rest of the world.

2) List three countries that are very different from Turkey in your opinion and please explain in which ways these countries are different from Turkey.

1. *SINGAPORE:*　　*The strict social life rules (e.g. traffic, cleanliness)*

2. *AUSTRIA:*　　*They are civilized. Culture, human rights, respect to each other, cleanliness; all differs them from us*

3. *CHINA:*　　*No relation with the world, stick to own culture, a wonderful country.*

3) Please evaluate each of the following countries with respect to given attributes by using a scale from 1 to 7. Please put a (x) sign in the space on the right if you have visited this country before.

I disagree 1...2...3...4...5...6...7 I agree

	likeable
MOROCCO	2
SPAIN	7
ALGERIA	1
GREECE	7
FRANCE	7
ISRAEL	5
ITALY	7
EGYPT	5
TURKEY	6
PORTUGAL	6

II. THOUGHTS ABOUT WESTERN COUNTRIES

4) How can you express your feelings about western societies? (like, jealous, dislike, anger e.t.c.)

I like them and I am jealous of them.

5) What are the most obvious three characteristics of western societies in your opinion?

1. *Democracy*

2. *Human rights*

3. *Principles*

III. THOUGHTS ABOUT TURKEY

6) Now, I would like to find out all the thoughts and feelings that occur to you when you think about Turkey. These thoughts may consist of :

- things that the word "Turkey" associates

- events, objects, products, places e.t.c. associated with Turkey.

Please, - separate your thoughts into individual ideas to be written down separately,

  - use one numbered line below per idea

  - express each thought clearly.

After writing your thoughts, use the space at the end of each line to mark (+) if you think that thought is positive or favourable, or (-) if it is negative or unfavourable.

As a third step, please evaluate how closely each thought is associated with Turkey and write down next to each thought the appropriate number from the following scale:

very closely associated 7...6...5...4...3...2...1 not associated at all

	+/-	7/1
1. settled civilization	+	7
2. lovely people	+	7
3. bad traffic	-	5
4. wooden house	+	7
5. using the country badly	-	7(similar to Muslim countries)
6.		

7) How can you evaluate the development of Turkey until today?

CULTURAL : *We are a country that is confused between Western and Islamic cultures. While we are trying to set our culture, we are getting degenerated.*

ECONOMIC: *We are creating very large social differences because of economic conditions.*

SOCIAL: *We are extravagant society that think as Easters, but we try to live as westerns.*

8) What are your expectations and thoughts about the development of Turkey in the future?

CULTURAL : *If we succeed in being contemporary without loosing our cultural values, we can develop culturally.*

ECONOMIC: *If the Customs Union lead us to European Union and if GAP has a positive effect, we can be better in economics.*

SOCIAL: *Solution of the cultural and economic problems will also effect the social development (democracy, human rights e.t.c.)*

9) In your opinion what are the positive and negative thoughts of the foreigners about Turkey?

POSITIVE: *History, our helpful and hospitable people. Mostly, foreigners say that we have a beautiful nature but it is not really a beautiful one, if we compare with many other countries.*

NEGATIVE: *Traffic, cleanliness, meals (all of Turkish people think our meals as a positive criteria, but foreigners think them as very oily and not very assorted.)*

10) In your opinion, is "Made in Turkey" positive or negative symbol? Please explain.
In the past, it was positive for me, but now, I do not believe in its quality.

IV. GENERAL INFORMATION:

1) Age : 41

2) Sex: MALE

3) Education: UNIVERSITY

4) Occupation:................

APPENDIX 3:QUESTIONNAIRE 2

A RESEARCH FOR "TURKISH IDENTITY"

Attached questionnaire is to be used to learn " How Turks see themselves and their country". In this study, we are interested with your impressions and mental imagery. Your answers being carefully given is very important for the results of the research. Thank you for participating in this study.

P.C.: If you are interested in the results of the research and have a copy of it, please fill the part at the bottom.

SURNAME, NAME:

FIRM:

ADDRESS:

TELEPHONE:

FAX:

WHO IS A " TURK"?

I. HOW CAN YOU DEFINE A PERSON THAT REPRESENTS A TURKISH PERSON?

Please close your eyes and think about a typical Turkish person. Answer the questions below according to the person that you imagine.

1. Please tell about this person considering his/her age, sex, occupation, education level, socio-economic status and the place that he/she lives.

_____

_____

_____

2. Please tell about this person considering his/her physical features

_____

_____

_____

3. Please tell how she/he is dressed? What products does she/he own? If she/he has a car, what kind of a car is it? Where does she/he go for a vacation?

_____

_____

_____

4. What are the needs , values of this person? What kind of a personality does she/he have?

_____

_____

_____

5. Please tell me about the feelings of this person? What are the things that he/she afraid of? What kinds of things make her happy? What kinds of things disturbs him/her?

_____

_____

_____

6. What are his/her activities, interests, beliefs? What kind of music he/she listens? What kind of a lifestyle he/she has?

_____

_____

_____

7. Please write the first person you can think of as a typical Turkish person.

_____

8. How would you relate to this person? What would be your interaction with him/her? That is, would you avoid or be friend, talk to, invite to your home, have dinner with e.t.c. him/her?

_____

_____

_____

I. TELL ABOUT A "TURKISH PERSON" BY USING 15 ADJECTIVES.

1. A TURK IS _____

2. A TURK IS _____

3. A TURK IS _____

4. A TURK IS _____

5. A TURK IS _____

6. A TURK IS _____

7. A TURK IS _____

8. A TURK IS _____

9. A TURK IS _____

10. A TURK IS _____

11. A TURK IS _____

12. A TURK IS _____

13. A TURK IS _____

14. A TURK IS _____

15. A TURK IS _____

III. PLEASE IMAGINE THE COUNTRY TURKEY AS A PERSON FIRST, THAN AS AN ANIMAL, AND THIRDLY AS A VEHICLE AND ANSWER THE QUESTIONS BELOW.

1. If "Turkey" were a person, what would be the sex and age of her/him? Explain.

_____

_____

_____

2. If "Turkey" were an animal, which one would it be? What are the attributes of this animal that associates Turkey?

_____

_____

_____

3. If "Turkey" were a vehicle, which one would it be? What are the What are the attributes of this vehicle that associates Turkey?

_____

_____

_____

IV. GENERAL INFORMATION:

1) Age :

2) Sex:

3) Education:

4) Occupation:

APPENDIX 4: TABLES

TABLE I: *COUNTRIES THAT ARE INDICATED TO BE SIMILAR TO TURKEY*

Country	Reasons	Frequency of reasons n=107	% in the country	# of people saying the country is similar to Turkey	%
GREECE	People	19	18	49	28
	Culture, traditions	14	13		
	Meal	14	13		
	Mediterranean location	14	13		
	Geography	10	10		
	Economy	8	7		
	Social & political disorders	8	7		
	Life style	5	5		
	Others(dirtiness, music, public disorder, tourism, developing country, close families, European complex)	15	14		

Country	Reasons	Frequency of reasons n=77	% in the country	# of people saying the country is similar to Turkey	%
ITALY	People	25	32	44	25
	Geography, Mediterranean location	20	26		
	Public disorders	9	12		
	Life style	4	5		
	Social/political disorders	4	5		
	Economy	3	4		
	Others(culture, tradition, meal, close families, history, art, administration, climate)	12	15		

Country	Reasons	Frequency of reasons n=23	% in the country	# of people saying the country is similar to Turkey	%
SPAIN	People	8	35	19	11
	Geography, Mediterranean location	5	22		
	Tourism	3	13		
	Others (economy, music, climate, close families, meal)	7	30		
Country	Reasons	Frequency of reasons n=8	% in the country	# of people saying the country is similar to Turkey	%
EGYPT	Religion	4	50	6	3.5
	Culture, tradition	1	12		
	Life style	1	12		
	Unequal wage distribution	1	12		
	Environmental dirtiness	1	12		

Country	Reasons	Frequency of reasons n=6	% in the country	# of people saying the country is similar to Turkey	%
MEXICO	Economic disorders	3	50	6	3.5
	Public disorders	2	33		
	Have potential but lazy	1	17		

Country	Reasons	Frequency of reasons n=7	% in the country	# of people saying the country is similar to Turkey	%
USA	Cosmopolitan	2	40	5	3
	Public disorder	1	20		
	Consumption culture	1	20		
	Seems as democratic	1	20		
Pakistan	Economy	3	30	3	2
	Religion	3	30		
	Lack of democracy	1	10		
	Social and political structure	1	10		
	People	1	10		
	Developing country	1	10		

Rest of the answers are differentiating among Azerbeycan(culture, tradition, religion), Latin America (economy), Portugal (people, culture, income), Bulgaria (life style), England (terrorism), Algeria(religion, politics, social structure), Tunisia(tourism), Yugoslavia(culture), Argentina(economic disorders), Thailand, Iraq, Iran and Brazil.

But only one or two people gave each of those answers.

TOTAL # of ANSWERS= 117.

TABLE II: *COUNTRIES THAT ARE INDICATED AS DISSIMILAR TO TURKEY*

Country	Reasons	Frequency of reasons n=29	% in the country	# of people saying the country is similar to Turkey	%
USA	Economy	12	29	26	21
	Culture, tradition	6	15		
	Social & political conditions	4	10		
	Respect to others	2	5		
	Democracy	2	5		
	Being developed	1	2		
	Technology	1	2		
	Others	13	32		
Country	**Reasons**	**Frequency of reasons n=38**	**% in the country**	**# of people saying the country is similar to Turkey**	**%**
JAPAN	Hardworking	17	45	22	18
	Protecting culture	7	18		
	Technology	5	13		
	Disciplined	5	13		
	Others	4	10		

69

Country	Reasons	Frequency of reasons n=28	% in the country	# of people saying the country is similar to Turkey	%
GERMANY	Discipline	11	39	18	15
	Hardworking	5	18		
	Life style	2	7		
	Human Rights	2	7		
	Technology	2	7		
	Economy	2	7		
	Others	4	14		
Country	Reasons	Frequency of reasons n=32	% in the country	# of people saying the country is similar to Turkey	%
ENGLAND	Culture	7	22	18	15
	Economy	6	19		
	Life style	6	19		
	Democracy	4	12		
	Administration	4	12		
	Others	5	16		

Country	Reasons	Frequency of reasons n=29	% in the country	# of people saying the country is similar to Turkey	%
SWEDEN	Economy	6	21	15	13
	Democracy	5	17		
	Life styles	4	14		
	Respect	3	10		
	Culture	3	10		
	Human rights	2	7		
	Others	6	21		
Country	Reasons	Frequency of reasons n=9	% in the country	# of people saying the country is similar to Turkey	%
SWITZERL AND	Life style	3	33	10	8
	Economy	3	33		
	Civilization	2	22		
	Human rights	1	11		

71

Country	Reasons	Frequency of reasons n=6	% in the country	# of people saying the country is similar to Turkey	%
IRAN	Administration	5	83	7	6
	Human rights	1	17		

Rest of the answers are differentiating among Denmark(wage distribution), Scandinavia countries(administration, politics, culture and education), Arabia(administration and system) and Algeria. But only one or two people gave each of these answers.

TOTAL # OF ANSWERS= 123

TABLE III: PERCENTAGES OF DIFFERENT CATEGORIES OF THOUGHTS LISTED, AND VALANCE AND THE CLOSENESS OF ASSOCIATION OF EACH TYPE OF THOUGHT

Categories of thoughts	% of thoughts A	valance (%positive) B	mean association of (+) thoughts C	mean association of (-) thoughts D	Y for pos. thoughts= A * B * C	Y for neg. thoughts= A *(1-B)* D	Y FOR POSITIVE THOUGHTS (GER'S)
Social situation	36	34	5.9	3.3	0.72	1.19	
Economical, political situation	25	31	5.6	5.82	0.43	1.004	0.16
Sights and sites	15	97	6.25	1	0.91	0.0045	0.90
History and culture	9	72	6.35	6.3	0.41	0.16	0.32
Representati ve products	6	100	6.3	0	0.36	0	0.174
Representati ve things	4	82	6.7	4.75	0.22	0.03	0.12
Human rights and freedom	3	10	2	6.3	0.006	0.17	0.02
Region	1	100	7	6.7	0.007	0	0.21

TABLE IV:

What do foreigners think about us?

POSITIVE	%	NEGATIVE	%
Hospitality	24	Immoral trade	13
Tourism	15	Bad economy	11
Nature, climate	12	PKK terrorism	10
History	9	Human rights	10
Cheapness	9	Environmental pollution	10
Great market	7	Bad democracy	8
Meals	5	poor, non-developed	4
Developing	5	Arabian culture	4
Others	12	Being Muslim	3
		Laziness and lack of education	1
		Others(each one has been stated by only one person)	25

APPENDIX 5: NORMALITY TEST

IF THE P-VALUE IS GREATER THAN 0.05 THE DISTRIBUTION IS NORMAL.

FOLLOWING THE RESULTS OF THE NORMALITY TEST THE HISTOGRAMS OF EACH COUNTRY ARE GIVEN.

ALGERIA

Mean	1.8000	Std.Error	0.1361
Median	1.0000	Variance	1.1119
5% trim	1.6852	Std. Dev	1.0544

	statistics	df	significance
K-S (Lilliefors)	0.2926	60	0.0000

NOT NORMALLY DISTRIBUTED.

EGYPT

Mean	3.7667	Std.Error	0.1862
Median	4.0000	Variance	2.0802
5% trim	3.7593	Std. Dev	1.4423

	statistics	df	significance
K-S (Lilliefors)	0.1692	60	0.0002

NOT NORMALLY DISTRIBUTED.

FRANCE

Mean	5.6667	Std.Error	0.1955
Median	6.0000	Variance	2.2938
5% trim	5.8148	Std. Dev	1.5145

	statistics	df	significance
K-S (Lilliefors)	0.1893	60	0.0000

NOT NORMALLY DISTRIBUTED.

GREECE

Mean	3.7667	Std.Error	0.1862
Median	4.0000	Variance	2.0802
5% trim	3.7407	Std. Dev	1.4423

	statistics	df	significance
K-S (Lilliefors)	0.1857	60	0.0000

NOT NORMALLY DISTRIBUTED.

ISRAEL

Mean	3.8667	Std.Error	0.2286
Median	4.0000	Variance	3.1345
5% trim	3.8519	Std. Dev	1.7704

	statistics	df	significance
K-S (Lilliefors)	0.1367	60	0.0071

NOT NORMALLY DISTRIBUTED.

ITALY

Mean	5.6667	Std.Error	0.1970
Median	6.0000	Variance	2.3277
5% trim	5.7963	Std. Dev	1.5257

	statistics	df	significance
K-S (Lilliefors)	0.1911	60	0.0000

NOT NORMALLY DISTRIBUTED.

MOROCCO

Mean	2.8667	Std.Error	0.2023
Median	3.0000	Variance	2.4565
5% trim	2.7407	Std. Dev	1.5673

	statistics	df	significance
K-S (Lilliefors)	0.1599	60	0.0006

NOT NORMALLY DISTRIBUTED.

PORTUGAL

Mean	3.8500	Std.Error	0.2000
Median	4.0000	Variance	2.4008
5% trim	3.8333	Std. Dev	1.5495

	statistics	df	significance
K-S (Lilliefors)	0.1123	60	0.0575

NORMALLY DISTRIBUTED.

SPAIN

Mean	4.9667	Std.Error	0.1825
Median	5.0000	Variance	1.9989
5% trim	5.0185	Std. Dev	1.4138

	statistics	df	significance
K-S (Lilliefors)	0.1406	60	0.0048

NOT NORMALLY DISTRIBUTED.

Histogram
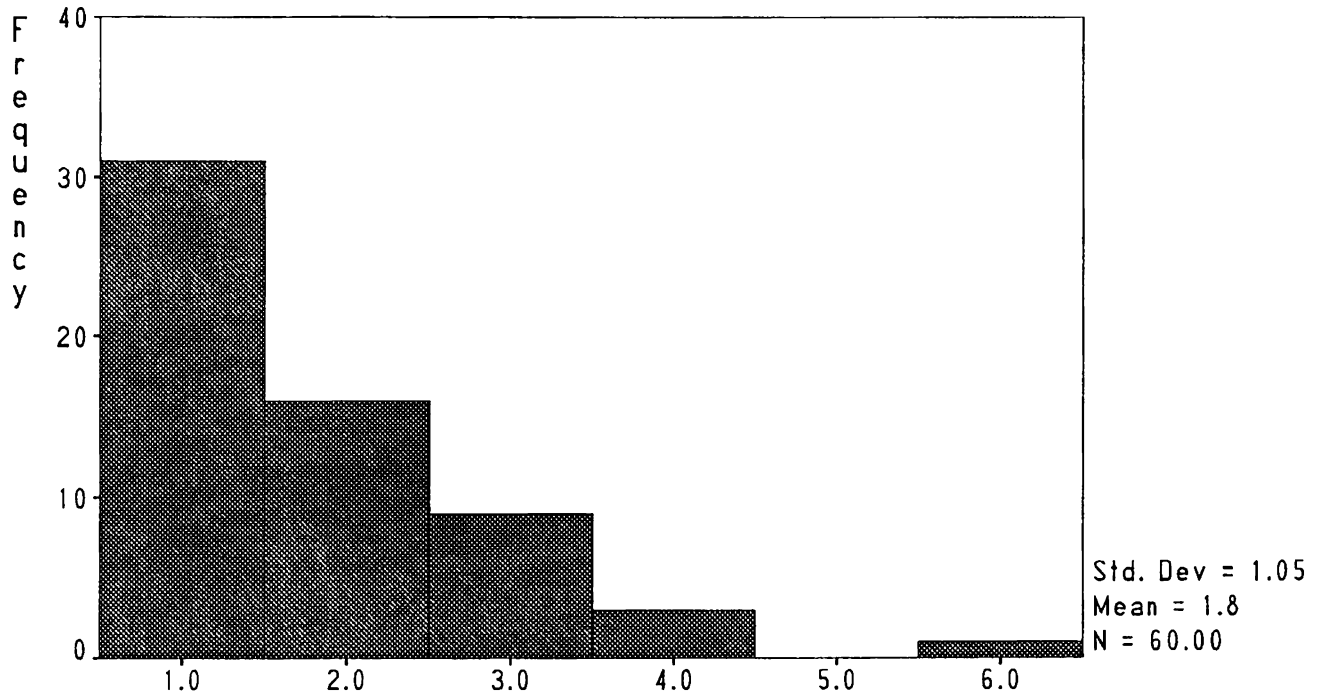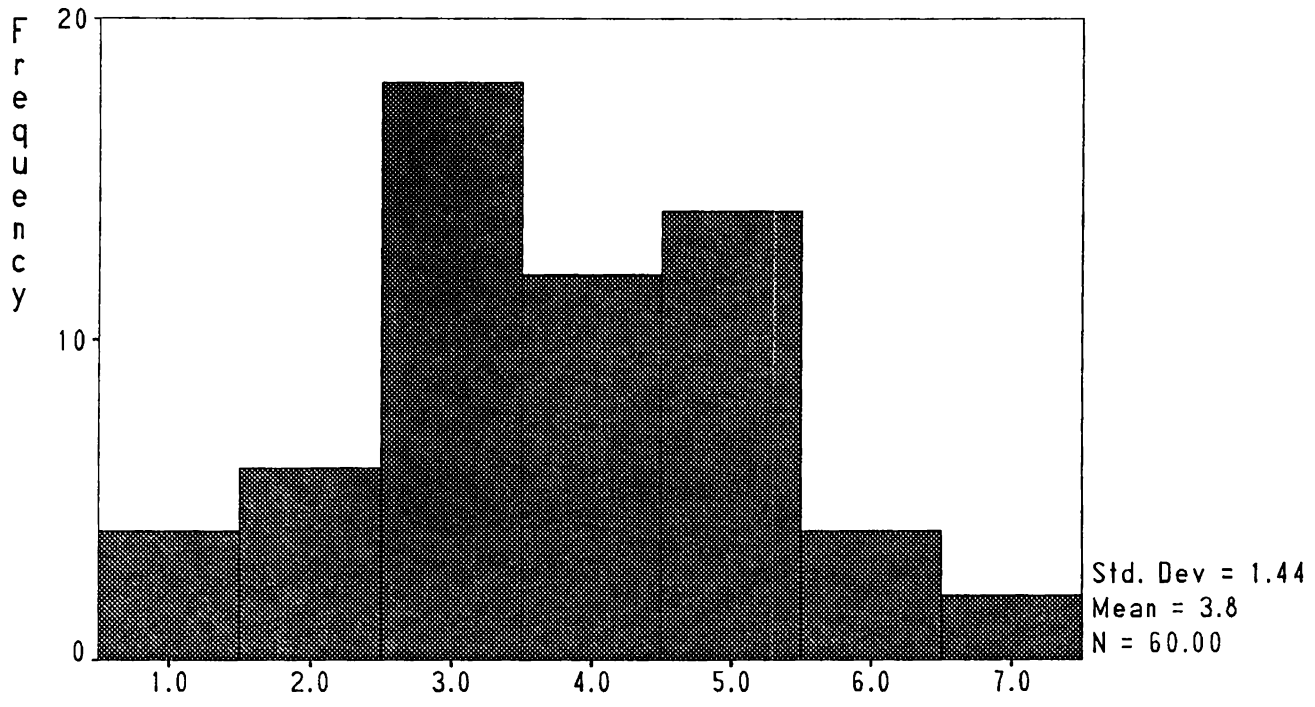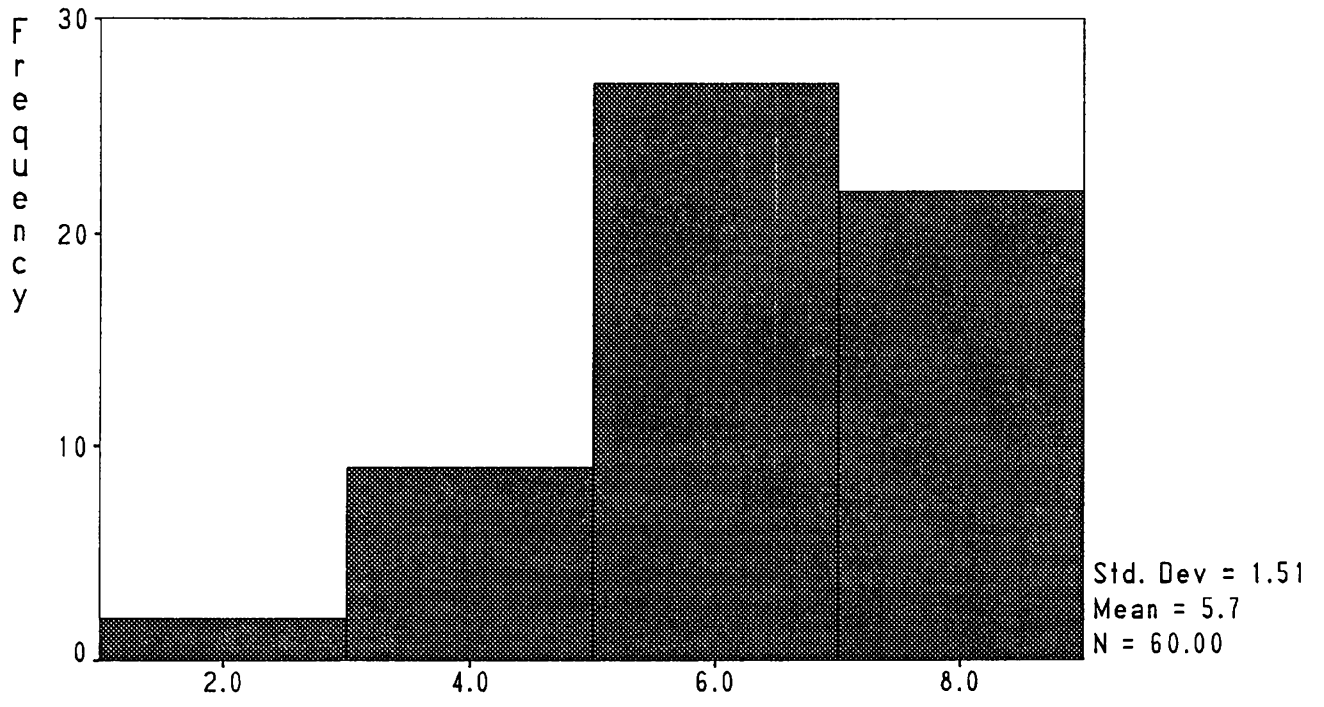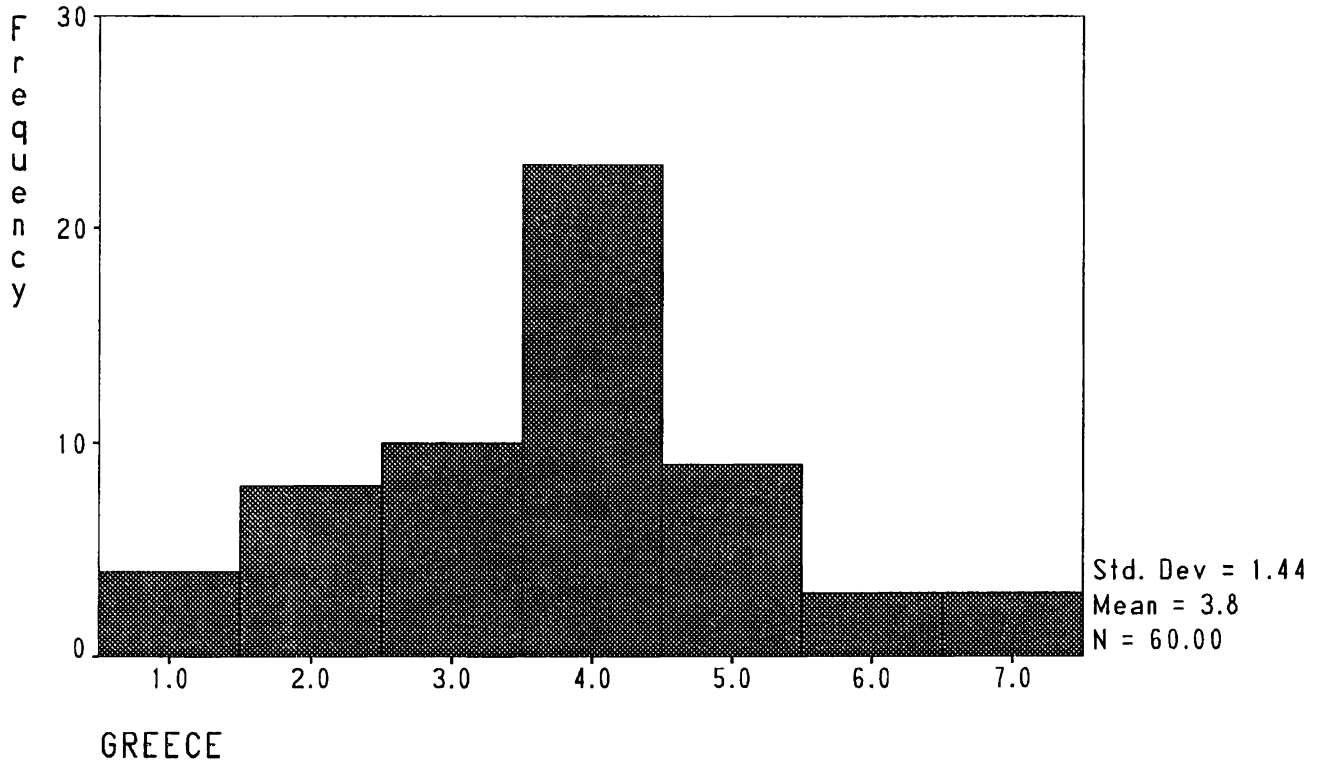
Std. Dev = 1.05
Mean = 1.8
N = 60.00

ALGERIA

Histogram

Frequency

Std. Dev = 1.44
Mean = 3.8
N = 60.00

EGYPT

Histogram

FRANCE

Std. Dev = 1.51
Mean = 5.7
N = 60.00

Histogram

GREECE

Std. Dev = 1.44
Mean = 3.8
N = 60.00

Histogram

Std. Dev = 1.77
Mean = 3.9
N = 60.00

ISRAEL

Histogram

Std. Dev = 1.53
Mean = 5.7
N = 60.00

ITALY

Histogram

Std. Dev = 1.57
Mean = 2.9
N = 60.00

MOROCCO

Histogram

Std. Dev = 1.55
Mean = 3.9
N = 60.00

PORTUGAL

Histogram

SPAIN

Std. Dev = 1.41
Mean = 5.0
N = 60.00

Histogram

Frequency

TURKEY

Std. Dev = 1.42
Mean = 5.2
N = 60.00
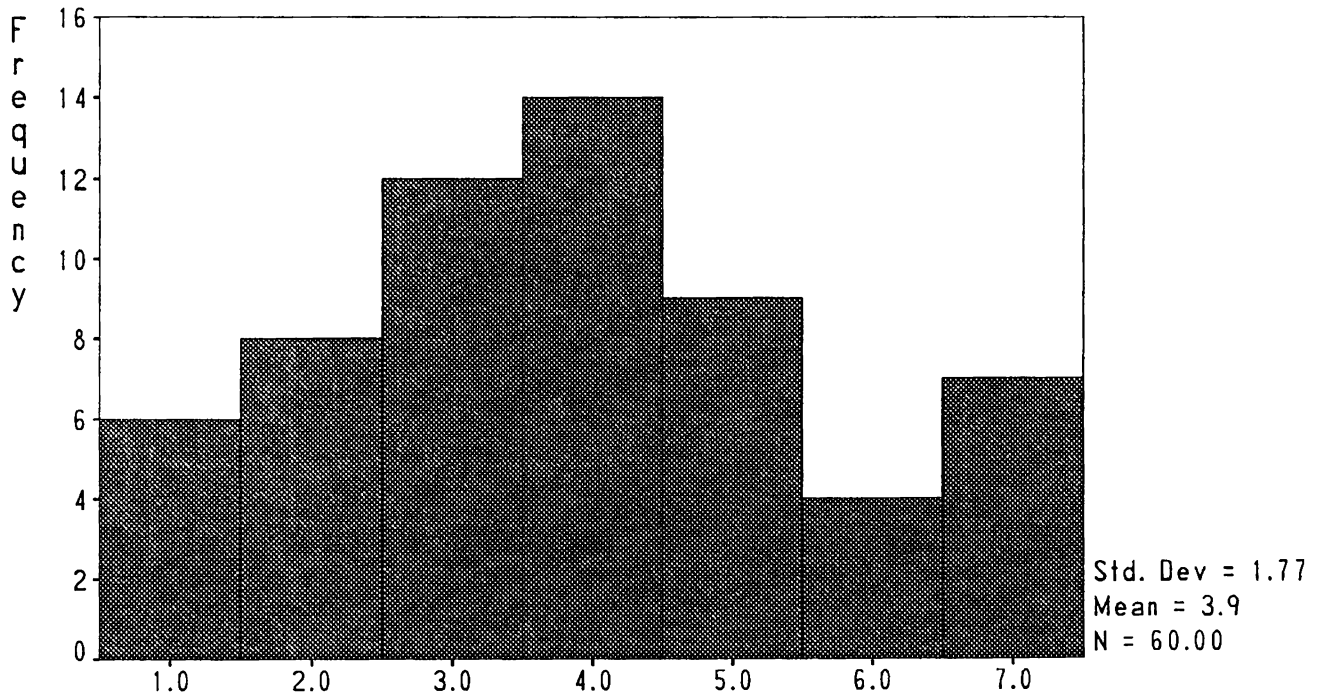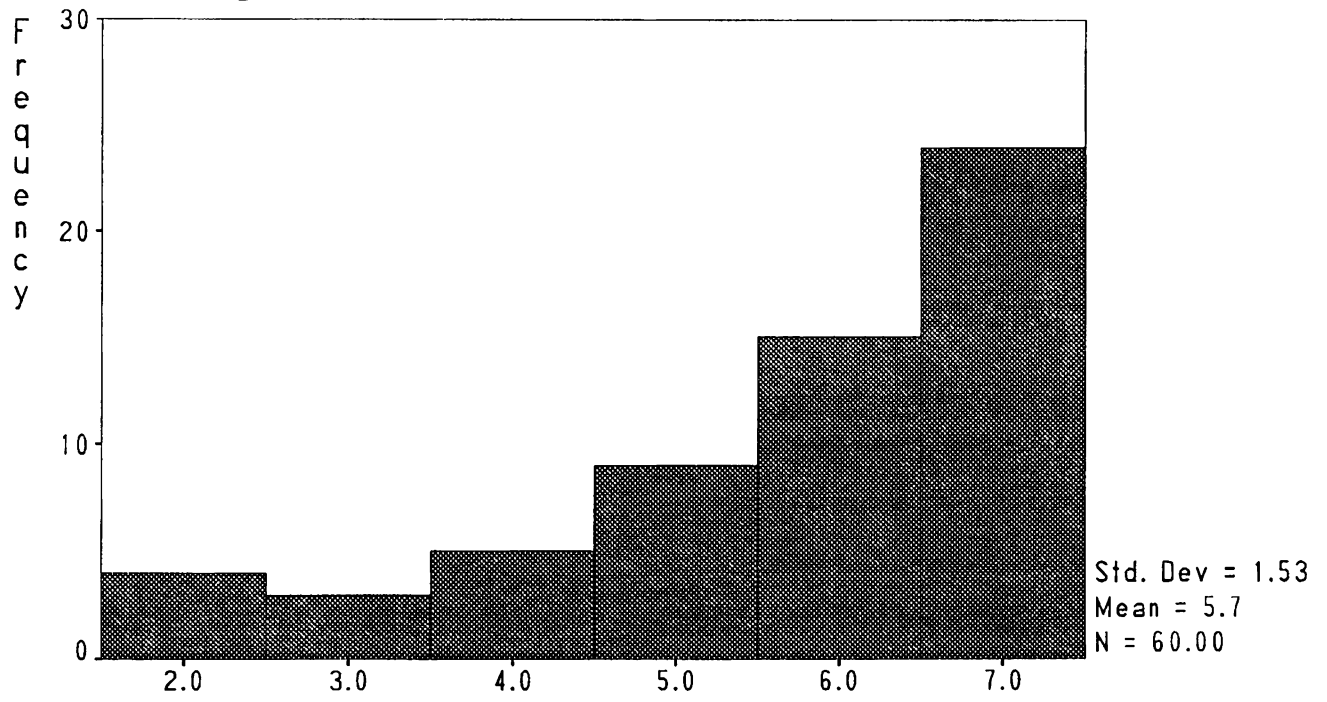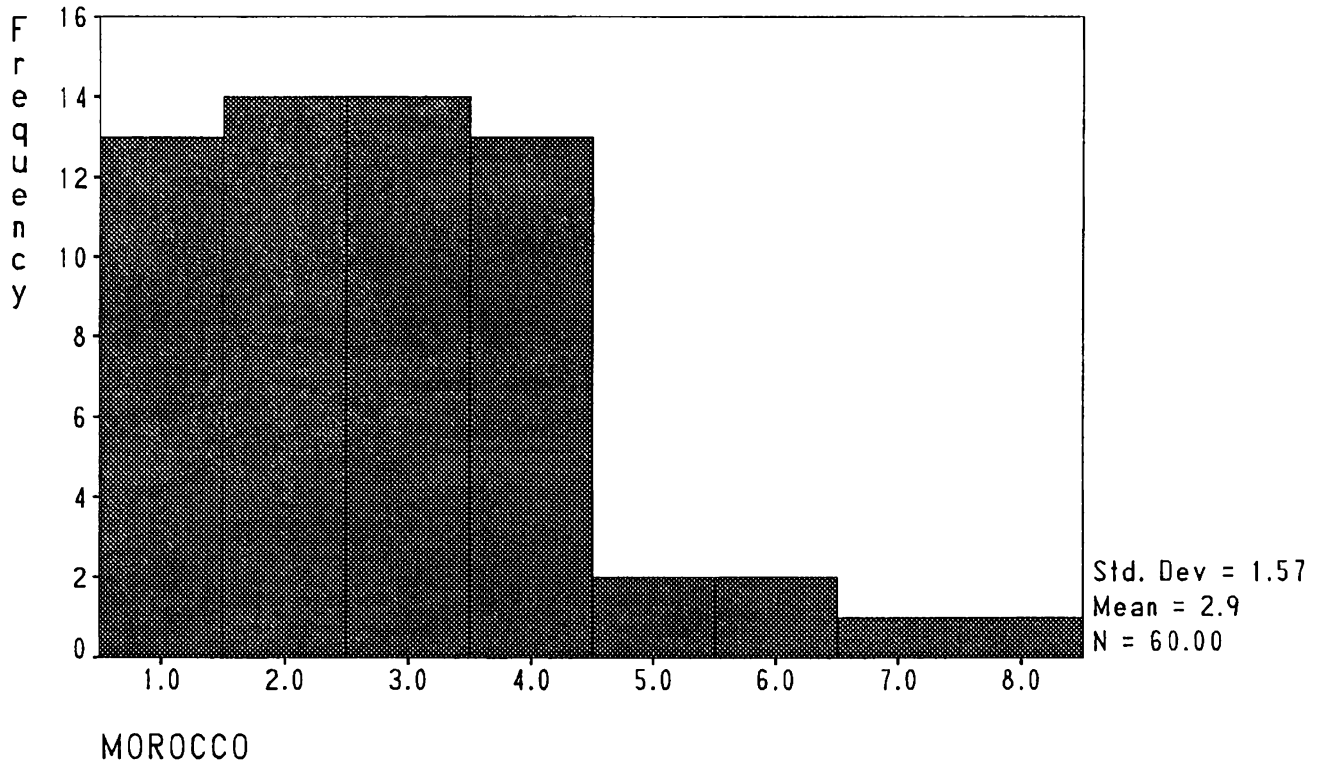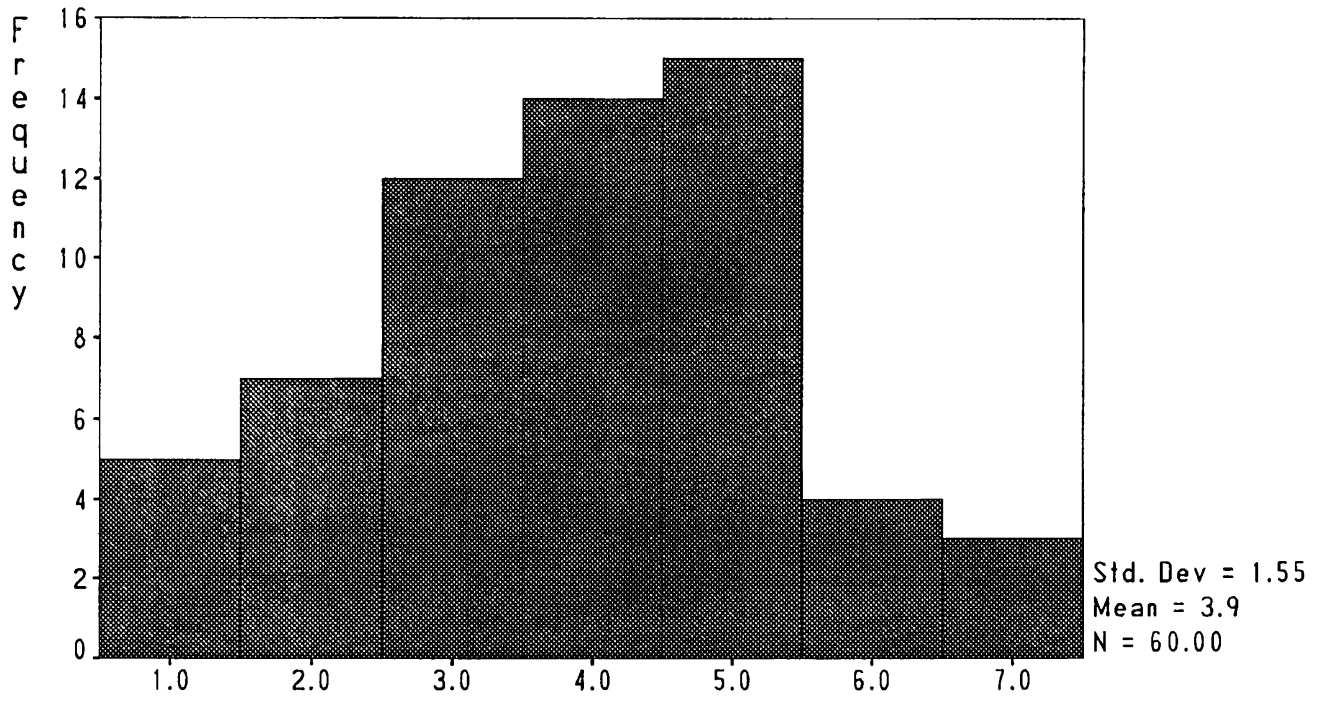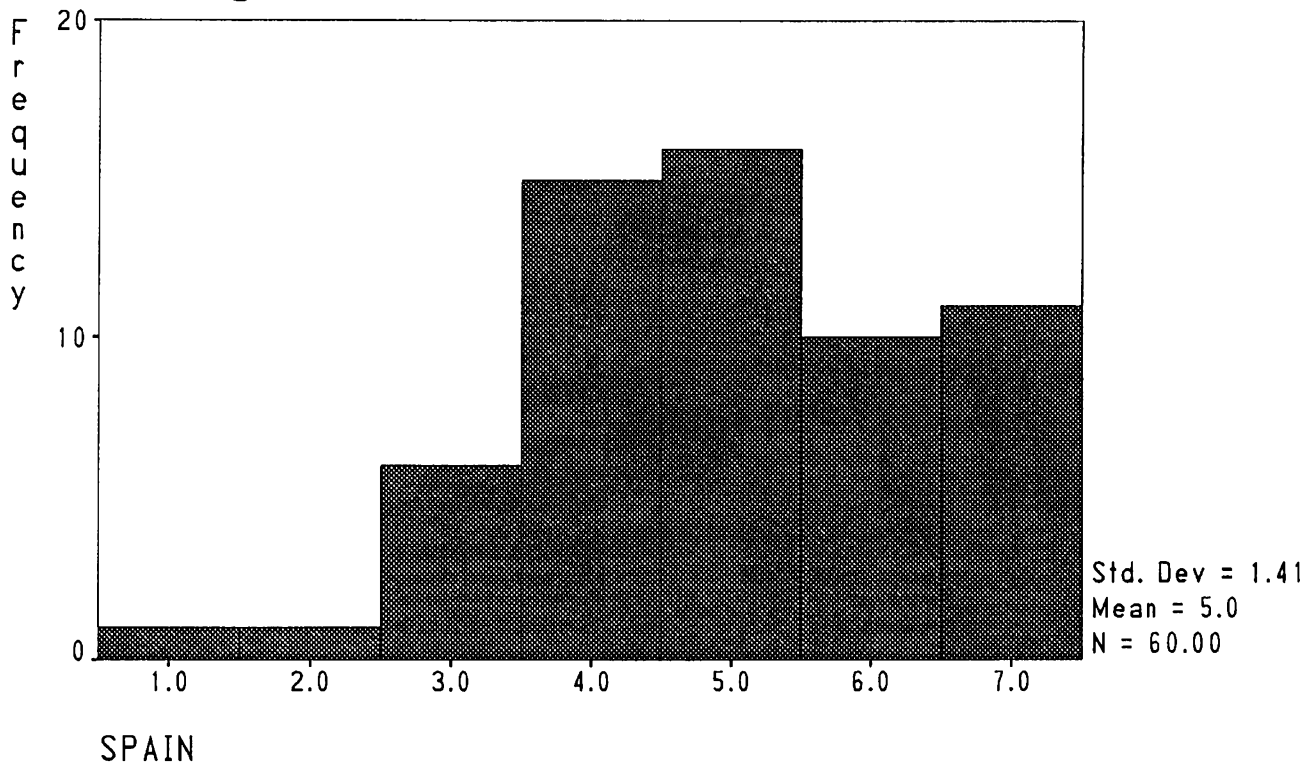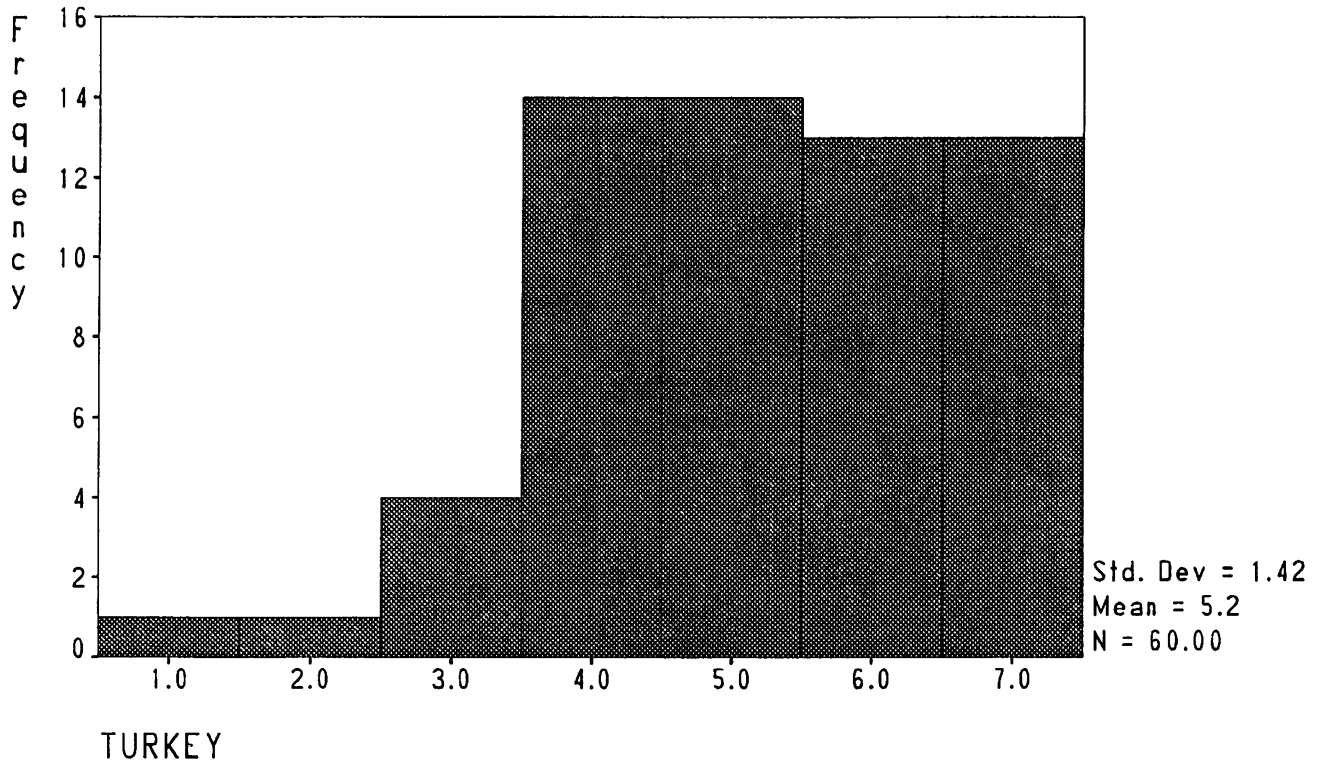
APPENDIX 6: KRUSKAL-WALLIS TEST

AS A RESULT OF NOT HAVING NORMAL DISTRIBUTION, TO TEST THE SIGNIFICANCE OF THE DIFFERENCES AMONG ALL COUNTRIES THE NON-PARAMETRIC TEST IS USED.

IF P-VALUE IS SMALLER THAN 0.001, THERE IS A SIGNIFICANT DIFFERENCE AMONG COUNTRIES.

LIKE by GROUP OF COUNTRIES

			corrected for ties		
Chi-square	d.f.	significance	Chi-square	d.f.	significance
229.2419	9	0.0000	234.6016	9	0.0000

THERE IS A SIGNIFICANT DIFFERENCE AMONG 10 COUNTRIES ACCORDING TO LIKING ATTRIBUTE.

APPENDIX 7: MANN-WHITNEY U TEST

TESTING THE SIGNIFICANCE OF THE DIFFERENCE BETWEEN PAIRS.

IF P-VALUE IS SMALLER THAN 0.001 THERE IS A SIGNIFICANT DIFFERENCE.

MOROCCO-TURKEY

	Mean rank	cases
MOROCCO	38.85	60
TURKEY	82.15	60
		120

corrected for ties

U	W	Z	2-tailed p
501.0	2331.0	-69018	0.0000

SIGNIFICANTLY DIFFERENT.

SPAIN-TURKEY

	Mean rank	cases
SPAIN	57.94	60
TURKEY	63.06	60
		120

corrected for ties

U	W	Z	2-tailed p
1646.5	3476.5	-0.8246	0.4096

NOT SIGNIFICANTLY DIFFERENT.

ALGERIA-TURKEY

	Mean rank	cases
ALGERIA	33.08	60
TURKEY	87.92	60
		120

		corrected for ties	
U	W	Z	2-tailed p
155.0	1985.0	-8.7679	0.0000

SIGNIFICANTLY DIFFERENT.

GREECE-TURKEY

	Mean rank	cases
GREECE	45.13	60
TURKEY	75.87	60
		120

		corrected for ties	
U	W	Z	2-tailed p
878.0	2708.0	-4.9471	0.0000

SIGNIFICANTLY DIFFERENT.

FRANCE-TURKEY

	Mean rank	cases
FRANCE	67.53	60
TURKEY	53.47	60
		120

		corrected for ties	
U	W	Z	2-tailed p
1378.0	4052.0	-2.2759	0.0229

NOT SIGNIFICANTLY DIFFERENT.

ISRAEL-TURKEY

	Mean rank	cases
ISRAEL	47.58	60
TURKEY	73.43	60
		120

		corrected for ties	
U	W	Z	2-tailed p
1024.5	2854.5	-4.1331	0.0000

SIGNIFICANTLY DIFFERENT.

ITALY-TURKEY

	Mean rank	cases
ITALY	67.46	60
TURKEY	53.54	60
		120

			corrected for ties
U	W	Z	2-tailed p
1382.5	4047.5	-2.2521	0.0243

NOT SIGNIFICANTLY DIFFERENT.

EGYPT-TURKEY

	Mean rank	cases
EGYPT	45.27	60
TURKEY	75.73	60
		120

			corrected for ties
U	W	Z	2-tailed p
886.0	2716.0	-4.8810	0.0000

SIGNIFICANTLY DIFFERENT.

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PORTUGAL-TURKEY

	Mean rank	cases
PORTUGAL	46.67	60
TURKEY	74.32	60
		120

corrected for ties

U	W	Z	2-tailed p
970.5	2800.5	-4.4314	0.0000

SIGNIFICANTLY DIFFERENT.