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A SHORT NOTE ON THE IMPACT OF SHORT-FORM CONTENT DOMINANCE ON ARTISTIC ENGAGEMENT AND COGNITIVE SUSTAINABILITY IN THE DIGITAL SPHERE

Leo Tolstoy's critique in "What is Art?" echoes contemporary concerns surrounding the homogenization of artistry in the realm of social media entertainment. This discussion unveils two critical repercussions stemming from the prevalence of short-form video content and algorithmic influence: the trivialization of artistic experiences and individual preferences due to repetitive exposure to mundane content, and the erosion of cognitive endurance, particularly noticeable among younger demographics, manifesting as reduced attention spans and tolerance thresholds.

Tolstoy's argument underscores the risk of artistic shallowness when divorced from universal appeal [1]:

"Becoming ever poorer and poorer in subject-matter and more and more unintelligible in form, the art of the upper classes, in its latest productions, has even lost all the characteristics of art, and has been replaced by imitations of art. Not only has upper-class art, in consequence of its separation from universal art, become poor in subject-matter and bad in form, i.e. ever more and more unintelligible, it has, in course of time, ceased even to be art at all, and has been replaced by counterfeits... It is said that the very best works of art are such that they cannot be understood by the mass, but are accessible only to the elect who are prepared to understand these great works. But if the majority of men do not understand, the knowledge necessary to enable them to understand should be taught and explained to them. But it turns out that there is no such knowledge, that the works cannot be explained, and that those who say the majority do not understand good works of art, still do not explain those works, but only tell us that, in order to understand them, one must read, and see, and hear these same works over and over

again. But this is not to explain, it is only to habituate! And people may habituate themselves to anything, even to the very worst things. As people may habituate themselves to bad food, to spirits, tobacco, and opium, just in the same way they may habituate themselves to bad art—and that is exactly what is being done."

This observation resonates strikingly with contemporary social media trends. Platforms prioritize content tailored to individual preferences, leading to the creation and consumption of "ordinary content" —fleeting entertainment lacking artistic merit or depth. As users habituate to such content, their exposure to and appreciation for more complex artistic expressions dwindles.

The algorithmic pursuit of maximizing viewership through micro-content compounds the issue of dwindling attention spans. Platforms incentivize content creators to inject initial seconds with novelty or shock value, exploiting the inherent "bottom-up" attention capture mechanism. Particularly vulnerable to this conditioning, young individuals risk impairing their ability to engage in sustained intellectual pursuits, detrimentally affecting their learning and critical thinking skills.

Beyond the aforementioned consequences, the environmental implications of this content-driven ecosystem warrant attention. The substantial resources required for producing, hosting, and consuming short-form videos significantly contribute to environmental degradation. Moreover, the relentless pursuit of virality and novelty fosters a culture of disposable content, demanding substantial material and energy resources.

Tolstoy's critique, initially rooted in concerns regarding cultural elitism, remains pertinent in the digital era. Social media content, designed for fleeting engagement rather than enduring impact, poses a risk of fostering audiences accustomed to low-engagement experiences. This poses adverse effects on individual preferences and cognitive resilience, culminating in a superficial and unsustainable entertainment landscape. Mitigating these concerns necessitates a multifaceted approach encompassing platform-level reforms emphasizing diverse and enriching content and educational endeavors fostering critical media literacy and responsible consumption habits. Reclaiming attention amidst algorithmic allurements is imperative in fostering a digital environment conducive to both cultural engagement and environmental sustainability.

December 2023

Prof. Dr. Mustafa Zihni TUNCA
Editor-in-Chief

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UNRAVELING CYBERCHONDRIA AMIDST THE COVID-19 ERA: A COMPARATIVE LITERATURE REVIEW

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ABSTRACT

Seeking health-related information online is a widespread practice embraced by individuals spanning various age brackets. Cyberchondria, characterized by a notable surge in apprehensions related to perceived symptoms driven by online search outcomes, has become increasingly prevalent. Notably, amid the pandemic, there has been a substantial surge in individuals scouring the internet for symptom-related information. Consequently, a prevailing challenge during the COVID-19 outbreak revolves around the inundation of information on the digital sphere. The sheer volume of available data has resulted in an overwhelming influx of health-related content, contributing significantly to the complexities of navigating accurate information amidst the online landscape. This study endeavors to elucidate the evolutionary trajectory of cyberchondria research by comparing and contrasting the landscape of studies conducted before and after the advent of the pandemic. Through an in-depth analysis, it seeks to discern the distinct shifts, advancements, and emerging patterns in the exploration of cyberchondria. By examining the pre-pandemic era's scholarly discourse juxtaposed against the post-outbreak investigations, this research aims to uncover nuanced variations, potential transformations in methodologies, and the evolving dimensions within the sphere of cyberchondria. By contextualizing the alterations in the scope, focus, and implications of these studies, this analysis strives to provide a comprehensive understanding of the impact of the pandemic on cyberchondria-related research, thereby shedding light on its ever-evolving nature.

Keywords: *Cyberchondria, COVID-19, Health-related information, Health-related content.*

1. INTRODUCTION

As of March 2021, approximately 5.1 billion individuals worldwide possess internet access, signifying a global average internet penetration rate of 65.6% (Internet World Stats, 2021). Notably, the internet, with Google as a primary search engine, has evolved into a paramount avenue for self-diagnosis, functioning as a universal repository for health-related information. This transition has facilitated rapid communication across extensive digital social media platforms, capable of disseminating information with high-speed transmission and extensive outreach. The World Wide Web provides an extensive repository of medical information that can potentially assist individuals without a medical background in comprehending health-related concepts and diseases, facilitating a better grasp of symptoms. However, the accessibility of medical information on the Web poses a concern, particularly for individuals lacking medical

expertise, as the act of using web searches for diagnostic purposes is acknowledged (White & Horvitz, 2009).

The onset of the COVID-19 pandemic dates back to December 2019, marked by the emergence of severe cases of pneumonia reported in Wuhan, China (WHO, 2020a; WHO, 2020b). Subsequently, on 11 March 2020, the World Health Organization (WHO) declared the outbreak a global pandemic. As of 28 October 2022, the worldwide tally of confirmed COVID-19 cases stood at 626,337,158, with the total number of deaths attributed to the virus reaching 6,566,610 (WHO, 2021).

Amid the COVID-19 pandemic, the internet emerged as a crucial conduit for disseminating vital health information, fostering preparedness within health systems and raising widespread awareness of the epidemic's severity. However, this surge in information inflow also precipitated escalated

anxiety levels, prompting swift adoption of safety measures recommended by health authorities, such as stringent hygiene practices, social distancing, and mask-wearing (Begic et al., 2020). Government-imposed stay-at-home directives significantly heightened dependence on the internet for daily activities, signifying a substantial shift in established routines (Zhang et al., 2020). Consequently, the protracted period of quarantine and constrained face-to-face interactions exacerbated distress, compelling individuals to seek solace through escalated online activity (Starcevic et al., 2020).

The psychological repercussions of prolonged social distancing and isolation have been profound, encompassing a spectrum of mood disorders and anxiety. While some studies underscore increased internet and social media usage as a coping mechanism for stress reduction during the pandemic, it has concurrently engendered a rise in cyberchondriac behavior, amplifying the risk of encountering misleading or inaccurate health-related information (Varma and Singh, 2021; Laato et al., 2020).

Despite concerted efforts to counter cyberchondria, the extensive influx of information from medical websites has perpetuated adverse effects. Initiatives to mitigate cyberchondria underscore the responsibility of search engine servers to promote authoritative and trustworthy health information sources (White & Horvitz, 2009).

The pandemic has accentuated various vulnerability factors contributing to the development of cyberchondria, encompassing personal characteristics and specific online engagement behaviors. Preceding the COVID-19 outbreak, cyberchondria initially emerged during the nascent phase of the internet's evolution when heightened attention was drawn to its negative facets, often sensationalized by journalists. Consequently, clinicians and researchers initially overlooked cyberchondria for approximately a decade (Starcevic et al., 2020).

During the COVID-19 era, the internet assumed an indispensable role as a primary global health information repository, facilitating rapid dissemination and fostering public comprehension of the pandemic's gravity. However, personalized content on search engines and social media platforms may engender information disparities among distinct user groups, potentially influencing their perceptions of the pandemic's impact (Jokic-Begic et al., 2020). Heightened internet use during the pandemic, notably among professionals working remotely, raises concerns regarding amplified proclivities toward cyberchondria and delayed professional healthcare-seeking behaviors (Satyarup et al., 2023).

In the post-COVID-19 epoch, assessing cyberchondria remains a challenge owing to the absence of specific diagnostic tools. Existing measures focusing on health and general anxiety may inadequately capture the intricate nature of cyberchondria, emphasizing the need for nuanced approaches to comprehend and address this multifaceted phenomenon (Mestre-Bach & Potenza, 2023).

Furthermore, the continued prevalence of cyberchondria post-pandemic requires concerted efforts in research and intervention strategies. The evolving landscape of digital communication warrants continued examination of how information dissemination influences health behaviors and anxieties. Addressing cyberchondria necessitates collaborative endeavors among healthcare professionals, technologists, and policymakers to develop targeted interventions and establish robust information dissemination protocols that prioritize accuracy, reliability, and the psychological well-being of internet users. Additionally, understanding the intersectionality of cyberchondria with socio-demographic factors and cultural contexts remains imperative for tailored interventions and public health strategies in the evolving digital age.

This comprehensive study endeavors to elucidate the evolutionary trajectory of cyberchondria research by comparing and contrasting the landscape of studies conducted before and after the advent of the pandemic. Through an in-depth analysis, it seeks to discern the distinct shifts, advancements, and emerging patterns in the exploration of cyberchondria. By examining the pre-pandemic era's scholarly discourse juxtaposed against the post-outbreak investigations, this research aims to uncover nuanced variations, potential transformations in methodologies, and the evolving dimensions within the sphere of cyberchondria. By contextualizing the alterations in the scope, focus, and implications of these studies, this analysis strives to provide a comprehensive understanding of the impact of the pandemic on cyberchondria-related research, thereby shedding light on its ever-evolving nature.

2. CYBERCHONDRIA: AN EXPLORATION IN THE CONTEXT OF TECHNOLOGICAL HEALTH INFORMATION ACCESS

In the contemporary era, the pervasive utilization of social media platforms and smart devices has given rise to various social and psychological challenges. Notably, the abundance of medical information facilitated by search engines, social networks, online medical consultations, healthcare applications, and televised healthcare programs has prompted the emergence of cyberchondria, referred to as an 'e-disease', with discernible societal ramifications. This phenomenon is of particular interest in the realms of health psychology and disease control within the domain of direct health sociology (Kapucu & Akar, 2018). In the literature, the repetitive behavior of individuals excessively distressed or anxious about their health, leading them to repeatedly search for health-related information online, is identified as 'cyberchondria' (Aiken et al., 2012).

Cyberchondria denotes the inclination to seek medical information through online channels instead of traditional resources such as library

research or medical journals. This term encapsulates a surge in health-related anxieties triggered by individuals' interpretation of information acquired through Internet searches (Eichenberg & Schott, 2019).

Derived from the concept of hypochondriasis—an excessive and persistent concern about being afflicted with a serious illness—cyberchondria amalgamates 'cyber' to signify its origin in the cyberworld, specifically the internet. Consequently, cyberchondria elucidates the exacerbation of anxiety or distress due to online health inquiries (Starcevic & Berle, 2013). The term 'cyberchondria' was incorporated into the Oxford English Dictionary in 2012, defining a 'cyberchondriac' as an individual compulsively seeking information regarding real or imagined disease symptoms on the internet (Begić et al., 2019).

Despite the ambiguity regarding the inception and pioneering identification of cyberchondria, its mention surfaced in a 1996 news article published by Business Wire, followed by appearances in the Wall Street Journal in 1999. Subsequently, the term garnered increasing attention in prominent UK newspapers like The Independent, Sunday Times, and BBC in the ensuing years (White & Horvitz, 2009). The conceptualization of cyberchondria as a novel affliction was initially proposed in a 2001 article featured in 'The Independent'. Notwithstanding claims by some authors positioning cyberchondria as an almost official diagnosis, it remains unacknowledged as an official diagnosis within the Diagnostic and Statistical Manual of Mental Disorders (DSM) (Mcelroy et al., 2019).

Amidst the burgeoning movement encouraging individuals to assume responsibility for their 'health biographies', the internet straddles a paradoxical role: it serves as a valuable resource for proactive self-management among the health-conscious while inducing substantial anxiety in susceptible individuals (Aiken et al., 2012).

The pursuit of health-related information on the internet among individuals with heightened levels of health anxiety often yields multifaceted outcomes. Studies suggest that such individuals frequently experience intensified concerns and emotional distress consequent to their online searches. This heightened anxiety is often attributed to the subjective interpretation of information acquired from internet sources, leading to an escalation in health-related apprehensions (Starcevic & Berle, 2013).

Repeated online health-related searches by individuals with elevated health anxiety often result in a pattern reminiscent of cyberchondria. Despite prior negative experiences, these individuals persist in seeking medical information online, a behavior that perpetuates their health-related anxieties (Varma & Singh, 2021).

The consequences of these internet searches may encompass increased stress levels, exacerbated health concerns, and a propensity toward further exhaustive research. Furthermore, the acquisition of complex and sometimes conflicting health-related information tends to amplify users' distress, potentially influencing their social well-being and emotional state (White & Horvitz, 2009).

Understanding the dynamics and repercussions of internet-based health information seeking in individuals with heightened health anxiety is critical in delineating strategies for managing and mitigating the adverse impacts on their mental and emotional well-being.

3. PRE- AND POST- COVID-19 ERA CYBERCHONDRIA STUDIES

Cyberchondria, a burgeoning issue in the digital age, poses a significant threat to public health and social dynamics. It entails the excessive and uncontrolled pursuit of online information pertaining to perceived illnesses, often leading to sustained distress. Contributing factors to cyberchondria encompass heightened perceptions of threat and fear towards newly identified and poorly comprehended diseases, coping challenges

due to overwhelming, conflicting, unverified, and continuously evolving information, diminished capacity to sift through essential versus non-essential data, and the inability of extensive online health searches to provide requisite information and reassurance (Starcevic & Berle, 2013).

This section undertakes a comparative review of studies on cyberchondria conducted both before and during the COVID-19 outbreak. While previous studies have highlighted the notable correlations between dispositional traits such as optimism, neuroticism, and health-related behaviors, recent research during the pandemic underscores the significance of these psychological traits in predicting behaviors amid the crisis. However, there remains a dearth of exploration regarding the interrelationship between dispositional optimism, neuroticism, and cyberchondria. Moreover, limited research exists on the repercussions of cyberchondria during the pandemic, especially its potential to distress not only the individual but also their cohabitant during self-isolation.

White & Hovirtz (2009) conducted an extensive longitudinal log-based study involving 515 participants, investigating the patterns of medical information searches online. Their study revealed enduring post-session anxieties following escalations in online searches, highlighting the disruptive impact of such anxieties on users across multiple sessions. The findings underscore the potential costs and challenges posed by cyberchondria, suggesting actionable design implications for enhancing the search and navigation experience for individuals resorting to online platforms to interpret common symptoms.

Fergus (2013) explored the moderating impact of intolerance of uncertainty on the relationship between the frequency of internet medical searches and health anxiety among a large sample of healthy adults in the United States. The findings underscored the strengthening relationship between the frequency of online medical searches and health anxiety as intolerance of uncertainty

escalated, thereby elucidating conceptual and therapeutic implications.

Starcevic & Berle (2013) identified a pattern termed cyberchondria observed in individuals excessively distressed or anxious about their health, manifesting as excessive health-related internet searches. This behavior, akin to reassurance-seeking, represents a manifestation of health anxiety, posing challenges in its management. The article delineates several approaches as part of health anxiety and hypochondriasis treatments to manage cyberchondria, underscoring the inherent challenges therein.

Coates et al. (2015) discussed the necessity of implementing software quality measures to mitigate the potential adverse effects of information accessed by individuals holding a "lay epistemology". While the internet serves as a significant information source, pre-existing decisions by laypersons before accessing information influence their interpretation of findings, necessitating an examination of consumer variations to aid in developing systems protecting vulnerable groups.

The subsequent studies, including those by Norr et al. (2015), Emily et al. (2016), Doherty et al. (2016), Fergus & Spada (2013, 2017), Mathes et al. (2018), Batu et al. (2018), Eichenberg & Schott (2019), Vismara et al. (2020), Khazaal et al. (2021), Laato et al. (2020), Zeng et al. (2020), Maftai & Holman (2020), Shukri et al. (2020), Starcevic et al. (2020), Shailaja et al. (2020), Batugün et al. (2021), Varma et al. (2021), Kurcer et al. (2021), Bala et al. (2021), Bottesi et al. (2021), Han et al. (2021), Mestre-Bach & Potenza (2023), collectively investigate various facets of cyberchondria, encompassing its association with anxiety, distress, and its heightened prevalence during public health crises such as the COVID-19 pandemic. These studies delve into diverse aspects, ranging from psychological correlates to mediating factors and clinical implications, offering multifaceted insights into the complex phenomenon of cyberchondria.

The body of research represented by Norr et al. (2015), Emily et al. (2016), Doherty et al. (2016), Fergus & Spada (2013, 2017), Mathes et al. (2018), Batu et al. (2018), Eichenberg and Schott (2019), Vismara et al. (2020), Khazaal et al. (2021), Laato et al. (2020), Zeng et al. (2020), Maftai & Holman (2020), Shukri et al. (2020), Starcevic et al. (2020), Shailaja et al. (2020), Batugün et al. (2020), Varma et al. (2021), Kurcer et al. (2021), Bala et al. (2021), Bottesi et al. (2021), Han et al. (2021), and Mestre-Bach & Potenza (2023) comprises a comprehensive examination of cyberchondria from various angles, providing intricate insights into this intricate phenomenon.

Norr et al. (2015) explored the relationship between anxiety sensitivity, intolerance of uncertainty, and cyberchondria, uncovering significant positive relationships between anxiety, uncertainty intolerance, and cyberchondria. Similarly, Emily et al. (2016) delved into how health anxiety correlates with online symptom-searching, revealing that individuals with moderate to high levels of illness anxiety experienced heightened anxiety during and after conducting online health searches.

Doherty et al. (2016) examined the hypothesis derived from cognitive-behavioral models, illustrating that individuals with higher levels of illness anxiety recalled experiencing worsening anxiety after seeking reassurance online. Fergus & Spada (2013, 2017) investigated cyberchondria's associations with problematic internet use and metacognitive beliefs, uncovering robust connections between cyberchondria and these factors.

Mathes et al. (2018) expanded upon earlier findings, exploring the distinct associations cyberchondria and health anxiety might have with public health outcomes, including functional impairment and healthcare utilization. Batu et al. (2018) conducted a survey among students in health-related faculties, determining a marked increase in the frequency of online medical information-seeking behavior among this cohort.

Eichenberg & Schott (2019) focused on differentiating online health research patterns between individuals with and without symptoms of hypochondria, revealing that those exhibiting hypochondriacal symptoms didn't resort to online research due to the lack of alternatives but rather engaged in both online and offline health consultations.

Additionally, Vismara et al. (2020), Khazaal et al. (2021), Laato et al. (2020), Zeng et al. (2020), Maftai & Holman (2020), Shukri et al. (2020), Starcevic et al. (2020), Shailaja et al. (2020), Batıgün et al. (2021), Varma et al. (2021), Kurcer et al. (2021), Bala et al. (2021), Bottesi et al. (2021), Han et al. (2021), and Mestre-Bach & Potenza (2023) collectively contribute to this multifaceted exploration, investigating various aspects including psychological correlations, mediating factors, and clinical implications of cyberchondria. These studies encompass diverse methodologies and scopes, offering comprehensive insights into the intricate nature of cyberchondria, particularly its amplification during public health crises like the COVID-19 pandemic.

These extensive investigations collectively paint a detailed picture of cyberchondria, shedding light on its psychological underpinnings, impact on individuals' behavior, and implications for mental health professionals and policymakers striving to address this escalating concern within digital healthcare landscapes. The utilization of web search as a diagnostic methodology, wherein symptom descriptions are inputted and the interpretation of search rankings and information is perceived as conclusive for diagnosis, can foster the perception among users that commonplace symptoms indicate severe illnesses. This progression from ordinary symptoms to heightened concerns may result in unwarranted anxiety, substantial time investment, and costly interactions with healthcare professionals (White & Horvitz, 2009).

In summary, the positive impact of technological advancements on health self-management and the doctor-patient relationship cannot be overstated. Access to a

vast array of medical information empowers individuals to take a proactive role in their health decisions, fostering a sense of autonomy and informed participation in healthcare. This democratization of information has opened new avenues for patient-doctor interactions, encouraging collaborative and informed discussions between healthcare providers and patients. Moreover, it has facilitated the dissemination of health-related knowledge, allowing for greater awareness and education among the general populace.

Considering the pervasive integration of the internet and technological devices into individuals' daily lives, cyberchondria emerges as a burgeoning health-related risk in the contemporary information era (Afrin & Prybutok, 2022). However, this paradigm shift towards patient empowerment through technology is not without its challenges. The unprecedented accessibility to intricate medical information online presents a double-edged sword. While it equips individuals with information previously confined to medical professionals, it also introduces significant risks. The unrestricted availability of medical data often leads to misinterpretation, self-diagnosis, and unwarranted anxiety. Patients, armed with information obtained online, may challenge or question the expertise of healthcare practitioners, potentially altering the traditional dynamics of the doctor-patient relationship. This shift challenges the conventional role of physicians as the sole gatekeepers of diagnostic expertise and medical knowledge.

Consequently, the healthcare landscape necessitates a delicate balance between patient empowerment and safeguarding against the adverse effects of unregulated health information access. Healthcare professionals must adapt their practices to accommodate informed patients while maintaining their roles as trusted guides in navigating complex medical information. This demands a redefined approach to patient education, emphasizing the critical evaluation of online health information and fostering

digital health literacy among patients. Collaborative efforts between healthcare providers, technology developers, and policymakers are imperative to establish guidelines that promote responsible dissemination and comprehension of online health information, ensuring that patient empowerment through technology aligns with accurate, reliable, and contextually appropriate healthcare decisions.

In essence, while technological advancements herald an era of increased patient autonomy and knowledge dissemination, their implementation requires a nuanced approach that upholds the integrity of medical expertise while empowering individuals to make informed health choices in a complex digital landscape.

4. CONCLUSION

Throughout history, the aftermath of pandemics has left enduring and widespread impacts transcending the initial outbreaks themselves. Reports indicate that nearly half of the population experienced moderate anxiety, with a third facing severe anxiety. Concurrently, a notable rise in infodemia—a term coined by the World Health Organization (WHO) to denote the dissemination of excessive or false information during the COVID-19 pandemic contributed to heightened societal fear and panic, complicating effective pandemic management and correlating with increased levels of cyberchondria (Kurcer et al., 2021). This trend seemingly intensified during the COVID-19 era, particularly among segments of the population predisposed to health-related anxiety (Mestre-Bach & Potenza, 2023). Uncertainty, a condition inherently discomfiting for many, disproportionately affects individuals struggling to navigate uncertain situations, fostering negative interpretations and behaviors aimed at controlling or evading uncertainty. Cyberchondria, a multifaceted phenomenon, is fueled by factors such as an exaggerated sense of threat associated with poorly understood diseases, challenges in managing pandemic-related uncertainties,

difficulty discerning credible health information amidst overwhelming and frequently updated content, and an increased inability to filter out irrelevant information. Addressing cyberchondria requires interventions targeting threat perception, improved management of uncertainty and online health information, enhancement of critical appraisal skills for online health searches, and the promotion of online health information literacy. Initially sought for relief, online health searches often lead individuals to encounter ambiguous information, exacerbating anxiety rather than providing reassurance.

The internet has evolved into an indispensable repository of information, catering to the needs of individuals and artificial intelligence alike. Its ubiquity in daily life, especially in terms of communication and information access, underscores its pervasive influence. In the current milieu, access to accurate health information is pivotal for patients, their families, and healthcare professionals. However, the use of online media, particularly among adolescents and young adults, warrants caution due to its potential impact on mental health. Hence, judicious use of social media, limited screen time, and professional consultation for significant health concerns are advisable. Future measures may entail heightened regulation of online health information to facilitate the discernment between reliable and unreliable sources, thereby mitigating the exploitation of vulnerabilities associated with cyberchondria (Smith et al., 2006).

Given the internet's indispensable role today, curbing health-related online searches is impractical, necessitating the management and oversight of online content. Pervasive insecurity and anxiety surrounding illnesses may drive compulsive searches for information, perpetuating a cycle of cyberchondria that's challenging to break. Consequently, global health systems should be primed to efficiently handle health emergencies and develop strategies to manage

anxiety during outbreaks like COVID-19. Mitigating the spread of cyberchondria necessitates curbing misinformation on social media and health websites to ensure the dissemination of accurate information. Importantly, cyberchondria does not invariably stem from an obsessive fear of severe illnesses; in certain instances, it reflects symptoms consistent with obsessive compulsive disorder. Research focused on misinformation should explore broader technological, political, and societal factors, potentially investigating the responsibilities of governments and platform developers in guiding social media users toward reliable information while curbing misinformation. Mitigating the adverse effects of cyberchondria during global pandemics, such as COVID-19, necessitates designing comprehensive measures that encompass its societal impact on psychological well-being. Enhancing the understanding of cyberchondria demands a nuanced approach, emphasizing reliance on professional guidance over web searches, intermittent breaks from online platforms to alleviate health-related concerns, and a preference for credible scientific and clinical sources when seeking information (Upadhyay & Pandey, 2020).

The influence of mass media holds significant sway over public opinion and knowledge acquisition. Health-related programs broadcasted via television and over-the-top platforms, coupled with the proliferation of health-related news and information in various periodicals, potentially encourage heightened internet usage among individuals. Contemporary health programming places greater emphasis on personal responsibility for health conditions, contributing to the likelihood of cyberchondria (Satyarup et al., 2023). In today's interconnected global society, discerning the accuracy of information, particularly in health matters, remains challenging.

The internet stands as one of the primary repositories for health-related inquiries, a behavior accentuated during epidemiological

outbreaks. Findings from this review indicate a notably increased prevalence of cyberchondria during the Covid-19 era compared to the pre-pandemic period. Moreover, this review aims to contribute to the existing literature by examining the proposed model across different age groups, particularly young and middle adulthood, to ascertain the stronger associations contributing to cyberchondria development.

Through a comparative analysis of domestic and international research trends in cyberchondria, both before and during Covid-19, this paper seeks to delineate future research directions, thereby fostering the progression of this field. Despite the unclear psychological mechanisms underpinning cyberchondria, existing studies underscore certain psychological constructs as risk factors in its development. Given the advancing technology and the escalating integration of the internet into daily life, cyberchondria is anticipated to garner heightened attention and scholarly inquiry in the foreseeable future.

Certainly, further avenues of research in the realm of cyberchondria offer promising opportunities for exploration. One potential avenue involves delving deeper into the intricate psychological mechanisms that underlie cyberchondria. Understanding how individual traits, cognitive processes, and emotional responses intersect in the context of excessive health-related internet searches could offer profound insights into mitigating this phenomenon.

Moreover, investigating the role of digital literacy and health information-seeking behaviors in different demographic groups could be pivotal. Exploring how various age cohorts, socio-economic backgrounds, or cultural contexts influence the susceptibility to cyberchondria might aid in tailoring interventions and educational programs for different populations.

Additionally, longitudinal studies tracking the evolution of cyberchondria over time, especially in the aftermath of significant global

events like pandemics, could shed light on its long-term impact and resilience factors. Examining how the prevalence and manifestations of cyberchondria shift or stabilize post-pandemic could inform strategies for mental health support and resilience-building.

Furthermore, given the expanding role of social media in disseminating health information, research could focus on evaluating the effectiveness of interventions designed to enhance critical appraisal skills and digital literacy among users. Exploring the efficacy of interventions aimed at reducing anxiety related to health-seeking behaviors on the internet could also be a fruitful area for investigation.

These research trajectories align with the growing significance of cyberchondria in the digital age, offering opportunities to deepen our understanding, develop targeted interventions, and promote mental health resilience in an era.

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BRANDS AND MYTHOLOGY: SYMBOLIC SIGNIFICANCE AND DIFFERENTIATION

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ABSTRACT

The evolving landscape of consumerism, marked by an expansive array of products and services, has heightened the necessity for brands to establish distinctive identities in an increasingly competitive marketplace. In response, brands employ multifaceted strategies to stand out, seeking resonance with consumers' emotions and sensibilities. Among these strategies, the incorporation of mythological elements emerges as a potent avenue for differentiation and consumer engagement. This study aims to elucidate the intricate symbiosis between brands and mythology, unveiling how brands strategically harness mythological motifs to forge enduring connections with consumers. Through an exploration of this relationship, the study not only examines the nuanced dynamics at play but also presents illuminative examples of brands adeptly integrating mythological narratives and symbols within their identities, showcasing their effective utilization in contemporary brand differentiation strategies.

Keywords: *Myth, Mythology, Brand, Marketing.*

1. INTRODUCTION

In the contemporary landscape of the 21st century, there exists a discernible shift in brand strategies aimed at shaping consumer behavior. The establishment of an emotional connection between consumers and brands has emerged as a pivotal facet. In the realm of purchasing decisions, consumers now factor not only the utilitarian aspects of products or services but also their emotive resonance. Within the sphere of marketing endeavors, the brand has assumed primacy over the product or service, wielding significant influence over consumer perceptions (Yatağan, 2015).

Numerous brands derive inspiration from diverse sources in crafting their nomenclature, logos, advertising campaigns, and overall strategies. Mythology, a complex framework encompassing historical realities, legends, narratives, collective opinions, and societal beliefs embraced by a populace, serves as one such source (Yücel & Yozgat, 2018). Global brands frequently draw from mythological reservoirs, prominently featuring elements from Greek and Roman

mythologies (Demarcsek et al., 2018). Within the crucible of a fiercely competitive market milieu, the concept of branding assumes pivotal significance, serving as a linchpin for both establishing market positioning and cultivating distinctive brand personas (Karpal Aktuğlu, 2008).

Western culture, particularly anchored in the rich tapestry of Greek mythology, often employs these narratives to elucidate human identity and the genesis of our emotions and thoughts. Similarly, within the domain of brands, mythology offers a lens through which consumer motivations and the aspects of products or services with which consumers can forge connections are delineated (Bradford, 2021). Against this backdrop, this study presents a conceptual exploration delving into the deployment of mythological elements by brands. It aims to scrutinize the interplay between brands and mythology, while providing illustrative instances of brands leveraging mythological components within their constructs.

2. MYTH, MYTHOLOGY AND BRAND

Myth embodies folkloric narratives with allegorical dimensions, transmitted in traditional modes or evolving through societal imaginative influences (Encyclopedia Britannica, 2023). Conversely, mythology encompasses the collective repository of myths and legends, portraying ancient gods and reflecting the sentiments, cognitions, and aspirations of a given society (Cambridge Dictionary, 2023). Emergent from the fusion of "mythos," denoting 'story' in Greek, and "logos," connoting 'reason' and 'comprehension,' mythology constitutes the scholarly investigation and explication of myths. These narratives pervade global cultures, explicating human origins, natural phenomena, societal evolution, and historical trajectories (Mark, 2018).

A brand, as defined by the American Marketing Association [AMA] (2023), constitutes a distinct set of characteristics—a name, term, design, or symbol—that a seller employs to demarcate its offerings from those of competitors. Symbols, serving as nuanced and multifaceted representations of objects or concepts, hold a profound historical and sociocultural significance. They encapsulate complex layers of meaning, often intertwining with the fabric of identity formation for both individuals and societies. Across epochs, symbols have functioned as potent conduits for expressing and defining distinctive identities, drawing upon the tangible and intangible elements prevalent within the socio-cultural milieu (Gümüş, 2022). The selection and deployment of symbols in consumer behavior transcend mere functional or utilitarian considerations. Beyond the pragmatic attributes of products or services, consumers are inclined to imbue their choices with symbolic significance, seeking resonance with their personal identities, aspirations, and affiliations. This convergence between consumer choices and symbolic interpretations plays a pivotal role in brand construction.

In the realm of branding strategies, the strategic deployment of symbols emerges as a

fundamental aspect. Brands meticulously incorporate symbols within their visual identities, such as logos, packaging, and advertising materials, recognizing the potency of these symbols in shaping consumer perceptions and affinities (Torelli & Cheng, 2011). By leveraging symbols effectively, brands endeavor to craft and propagate distinct brand meanings, fostering a deliberate and recognizable image within the consumer consciousness. Furthermore, the utilization of symbols extends beyond mere visual representations; it permeates the very essence of brand experiences, encompassing store designs, service encounters, and narrative portrayals. Brands strategically integrate symbols, including mythological elements and narratives, harnessing their evocative power to infuse brand messages with deeper layers of meaning and resonance within the consumer psyche. This deliberate intertwining of symbols and narratives from mythology forms an integral part of brand storytelling, enabling brands to forge emotional connections and evoke aspirational sentiments among their target audience.

3. RELATIONSHIP BETWEEN MYTHOLOGY AND BRAND

Throughout history, humankind has sought to grapple with and elucidate phenomena beyond comprehension or laden with fear by ascribing them to concealed forces. To confront these enigmas, societies across epochs have orchestrated an array of rites, rituals, and ceremonies, bequeathing them as legacies to successive generations (Yalın, 2011). The enduring presence of age-old myths, steadfast and unchanged through centuries, serves as a repository guiding individuals in comprehending, scrutinizing, and navigating various stages of life (Nezarali, 2000). In an era characterized by rapid upheavals, emerging uncertainties, and escalating apprehensions, the allure and inclination toward mythological elements burgeon as people seek refuge in realms detached from the palpable (Altuntuğ, 2013).

Consumption, notably the act of acquiring goods or services, emerges as a salve to

assuage anxieties. The belief in the animate essence of every object resonates deeply; individuals with perturbed or fragmented identities often seek to approximate their ideal personas by procuring items associated with fearlessness or other desirable attributes (Duhm, 2002). Mythological elements encapsulate these fears or disparate characteristics, amplifying their significance in marketing strategies employed by brands.

The paradigm of needs has undergone a paradigm shift, elevating the symbolic import of consumables. Functional attributes, once paramount, have dwindled in significance. Instead, consumer expectations orbit around concepts of reputation, exclusivity, and virtues like authenticity and legendary status (Baudrillard, 2010). Recognizing the pivotal role of products or services that occupy a meaningful space in the consumer psyche, brands have honed in on the resonance of mythological elements. These elements, captivating in their appeal, present a potent avenue for brands to engage and resonate with consumers effectively (Demarcsek et al., 2018).

Moreover, mythological elements wield a considerable influence on the evolution and fabric of social and cultural existence. Functioning as reflective symbols, they not only mirror but also contribute to societal consciousness (Kozak & Çiçek, 2022). Within the realm of consumption culture, industries such as advertising and mass media harness mythical archetypes and narratives to craft compelling stories, characters, and promotional endeavors. The creation of brand myths, as emphasized by Thompson (2004), stands pivotal in establishing a competitive edge and fostering a positive brand image.

The nexus between mythology and brands is underscored by perceptual parallels. While brand names and logos encompass legally protected products or services, their visual elements mirror the archaic characters and narratives within mythological realms (Gümüş, 2022). Storytelling, an ancient tool of communication, finds widespread utility in capturing interest, persuading, and entertaining audiences within the marketing

domain (Aydınlioğlu & Akyıl, 2021). Brand personality, central to forging a bond between consumers and the brand, often utilizes myths and mythological elements as a conduit, creating compelling brand narratives.

Furthermore, the impact of mythological elements permeates modern production and consumption habits. Mythology's sway extends to the symbolism, nomenclature, and logos of certain brands, imbuing them with qualities such as wisdom and aesthetic prowess (Kızıldağ, 2019). Leveraging interest in mythology, brands integrate symbols into their offerings, positioning mythological elements strategically in advertising campaigns to embed them in consumer consciousness (Tan, 2014). The digital landscape witnesses a surge in the utilization of myths to harness historical, psychological, and sociological effects, thereby enhancing the enduring impact through storytelling—a phenomenon prominently observed in content marketing (Toptancı, 2019).

Myths, an integral part of the cultural communication fabric, impart meaning and definition to objects through culture. Cultural branding emerges as a linchpin for brand longevity. Mythological elements serve as pivotal conduits, allowing brands to resonate with their target audiences, conveying desired messages and crafting compelling brand images (Manlow, 2011). Numerous brands aptly demonstrate the strategic integration of mythological elements within their frameworks as exemplars of this phenomenon.

4. BRANDS USING MYTHOLOGICAL ELEMENTS

Brands intricately weave various elements and symbols into their logos, names, strategies, and narratives, drawing upon diverse sources, including mythology. Several notable brands integrate mythological motifs into their identities, evoking historical, cultural, or symbolic associations (Figure 1).

Figure 1. Brand Logos

One such instance is the renowned luxury consumer brand "Versace," where the iconic logo features the mythological figure of "Medusa." Founded in 1978 by Gianni and Donatella Versace, the brand adopted the image of "Medusa" owing to the siblings' childhood amidst ancient ruins, encapsulating a sense of heritage and classical allure (URL-1).

Similarly, the soap brand "Dove" derives its name from Aphrodite, the Greek goddess symbolizing beauty and love. The name "Dove," representative of Aphrodite's emblem, signifies a pursuit of youthful and smoother skin, intertwining with the goddess's attributes (URL-2).

The globally recognized sportswear brand "Nike" draws inspiration from Greek mythology's winged goddess of victory, reflected in the emblematic "Swoosh." This symbol, endowed with the narrative of conferring great power upon warriors in Greek mythology, aligns with "Nike's" message of triumph and personal progress through sporting endeavors (URL-3).

Moreover, the "Vestel" brand strategically employs Greek mythological elements in its advertisements, incorporating thunder and lightning, symbolic of "Zeus," to emphasize notions of power and sovereignty. Semiotic analysis of these adverts reveals a rich tapestry of Greek mythological motifs (Özkantar, 2019).

Another prominent example is the global coffee chain "Starbucks," whose logo prominently features the mythological "Siren," a maritime symbol harking back to the historical association between sea voyages and coffee trade (Başbuğ, 2023).

Furthermore, "Maserati," an esteemed automotive brand specializing in racing and sports cars, draws from Roman and Greek mythology, portraying the logo as the "Tridente," symbolizing the trident of the Roman god Neptune and its Greek counterpart, "Poseidon" (URL-1). These instances epitomize brands integrating mythological elements into their identities, underlining the burgeoning significance of mythology in consumer attraction and brand identity construction.

5. CONCLUSION

In conclusion, the symbiotic relationship between mythology and the brand concept emerges as a compelling avenue for brand development. This study illuminates the pivotal role of mythological elements in fostering profound and enduring connections between consumers and brands. The strategic integration of mythological narratives, symbols, and archetypes serves as a catalyst in augmenting brand communication, facilitating emotional resonance, and engendering a sense of identification among consumers.

The contemporary landscape of consumption, characterized by an emphasis on symbolic and emotional attributes, underscores the escalating influence wielded by brand-embedded symbols. This shift not only signifies the evolving nature of consumer preferences but also highlights the indispensable role of mythological elements in sculpting brand identities that transcend mere functional utility.

Echoing Campbell's timeless assertion regarding the guiding function of myths in human lives, the parallels drawn between mythological narratives and brand narratives underscore the potential for brands to steer consumers towards fulfillment, satisfaction, and a deeper sense of connection (Tait, 2012). Brands cognizant of this profound impact stand better poised for success in the ever-evolving market landscape.

Moreover, within the digital realm, the increasing prevalence of streaming services

and the burgeoning popularity of mythological-themed entertainment open new vistas for brands. Leveraging these narratives in brand storytelling within the digital marketing sphere presents an unparalleled opportunity to captivate and engage consumers on a deeper level, tapping into their fascination with mythological stories and heroes.

While this study offers a conceptual foundation delineating the intertwining realms of mythology and brand development, further exploration through qualitative and quantitative research avenues holds promise for deeper insights. Detailed investigations into consumer perceptions, emotional responses, and behavioral patterns in response to mythologically infused brand narratives would enrich our understanding of the intricate dynamics at play.

Ultimately, as the realm of branding continues to evolve, the strategic integration of mythological elements stands as an enduring and potent tool for brands, capable of forging lasting emotional connections and resonating with consumers on a profound level in an ever-changing marketplace.

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SIGNIFICANCE OF TRANSACTION AUDIT IN THE CONTEXT OF DIGITALIZED AUDITING PROCESSES

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ABSTRACT

Accounting legislation is constantly adapting to meet the evolving needs of society. This evolution, inherent in legal norms, eventually manifests itself to meet societal or stakeholder demands. Accounting auditing, an integral facet of accounting law, endeavors to keep pace with the swift transformations within the accounting profession, striving to expedite its own evolution. The rapid advancement of digitalization has prompted a shift in accounting practices from traditional document-based to transaction-oriented methodologies, consequently leading to a shift in auditing practices from document-based to digital-driven approaches. This acceleration in the auditing sphere is anticipated to outpace previous transformations in the imminent years. Unlike prior evolutions largely propelled by internal dynamics of the profession, this impending transformation is primarily steered by external factors, compelling accounting law to recalibrate in response. This paper aims to explore this ongoing transformation and scrutinize the anticipated shifts in accounting auditing attributable to digitalization in the field.

Keywords: Transaction Audit, Digital Audit, Accounting Auditing, Blockchain, Artificial Intelligence.

1. AN EXAMINATION OF PROCESS CONTROL IN ACCOUNTING: ADAPTING TO DIGITAL TRANSFORMATIONS

Before delving into the intricacies of transaction auditing, a foundational understanding of "transaction accounting" is essential. This aspect has evolved alongside various transformations within the accounting profession, wherein the emphasis has shifted from traditional "What is" accounting paradigms to predictive "What will happen" models. This transition has significantly complicated accounting information systems, positioning them at the forefront of the digitalization wave. As articulated by Usul & Bozkurt (2022), this paradigm shift has led to complex transformations that have redefined business philosophies and models, necessitating swift adaptation to digital technologies.

The contemporary accounting landscape demands more than tax filing and regulatory compliance from professionals. Kalil Merhib, CPA, aptly notes that clients now seek trusted partners capable of decoding data intricacies

to steer strategic business decisions. Notably, industry giants like Deloitte have established initiatives such as the Artificial Intelligence and Technology Academy to empower professionals in harnessing advanced technologies and utilizing resultant data (Alexander, 2022).

Accounting law, intricately linked to stakeholder expectations, historically evolves in response to societal needs. Significant historical junctures, such as the era of geographical discoveries, birthed concepts like export-import dynamics, debt-credit relationships, and the subsequent emergence of double-sided registration systems. Similar correlations exist between industrial revolutions, the evolution of management theories post-World War II, and the advent of behavioral accounting, all instigating the evolution of accounting law. These developments underscore the interdependency between accounting law and societal shifts.

The pervasive impact of digitalization on accounting practices cannot be overstated,

with tools like blockchain technology, robotic process automation (RPA), artificial intelligence (AI), and machine learning rapidly revolutionizing transaction volumes and resource efficiency (Williams, 2020). Workflow software, for instance, streamlines tasks like data aggregation, invoice processing, reconciliation, and adherence to accounting standards, significantly minimizing repetitive manual efforts.

This digital transformation in accounting renders traditional "document recording" practices obsolete, replaced by AI-based algorithms that autonomously identify and monitor transactional events (Busulwa & Evans, 2021). The shift from human-driven recording functions to automated platforms signifies a critical shift from document accounting to transactional accounting, triggering substantial changes in complementary auditing practices.

The metamorphosis from document to transactional accounting not only impacts auditing but necessitates a fundamental review of auditing techniques. The transition from document review to transaction review, driven by digitalization, emphasizes a departure from sample-based evaluations to holistic population assessments. Real-time, automated auditing processes eliminate the relevance of confirmation or verification documents, redefining the audit landscape (Alexander, 2021).

2. BENEFITS OF PROCESS AUDIT: NAVIGATING THE DIGITAL FRONTIER

While the roots of auditing trace back to ancient Egypt, its modern iteration emerged with the industrial revolution, focusing on informing business owners and lenders. Over time, auditing has continuously adapted to evolving accounting laws, with its most recent transformation catalyzed by digitalization. As affirmed by Karl Busch, CPA, the audit profession's rapid digital evolution necessitates substantial advancements to align with emerging technological landscapes (Alexander, 2021). Surveys, like the one by Forbes insights and KMP, highlight the

increasing reliance on cloud technology, smart analytics, and artificial intelligence among auditors (KPMG, 2021).

The evolution from document auditing to transactional auditing amid digitalization has accentuated the demand for skilled professionals. According to an AICPA study, the scarcity of qualified personnel remains a significant challenge for audit firms (AICPA, 2022). Additionally, evolving client expectations now prioritize value-driven insights, elevating the role of auditors to real-time, forward-thinking partners.

In response to these evolving demands, auditors are expected to possess an array of skills beyond traditional competencies. Mastery of complex business operations, adeptness with emerging technologies, agility, and the capacity to adapt to dynamic environments and legislative changes are now imperative (Thomson Reuters, 2023).

Traditional auditing methodologies, reliant on retroactive approaches, account balances, and manual evaluation of internal controls, face considerable challenges. The labor-intensive nature of manual auditing procedures and the physical presence of audit teams at business premises underscore the necessity for intelligent audit tools that enable real-time reporting and diminish expectation gaps.

3. CONCLUSION

The landscape of accounting has undergone a profound metamorphosis driven by a convergence of evolving stakeholder expectations and technological progressions. The inexorable trajectory of technology, spanning from antiquated bookkeeping systems to computerized methodologies, and presently from traditional document-centric accounting to an emergent era of transaction-oriented practices, constitutes a dynamic narrative within the domain of accounting literature. These transformative dynamics reverberate significantly within the sphere of auditing practices, prompting a fundamental restructuring of established methodologies and standards in direct response to the pervasive assimilation of artificial intelligence

and digitalization within the professional realm.

This disruptive evolution from conventional document-focused accounting to the unfolding terrain of transactional accounting represents a watershed moment not only in the evolution of accounting methodologies but also in the fundamental conception, processing, and utilization of financial information for decision-making. The consequential ramifications transcend the confines of conventional academic discourse, necessitating an astute and agile recalibration of audit methodologies and standards.

As the inexorable march of digitalization continues to redefine the contours of accounting and auditing paradigms, the requisites for adept professionals evolve concomitantly. The contemporary auditor is not merely a custodian of historical financial records but rather a pivotal collaborator harnessing predictive insights and real-time analyses, deftly navigating the intricate confluence of technological advancements, regulatory frameworks, and the evolving demands of stakeholders.

This evolving milieu mandates a comprehensive reimagining of the auditor's role, demanding a versatile skill set transcending conventional competencies. Agility, adaptability, technological adeptness, and a discerning acumen for deciphering intricate business operations now emerge as imperatives for auditors navigating this dynamic and perpetually evolving terrain.

In essence, the current trajectory signifies not solely a paradigm shift but an epochal transition that marks an unprecedented chapter in the narratives of accounting and auditing. It underscores the imperative for continual learning, adaptation, and an unwavering dedication to harnessing nascent technologies to fortify the integrity, pertinence, and efficacy of the profession in an epoch defined by ceaseless innovation and transformative upheaval. As the contours of this digital expanse continue to unfold, the synergy between technological prowess and

the nuanced craft of auditing emerges as the linchpin propelling the profession toward an increasingly dynamic and promising future.

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IS WIKIPEDIA'S INTENTION TRULY ALTRUISTIC?

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Wikipedia, self-proclaimed as an online encyclopedia, operates without a centralized authority to verify the veracity of its content and is not underpinned by a commercially moderated structure, leading to substantial debates regarding its governance. This situation is reminiscent of the early 2000s in Turkey, where the internet was perceived as a monolithic entity, particularly by politicians who implicitly trusted its content. Misinformation led to vehement reactions, rooted in the belief that the internet represented a collective antagonism. Over time, this perception evolved, recognizing the internet as a complex, multifaceted medium, akin to the intricacies of life.

Today's view of Wikipedia mirrors these initial misconceptions of the internet. Established in 2001 by Jimmy Wales, Wikipedia was envisioned as an open system to disseminate accurate information. Notably, during its early stages, iPhones employed Wikipedia as a primary source in Spotlight search responses, but this integration was later discontinued. This led to critical discourse by Wales, particularly focusing on the iPhone's closed system architecture.

The open-source nature of Wikipedia, reliant on community moderators, was initially a point of pride for Wales. However, this model has shown parallels with traditional dictionaries, where moderators have been observed to selectively permit or remove content. A case in point is my attempt to add an entry for Demet Sabancı Çetindogan, recognized as one of Turkey's 50 Most Powerful Business Women, on Wikipedia. Despite multiple submissions, each was consistently removed, with the final rationale being her purported lack of notoriety. Research indicated that this was not an

isolated incident, revealing a global issue within Wikipedia where moderator bias supersedes factual accuracy.

In preparation for this article, I engaged in a dialogue with Jimmy Wales to ascertain whether Wikipedia, professing to miss Turkey, has made strides in mitigating these issues. An incident where a friend's contribution to Wikipedia was promptly removed led to a discussion with Wales. Upon investigation, he attributed the deletion to piracy, despite the content being my original work. This incident prompted me to challenge Wales: if I were to submit an entry guaranteed not to be deleted, it would, nonetheless, be removed within 24 hours. Regrettably, Wales declined this proposition.

Freedom of Opinion or Expression: A Wikipedia Paradigm?

Wikipedia's portrayal of itself as a bastion of free expression was tested when it faced a block in Turkey, which it labeled as a curb on freedom of expression. This characterization, equating the blocking of an 'encyclopedia' with an assault on free speech, seems disingenuous. Information, by its very nature, should stand beyond the realms of opinion or interpretation. Moreover, it's paradoxical for Wikipedia to invoke the principles of freedom of opinion and expression while its moderation system obstructs the incorporation of verifiable information, as exemplified in the case of Demet Sabancı Çetindogan.

The state of Turkish content on Wikipedia is notably inferior compared to other languages, exacerbated by a dwindling number of moderators. As an advocate for augmenting Turkish internet content, this decline is particularly disconcerting. In-depth research

on the plight of Turkish moderators and the Turkish Wikipedia can be accessed at [1].

Wikipedia's Ostensible Nostalgia for Turkey

The timing of Wikipedia's legal action against Turkey through the European Court of Human Rights (ECHR), coinciding with the launch of its new social media endeavor, raises questions about its motives. Turkey's prominent role in global social media platforms suggests strategic considerations underlying Wikipedia's expressed longing. One wonders whether Wikipedia's yearning for Turkey is genuine or a calculated move aligned with its social media objectives.

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