

YOUR BRAIN DECIDES WHAT TO BUY, NOT YOU

In marketing, many different methods are tried by brands and advertisers to attract consumers' attention. Stating that neuromarketing, defined as pressing the "buy button" in the brain, is preferred by brands, Asst. Prof. Dr. Sinem Eyice Bařev emphasizes that marketing strategies will be determined accordingly.

"Neuromarketing", which determines which product to buy or not by measuring the brain waves of consumers in the decision-making process before purchasing something, plays a major role in the marketing strategy of many brands. The answers given to the question of what is thought about any product or advertisement can be misleading, however, measurements made using neuroimaging techniques can determine how the advertisement, product and packaging are approached. In other words, the brain decides what people buy.

"SOME TECHNIQUES ARE INCLUDED IN NEUROMARKETING RESEARCH"

"Neuromarketing", which is one of the most significant studies on what consumers really want with the development of technology, is an area that brands and the marketing world closely follow and apply. Neuromarketing is used in many scientific disciplines such as neurology, sociology, marketing, advertising and medicine. Asst. Prof. Dr. Sinem Eyice Bařev from Istanbul Gelisim University (IGU) Faculty of Applied Sciences, Department of Public Relations and Advertising stated the following: "There are some techniques in neuromarketing research. These techniques are PET, fMRI, EEG, Eye Tracking, MEG, FACS and GSR. Neuromarketing research is mostly preferred by advertising and marketing departments today. Thus, all the facts that the eye and brain see between the consumer and the product are revealed. Neuromarketing research measures people's responses to marketing stimuli. Like, did s/he like it or not? Did s/he see it or not? Did s/he read it or not? Thanks to these methods, which are particularly used to measure consumer behavior, the advertiser can prepare the product advertisements in a way that the consumer will like and attract."

"RESEARCHERS WILL CONTINUE TO MEASURE PEOPLE'S REACTIONS TO MARKETING STIMULI"

The most used neuromarketing research areas are internet usability tests for e-commerce sites. Therefore, e-commerce sites make it easy for customers to buy products in the shortest and easiest way. For brands, it is used for packaged logo design, the selection of advertising images, and the determination of advertising spaces. Asst. Prof. Dr. Sinem Eyice Bařev: "Big brands update their market or store shelves according to the results of the research. Neuromarketing will continue to be of great significance when creating marketing strategies today and in the future. By combining not only desktop applications but also real-life mobile applications with virtual reality, it steps directly into the metaverse world. Neuromarketing researchers will continue to measure people's responses to marketing stimuli."

THINGS ABOUT THE IMPLANT IN 7 STEPS

Implant, which is a widely preferred treatment method, leaves question marks over people's minds. Prof. Dr. Ahmet Mihmanlı explained the things that are curious about the implant in 7 steps.

Dental problems and loss of teeth cause speech difficulties, eating difficulties and a lack of self-confidence. Prof. Dr. Ahmet Mihmanlı from Istanbul Gelisim University (IGU), Faculty of Dentistry, made statements about the implant, which is defined as artificial tooth roots placed in the space where there is a missing tooth. He explained the things to be considered at in 7 steps and what needs to be paid attention to.

1- Learn the brand of the implant

You should definitely get an identity card from your doctor stating the brand of the implant. There should be a label showing the diameter, length and type of each implant made on this ID card.

2- Every stage of treatment is significant

All stages are crucial when having a dental implant, starting with taking an x-ray and placing the fixed or removable prosthesis in the mouth.

3- The brand of the implant is more important than which country it belongs to

Every country has a large number of implant brands. Price performance is important in brand selection. It is necessary not to insist on making foreign brands by forcing the budgets. In other words, we can say that the brand is more important than the country selection.

4- Implants in Turkey are as good as foreign brands

Currently, implants in our country are as good as foreign brands. Well-established and high-quality domestic brands give clinically beautiful and useful results. In addition, being domestic production often provides advantages in terms of access to parts and diversity.

5- It is possible to have a beautiful smile

Smile design is a procedure performed by considering the lower and upper lip gingival level, tooth shape. It is possible to have a natural and beautiful smile by having both fixed and removable dentures with dental implants.

6- One can have a dental prosthesis at the same time by having a dental implant

If the person has enough bone, does not have the habit of clenching teeth and will take care of oral hygiene, s/he can have temporary or permanent teeth in the same session with the appropriate implant type. Currently, this process time has shortened considerably, especially with the increase in digital studies in a computer environment.

7- Your dentist must decide whether the prosthesis on the implant will be fixed or not

Although it is partially dependent on the preference of the patients whether the prosthesis on the implant will be fixed or not, this situation is mostly decided by the dentist. Still, the patient's preferences always come first, however, your dentist will guide you to the right solution.

NATIONAL WEIGHTLIFTER DUYGU ALICI FROM IGU MARKED THE FIRST DAY OF THE EUROPEAN CHAMPIONSHIP

National Weightlifter Duygu Alici, a student of Istanbul Gelisim University, Gelisim Vocational School, Sports Management Program, marked the first day of the European Youth and U23 Weightlifting Championships.

The European Junior and U23 Weightlifting Championships started on 15th October in Durres, Albania. National weightlifter Duygu Alici, one of the students of Istanbul Gelisim University, competed in 49 kilograms and won 3 silver medals.

SHE BROKE A RECORD!

The Albanian city of Durres continues to host national athletes with the European Junior and U23 Weightlifting Championships. National Weightlifter Duygu Alican, one of the national athletes of Istanbul Gelisim University, who competed on the first day of the championship, won 3 silver medals with 75 in the snatch, 95 in the clean and jerk and a total of 170 kilograms. At the same time, she broke her own Turkey's under-23 record in clean and jerk 95 kg and added a new one to her achievements.

A CONVERSATION TITLED “ENVIRONMENTAL SUSTAINABILITY AND ENVIRONMENTAL AWARENESS” WAS HELD

A conversation titled "Environmental Sustainability and Environmental Awareness", the first phase of the “Doğada Gelişim Var” Social Responsibility Project, was held.

Between October 19 and December 23, the first phase of the social responsibility project, which aims to improve environmental sustainability and environmental awareness of university students, was carried out under the leadership of Istanbul Gelisim University (IGU), Faculty of Fine Arts, in cooperation with TEMA (The Turkish Foundation for Combating Erosion Reforestation and the Protection of Natural Habitats) and Nezahat Gökyiğit Botanic Garden.

THE FIRST PHASE OF THE “DOĞADA GELİŞİM VAR” SOCIAL RESPONSIBILITY PROJECT WAS HELD

In the first phase of the "Doğada Gelişim Var" Social Responsibility Project implemented by Res. Asst. Başak Lale, Res. Asst. Gökçe Uzgören, Res. Asst. Merve Karadaban and Res. Asst. Büşra Kılıç, a conversation titled "Environmental Sustainability and Environmental Awareness" was held with the participation of TEMA Foundation Avclar District Officer Songül Çağışlar. It aimed to contribute to developing the standing of sustainability in daily life by informing the participants about the current situation of nature and the environment. Istanbul Gelisim University (IGU), which attaches great importance to social responsibility projects and sustainability, contributed to the development of the understanding of environmental sustainability by raising awareness among university students about protecting nature and taking protective measures.

IGU GAVE 'SPEED READING TECHNIQUES TRAINING' TO ADVISORY TEACHERS IN VAN

Istanbul Gelisim University gave 'Speed Reading Techniques Training' to the advisory teachers in Van. The "Speed Reading Techniques Training" given by Trainer Ferhat Şahin at Elite World Van Hotel lasted two days.

"WE PROVIDED THESE TRAININGS IN 45 PROVINCES SINCE LAST YEAR"

Making a statement at the end of the training, Asst. Prof. Dr. Bülent Degirmenci, Head of Corporate Communications Department of Istanbul Gelisim University, stated that their aim is to make students gain the habit of reading books and to increase the ways of reading more books within the framework of the social responsibility project. Emphasizing that such trainings are given in many provinces of Turkey, Degirmenci also added: "We have given these trainings in 45 provinces since last year. The results were also incredibly good. Students who previously read 200-300 words per minute easily increased it to 500-600 or even 700 words. This made us very happy."

Drawing attention to the fact that young people in Turkey have reading problems, Degirmenci also indicated, "Especially in recent years, the questions that appeared in the exams were the question styles that turned into paragraph styles, aimed at understanding what they read and demanding speed. Hence, we seek to find out "How can they be successful in such a short time? How can they achieve the result?" So, it can be said that that arose out of necessity. Based on this need, we conducted various surveys to our students. We provided these trainings in line with their needs and requests. Counselors' participation in education is also high. After Van, we will provide these trainings in Rize and Trabzon, too."

WE GET HIGH EFFICIENCY FROM TRAININGS

Advisory Teacher Helin Yağca stated that the trainings were good and productive and added: "I have been an advisory teacher for 22 years and I was very prejudiced about this subject. I thought it would not be possible to read fast with understanding. However, the trainings were very productive not only for me but also for all participants. Now the exam is a serious process and requires a serious intensity. Exam times are too long. Of course, it is a very significant factor for each student to read quickly with understanding and to increase their success in the exam. In this sense, I would like to thank Istanbul Gelisim University."

Another advisory teacher Şuayip Orhan, on the other hand, stated the following: "I think it was a very productive seminar. I also get positive feedback from my friends in this direction. I would like to thank everyone who contributed. From now on, we demand such studies from Istanbul Gelisim University."

DEVELOPMENT WORKSHOPS HAVE STARTED!

Istanbul Gelisim University (IGU) welcomed the 2022-2023 academic year with artistic, sportive and cultural activities. Events held on various campuses of the university will continue to offer enjoyable teachings to students throughout the year.

Bringing IGU students together with the special events and festivals it organizes, Istanbul Gelisim University started the new academic year with events organized in 3 different categories.

Artistic Development, Sportive Development, Cultural Development and IGU Coffee Talks activities will both bring students together throughout the year and enable participants to socialize while training.

THEY WILL DRAW, DISCUSS, HAVE FUN!

Istanbul Gelisim University, one of the top 3 most preferred foundation universities in Turkey, continues to show the importance it attaches to science and technology on a global scale in its events. IGU will ensure that social development continues throughout the year with the "Artistic Development, Sportive Development, Cultural Development and IGU Coffee Talks" activities, which enable students to develop their social aspects while receiving well-equipped training.

In the events that will take place every Tuesday, Wednesday and Thursday, activities on different topics await students every week. On the one hand, the participants, who will have the opportunity to pour their minds into the design with drawing, will not only be able to chat over coffee on weekly topics, but also discharge with sportive entertainment such as Yoga and Zumba.

ACTIVITIES STARTED WITH ARTISTIC DEVELOPMENT WORKSHOP

The activities, which started with the Charcoal Drawing Workshop in the Artistic Development field on Tuesday, October 18, were held at Gelisim Tower with the narration of Lect. Şermin Ayşe Tepe. During the drawing phase in the workshop, toning and shading studies were carried out after the drawing phase, with emphasis on light-shadow, contour line, light-dark values, which are important elements for the development of painting skills. At the same time, she emphasized that apart from the activities, students should draw regularly in order to improve their drawing skills, and that they can contribute to their drawing skills by following courses or workshops in this field.

LIFE ON CAMPUS, SPORTS IN GELISIM!

The activities, which continued on Wednesday with Sportive Development, continued with yoga practice under the leadership of Lect. Sanem Önder at the School of Physical Education and Sports Yoga Class Dance Hall. Pointing out that yoga breathing and yoga poses are a systematic practice that helps to maintain the calmness and control of the mind and body under all conditions, Öner demonstrated the correct breathing techniques and basic yoga positions to the students in practice. In the second half of the day, they participated in the conversation "Building Sustainable Lives Through Design" with IGU Coffee Talks. The subject discussed by Lect. Enver Tatlısu met with the participants at Gelisim Tower.

The last event was completed with a movie hour at Cultural Development on Thursday. Students watching Mississippi Burning at J Block screening room have left behind another full week in the new academic year.

ISTANBUL GELISIM UNIVERSITY ENGINEERING AND ARCHITECTURE AND VOCATIONAL SCHOOL ACADEMIC YEAR OPENINGS WERE HELD

Istanbul Gelisim University (IGU) 2022-2023 Faculty of Engineering and Architecture and Gelisim Vocational School academic year opening ceremonies were held. Rector Prof. Dr. Bahri Şahin, who made the opening speech of the ceremonies, wished success to all academicians, students and the university in the new term.

Istanbul Gelisim University academic opening ceremonies for 2022-2023 faculty and college continue. Recently, the opening ceremony of IGU Faculty of Engineering and Architecture and Gelisim Vocational School was held.

The ceremonies, which started with a moment of silence and the national anthem, continued with the speech of Prof. Dr. Bahri Şahin.

“WE AIM TO BE A PRESTIGIOUS WORLD UNIVERSITY!”

Standing out with its quality education, sustainability and internationalization efforts, Istanbul Gelisim University (IGU) started the 2022-2023 academic year with the academic year opening ceremonies. Prof. Dr. Bahri Şahin, who recently attended the opening ceremony of both the Faculty of Engineering and Architecture and the Gelisim Vocational School stated the following: “We aim to bring Istanbul Gelisim University to its goal of a world university by reflecting my 42 years of education and management experience to our university.”

“YOUNG PEOPLE ARE VERY IMPORTANT TO US”

Istanbul Gelisim University, the university with the highest number of internationally accredited programs in Turkey, also draws attention with the number of international students and academics. Prof. Dr. Bahri Şahin:

“We want to bring scientists to our university in order to increase the quality of personnel at our university. At the same time, we attach great importance to young people. Another advantage of Istanbul Gelisim University is the high number of young lecturers. This is very gratifying and significant for us. IGU ranked 1st in Turkey and 16th in the world in the "Quality Education" category of the world's respected higher education rating agency THE (Times Higher Education) Impact Ranking. It will continue its success both by increasing the quality of academicians and by solving the problems in terms of infrastructure and making the necessary improvements.”