

## **GAINING INSIGHT INTO FOMO AND JOMO, THE VIRTUAL FORMS OF ADDICTION, CAN BENEFIT MARKETING EFFORTS!**

Social media use is now influencing more and more aspects of our lives. As such, new concepts such as FoMO and JoMO emerged. Evaluating social media addiction in terms of marketing, Asst. Prof. Dr. Cagla Tugberk Ariker stated that although ethical discussions constitute another dimension of the subject, brands can get positive results by considering FoMO and JoMO cases while creating and implementing social media marketing strategies.

Nowadays, most people spend their time updating their own "statuses," following popular topics, exchanging information with acquaintances, and sharing content on social media. Brands use social media significantly as well. Companies who communicate with their customers in real time through their events, promotions, and products have an advantage. Stating that new concepts such as FoMO and JoMO have emerged as a result of the fact that social media has gained so much place in our lives and that we are aware of what is going on at any moment, Istanbul Gelisim University (IGU) Faculty of Economics, Administrative and Social Sciences Department of Business Administration (English) Assist. Prof. Dr. Cagla Tugberk Ariker said, "When we look at internet usage statistics, we can say that understanding FoMO and improving the online presence of the brand is of great importance for marketing managers."

**"ON AVERAGE, TURKISH INTERNET USERS ARE ON THE INTERNET 24 HOURS A DAY"**

FoMO (Fear of Missing Out) is defined as the widespread anxiety that others may have positive experiences in the absence of the person and therefore the desire to constantly stay in touch with what other people are doing. Stating that today, addiction to mobile phones and social media can generally be associated with FoMO, Asst. Prof. Dr. Cagla Tugberk Ariker said that FoMO's relationship with marketing "When we look at the statistics on internet use, we can understand why FoMO is important for marketing managers. The results of the research conducted by We Are Social and Meltwater show that Turkish internet users use the internet on average 7 hours and 24 minutes a day, and the share of mobile internet in this is 4 hours and 26 minutes. FoMO can influence consumer behavior as it is associated with a strong desire to follow trends. Marketing managers can therefore employ techniques like influencer partnerships, viral marketing, and immediate promotional offers. In addition, since FoMO brings the desire of the individual to share their experiences, encouraging users to develop content can also be effective."

## CONSCIOUS CONSUMPTION STRATEGIES CAN BE IMPLEMENTED FOR JOMO-TYPE CONSUMERS

Stating that JoMO (Joy of Missing Out) is the other concept that emerged in response to the negativities brought by FoMO to the individual's life, Ariker said, "JoMO can be defined as experiencing the pleasure of getting away from other people or social demands. It has a tight connection to mindful consumption. Therefore, marketing managers can implement value-oriented marketing strategies that support conscious consumption, minimalism and personal development, especially if they target JoMO-type consumers."

## THE REASON FOR THE CHANGE IN YOUR EMOTIONS MAY BE "WINTER SADNESS"!

Falling temperatures increase the risk of seasonal mood disorders, which affect mental health as well as influenza. Stating that some changes occurred in emotions, behaviors and thoughts during the winter, Psychologist Res. Asst. Deniz Misra Gurol stated that this situation is called "winter sadness".

Serotonin, the happy hormone derived from sunlight, declines in the fall and winter, while melatonin, the hormone associated with sleep, is also produced at higher levels than normal. Many individuals are beginning to get involved in their children's or their own new work or school period, in addition to changes in temperature and light. Thus, there are variations in expectations, habits, relationships, and even programs. Stating that the mind has many more cycles than predicted, Istanbul Gelisim University (IGU) Faculty of Economics, Administrative and Social Sciences Department of Psychology Psychologist Res. Asst. Deniz Misra Gurol said, "No matter how much we would like to, we might not be able to do anything but stop while feeling depressed by the cold; we might also be unable to be open, enthusiastic, creative, or productive. At such times, we can see the reflection of changes in nature in our psyche. We should strive to accept and be patient with our own winter mode since we might need to slow down."

## BEWARE OF THESE SYMPTOMS!

Seasonal Affective Disorder (SAD) is a type of depression triggered by the change in seasons, usually when autumn begins. Stating that it is different from winter sadness, Psychologist Res. Asst. Misra Deniz Gurol said, "Seasonal affective disorder is both a type of depression and closely affects not only how you think and feel, but also daily life. This seasonal depression usually occurs in late autumn or early winter and increases with winter. It ends with the sunshine with spring. If you feel depressed for most of the day, anxiousness, desire to eat more, excessive fatigue and lack of

energy, feelings of hopelessness and worthlessness, difficulty in focusing, feeling nervous or uneasy, staying away from social activities, difficulty in enjoying activities, and sleep problems, you may be experiencing seasonal mood disorders."

**"THE TRANSITION IS ALWAYS EASIER WHEN YOU TALK TO SOMEONE"**

Regardless of how much they are affected by seasonal affective disorder, three important factors will help manage seasonal changes, Gurol said, "The first of these is exercise. Regular physical activity is extremely beneficial for both physical and psychological health. The second is to try to get more light. It is important that everyone is exposed to sunlight every day. Since most workplaces are indoors, reaching for sunlight requires some kind of effort. We can try to get the vitamin D necessary for our body by spending a few minutes in the sun. The third important factor is sharing with someone. All transitions have their own challenges, and when you talk to someone about it, the transition is always easier. Whether you're talking to a relative, a coworker, or your therapist, let someone enter your inner thoughts and experiences."

### **IGU RECTOR PROF. DR. BAHRI SAHIN MET WITH PALESTINIAN STUDENTS**

Istanbul Gelisim University Rector Prof. Dr. Bahri Sahin met with Palestinian students with the "Independent Palestine" event. Stating that there are 208 Palestinian students studying at IGU, Sahin said, "We are with you financially and morally with all our means."

Revealing Israel's response to its occupation of the Palestinian people and its unprecedented policy of persecution, Istanbul Gelisim University (IGU) organized an "Independent Palestine" event to support Palestinian students. Stating that history will not forget those who remained silent about this massacre, IGU Rector Prof. Dr. Bahri Sahin said, "As both our university and Turkey, we condemn the massacre and genocide committed by the Israeli state and we do not remain silent. We have 208 Palestinian students studying at our university. Your pain is our pain. We gathered to hear requests and concerns. We are with you financially and morally with all our means."

**"BEING IN UNITY AND SOLIDARITY SHOWS THAT IT IS TIME TO JOIN HANDS"**

Listening to the feelings and thoughts of Palestinian students, Rector Prof. Dr. Bahri Sahin stated that the demands of the students will be resolved as soon as possible, "Palestine is not only the problem of our brothers in Palestine, Palestine is the problem of all humanity. We do not find it surprising that the opponents of Islam do not speak out about the slaughter of Israel, but we find it incomprehensible that the Islamic community would do the same. Our Palestinian brothers are resisting, young and old, with their baby swaddled in their arms. This incident shows that the time has come for the Islamic world to be in unity and solidarity and to join hands."

## “THERE IS A GLORIOUS RESISTANCE IN PALESTINE”

Stating that the Palestinian people have shown successful resistance despite all the absences and impossibilities, Prof. Dr. Senol Durgun, Head of the Department of Political Science and Public Administration of IGU Faculty of Economics, Administrative and Social Sciences, said, "Palestine is under intense bombardment. We are in an unimaginable predicament. The Middle East's topography is clearly marked by ongoing persecution and suffering, but in my opinion, the place closest to the light is also the one facing the worst darkness. The situation shows this. There is a glorious resistance in Palestine today."

## RTS STUDENTS WIN THE TAD SHORT HORROR FILM COMPETITION!

Istanbul Gelişim University (IGU), Faculty of Fine Arts (GSF), Radio, Television and Cinema Department fourth-year students came first in the competition organized by the German Association of Turkey (TAD) with their short horror film called "Tuesday" (Salı).

A short horror film written and directed by Muhammet Emir Akarslan, a fourth-year student at the Department of Radio, Television and Cinema, with Bedia Zerin Hökenek as assistant director, Onur Karakuş as cinematographer, Mert Hakan as set manager and Melek Çetinkaya as make-up artist. Tuesday won first place in the short horror film competition organized by the German Association of Turkey (TAD).

The film, starring Hatice Nisa Hökenek, Belçim Hökenek and Beren Hökenek, is about a girl collecting candy on a "Tuesday", Halloween, while joking with her friend, who disguised herself as a statue to scare her, and is attacked by a creature disguised as a statue, which is really a monster.

## “WE RECEIVED THE REWARD OF OUR EFFORTS WITH THE FIRST PRIZE”

Muhammed Emir Akarslan, the scriptwriter and director of the movie, stated that he wrote the movie "Tuesday" for the competition organized by TAD Connect USA and that the shooting of the movie was very enjoyable. Akarslan said that conveying the Halloween mise-en-scène and atmosphere through images was challenging but also enjoyable, adding that although the shooting took a short time, the team put a lot of effort into the costumes and make-up. We congratulate Muhammed Emir Akarslan, who stated that their efforts were rewarded with the first prize, and everyone in the film team who worked hard, and we wish them continued success.