

TELEVISION STILL LEADS: DESPITE DIGITALIZATION, TRUST AND HABITS KEEP TRADITIONAL MEDIA ALIVE!

The results of RTÜK's "Medyametre Media Usage Habits Research-2024" reveal that although a significant transformation is taking place in media consumption in Turkey, television still maintains its strong position. Asst. Prof. Aysun Kaya Deniz, faculty member at Istanbul Gelisim University, Faculty of Economics, Administrative and Social Sciences, Department of Radio, Television and Cinema, emphasizes that television's place in society is not only a matter of habit but also one of trust.

"TELEVISION REMAINS THE MOST RELIABLE SOURCE OF INFORMATION IN DAILY LIFE"

According to Asst. Prof. Aysun Kaya Deniz, television continues to be "an easily accessible and reliable medium that is integrated into daily life," especially for middle-aged and older individuals. She states that the flow of unverified information on digital platforms increases the value of television's institutional structure and adds:

"Content broadcast on television still shapes the public agenda. These contents go through professional oversight and are accepted by target audiences as 'official and verified information.' On digital platforms, however, fake accounts and unverified content increase information pollution. This situation keeps trust in traditional media alive."

Emphasizing that digitalization is rising rapidly but that television still holds a central position among broad age groups, Asst. Prof. Deniz suggests that the balance between television and digital media may shift in the coming years, although this transformation will be gradual.

“WHY THE 65+ POPULATION AVOIDS DIGITAL MEDIA: CULTURAL AND TECHNOLOGICAL ADAPTATION GAP”

The research shows that individuals aged 65 and above spend an average of 5 hours a day watching television. Asst. Prof. Deniz explains this with the digital gap between generations:

“For young people born into the digital age, social media is a natural living space. But for those aged 65 and older, digital media is often perceived as complex, dangerous, and unreliable. Having grown up in an era dominated by traditional media, television remains a safe, familiar, and low-risk medium for this generation.”

According to Asst. Prof. Deniz, this situation is not only related to technology but also linked to collective memory, habits, and a culture of trust.

YOUNG PEOPLE ON SOCIAL MEDIA: “ACCESS TO INFORMATION IS FASTER, BUT THE NEED FOR VERIFICATION HAS INCREASED”

Another striking finding of the research is that younger age groups use social media for more than 4 hours a day. Asst. Prof. Deniz explains that young people’s news consumption habits have radically changed, making verification processes more crucial for them:

“Social media has transformed users from passive viewers into active content participants; meanwhile, young people are exposed to information—often unintentionally—through algorithms. While this accelerates access to information, it also increases information pollution. Individuals with strong digital literacy can partially manage these risks, but exposure to unverified content remains a significant problem for young people. Therefore, this transformation has made verification processes increasingly critical for younger generations.”

“TELEVISION CONTENT IS TRANSFORMING TO COMPETE WITH DIGITAL PLATFORMS”

The rise in subscriptions to on-demand platforms such as Netflix and BluTV directly influences traditional television broadcasting. Asst. Prof. Deniz evaluates this impact as follows:

“With the widespread use of smart TVs, accessing on-demand content has become easier, and these platforms have won viewers’ admiration with high-quality, original productions. This has encouraged television channels to produce higher-quality, shorter-season, and more innovative content.”

She also notes that television channels are creating digital archives to offer time-independent content, making traditional broadcasting more flexible.

THE FUTURE OF MEDIA CONSUMPTION IN TURKIYE: “DIGITALIZATION WILL INCREASE, BUT TRADITIONAL MEDIA WON’T DISAPPEAR”

According to Asst. Prof. Deniz, media consumption habits in Turkey will move rapidly toward digitalization in the next 5–10 years, but this does not mean that traditional media will vanish:

“Digitalization is permeating all aspects of life, but a complete integration of traditional media tools—such as television—into digital is not likely in the short term. While younger generations consume predominantly digital content, television continues to be the strongest reference point for middle-aged and older generations.”

For this reason, Asst. Prof. Deniz states that Turkey’s media ecosystem is evolving into a hybrid structure, with traditional and digital media coexisting.

“TURKIYE’S MEDIA ECOSYSTEM IS BECOMING HYBRID”

Asst. Prof. Aysun Kaya Deniz concludes that the research data show that media in Turkey is not fully digitalizing but instead progressing toward a hybrid structure where the two mediums interact:

“Digitalization is a strong trend, but traditional media continues to exist. The real transformation will occur in the new media order shaped by the coexistence of both.”

The RTÜK research results reveal that media consumption habits in Turkey are undergoing a multidimensional transformation driven by technology and intergenerational differences. Traditional media remains strong; digital media is rising rapidly. How these two areas will strike a balance will be one of the most critical media debates in the coming years.

IGU ATHLETE KUBRA KOCAKUS WINS GOLD MEDAL AT THE 6TH ISLAMIC SOLIDARITY GAMES

İstanbul Gelisim University Sports Club athlete Kübra Kocakuş won the gold medal in the women’s Muay Thai 60 kg final at the 6th Islamic Solidarity Games, defeating her opponent. Throughout the tournament, Kocakuş impressed with her competitive spirit, high performance, and consistent gameplay, and she delivered a determined performance in the final to secure the top spot on the podium.

FULL SUPPORT FOR ATHLETES

Abdülkadir Gayretli, Chairman of the Board of Trustees of İstanbul Gelisim University, expressed that the achievement was a great source of pride for both the university and Turkey, and congratulated the athlete. Gayretli emphasized the importance of the support given to athletes.

Kocakuş, who won the gold medal, shared her feelings with the following words:

“This tournament required a long preparation period. To crown this tournament with a gold medal is a great honor for us. This is not a success we achieved alone; many people contributed behind the scenes. I would like to extend my deepest thanks to the Ministry of

Youth and Sports, the Muay Thai Federation, and the Chairman of the Board of Trustees of İstanbul Gelisim University, Abdülkadir Gayretli, who sponsored me. Without them, I wouldn’t have been able to achieve this success. I am very happy for our country.”

Kocakuş’s achievement adds yet another success to İstanbul Gelisim University Sports Club’s growing presence on both national and international platforms.

FUTURESCOPE – FINALISTS ANNOUNCED FOR THE 2ND INTERNATIONAL SHORT FILM FESTIVAL

The finalists have been announced for the second edition of the FutureScope – International Short Film Festival, organized this year by İstanbul Gelişim University in collaboration with the Public Relations and Promotion Directorate and the Faculty of Fine Arts. Bringing together the transformative power of cinema with the innovative vision of young people, the festival once again attracted great interest this year. Held under the theme “FutureScope,” all films in the festival were evaluated within the framework of the United Nations’ 17 Sustainable Development Goals. The finalists selected in the fiction, documentary, animation, and high school categories will meet the audience at the gala and award ceremony to be held on 5–6 December 2025.

2025 FUTURESCOPE FINALISTS

Fiction Category

- Kudret – Director: Mehmet Oğuz Yıldırım (Kastamonu)
- Ghosts Coming from the East – Director: Ahmet Sami Kuriş (Sakarya)
- Minus One – Director: Ömer Ferhat Özmen (İstanbul)
- Black Wednesday – Director: Kazim Baynal (Gaziantep)
- The Draw – Director: Muhammet Emin Altunkaynak (Manisa)
- Mümeyyiz – Director: Turgut Kanal (Aksaray)

Documentary Category

- Tree Man – Director: Mehmet Ali Poyraz (İstanbul)
- Antioch Milad – Director: Hasan Hüseyin Korkmaz (Antalya)
- Freedom Yearlings – Director: Meryem Şahin (İstanbul)
- Uncertain Location – Director: Yusuf Erkan (İstanbul)
- Mimas – Director: Evrim İnci (İzmir)
- Sezenler Olsun – Director: Adem Giliz (İzmir)

Animation Category

- Budu – Burcu Ejderoğlu (İstanbul)
- Pat – Kaan Elönü & Batuhan Yıldız
- Milo – Ege Tan Özdemir, İrem Sıla Fıdalı, Servan Satan – Studio Felimation (İstanbul)
- Whisper of the Well – Elif Dokur (Kütahya)
- The Lumber's Here – Zanna Abasova (İstanbul)
- Kreta the Time Traveler – Iğın Saçan & Gülşah Özdemir Koryürek
- Who Killed Narin G*** – Ayçe Kartal (Eskişehir)

High School Category

- One Night at School – Yusuf Karaaslan (Giresun)
- The Last Fish – Yüksel Ali Sarımehmetoğlu (Giresun)
- Gray White – Esmanur Şahin (İstanbul)
- Broom: The Last Masters of a Profession – Şeyma Bayram (Sakarya)
- The Weeping Apricot – Ar Khachaturian (İstanbul)
- I Have a Problem – Yaz Elkorek (İstanbul)

SUSTAINABILITY DECLARATIONS BY HIGH SCHOOL STUDENTS

One of the special projects of this year's festival will be the joint initiative between İstanbul Gelisim University and Büyükçekmece Anatolian High School.

Approximately 250 high school students will come together in 14 separate classes over two days to discuss Sustainable Development Goal 17: "Partnerships for the Goals."

The students will present their proposed solutions and awareness-raising outcomes on stage with their own declarations during the festival's gala day. This project, carried out in cooperation with Büyükçekmece Anatolian High School, aims—just as it did last year—to strengthen youth participation focused on sustainability.

IGU ACADEMIC ASSOC. PROF. SERKAN GONEN TO PARTICIPATE AS A SPEAKER AT THE EIT DEEP TECH TALENT "PLEDGERS' SHARE & CONNECT" EVENT

Assoc. Prof. Serkan Gönen, Head of the Software Engineering Department at Istanbul Gelisim University (IGU) Faculty of Engineering and Architecture and Training Coordinator of the CyberShield Innovators Project, will take part as a speaker at the EIT Deep Tech Talent – "Pledgers' Share & Connect: Expanding Towards a Broader STEM Community" event, which will be hosted by the University of Barcelona on December 2–3, 2025.

EUROPE'S DEEP TECH ECOSYSTEM MEETS IN BARCELONA

Supported by the European Union, the EIT Deep Tech Talent Initiative has become one of Europe's most comprehensive talent development programs, providing deep tech training to over 1.3 million people to date.

The two-day event in Barcelona aims to bring together the initiative's Pledger community to conduct joint work on collaboration, knowledge sharing, and expansion into new STEM fields.

CYBERSHIELD INNOVATORS PROJECT TO BE INTRODUCED ON AN INTERNATIONAL PLATFORM

Supported by the European Institute of Innovation and Technology and carried out under the coordination of Istanbul Gelisim University in partnership with the Proficiency Institute in Germany, the CyberShield Innovators project has reached 1,205 participants from various countries. It stands out as one of the first cybersecurity training programs in Türkiye supported within the scope of the EIT Deep Tech Talent Initiative. With its digital security, threat awareness, and deep tech–based training models, the project attracts attention across Europe.

In this context, Assoc. Prof. Serkan Gönen will conduct a workshop titled “Cyber Awareness: Social Engineering & Cyberbullying” during the parallel sessions on December 2, 2025. The workshop will offer participants practical content on social engineering attacks, phishing, fake website cloning techniques, and effective protection methods against online security risks.

Participation in this event holds great significance in increasing the visibility of the CyberShield Innovators project across Europe.

“I AM PLEASED TO CONTRIBUTE TO KNOWLEDGE SHARING IN THE FIELD OF DEEP TECHNOLOGY”

In his remarks prior to the event, Assoc. Prof. Serkan Gönen stated:

“EIT Deep Tech Talent is one of the most important initiatives shaping the future of deep technology in Europe. I am very pleased to bring our CyberShield Innovators project into this valuable ecosystem and to contribute with the workshop to be held in Barcelona.”

You can access more information about the EIT Deep Tech Talent Initiative and the event program via the link.

IGU RANKED N THE 401–500 BAND IN THE INTERDISCIPLINARY SCIENCE RANKINGS 2026

Istanbul Gelisim University (IGU) has achieved a significant success by placing in the 401–500 band in the Interdisciplinary Science Rankings 2026, prepared by Times Higher Education (THE) in collaboration with the Schmidt Science Fellows. In the 2026 results announced for the field of Interdisciplinary Science, 911 universities from 94 countries were evaluated, and 82 universities from Türkiye succeeded in entering the list. Istanbul Gelisim University, evaluated for the first time this year, attracted global attention with its performance in interdisciplinary research output, publication quality, scientific impact, and international collaborations.

IGU’S THE SUCCESS TREND CONTINUES TO RISE

The ranking in the 401–500 band in the field of Interdisciplinary Science is a new indicator of Istanbul Gelisim University’s steady upward trend in THE rankings.

In the previously announced THE World University Rankings 2026 results, IGU was placed in the 1001–1200 band, drawing attention in international evaluation systems with improvements particularly in research quality, publication impact, and international collaborations.

The newly released Interdisciplinary Science results show that the university continues its momentum in scientific production and that its research policies are being recognized globally.

With the Interdisciplinary Science Rankings 2026, IGU has now become a higher education institution listed in all rankings published by THE. This outcome demonstrates that the university’s research-oriented vision, academic production capacity, and internationalization strategy are acknowledged on a global scale.

“THIS ACHIEVEMENT IS A CONCRETE RESULT OF OUR SCIENTIFIC PRODUCTIVITY”

IGU Rector Prof. Bahri Şahin shared the following remarks regarding the achievement:

“Being ranked in the 401–500 band in the Times Higher Education Interdisciplinary Science Rankings 2026 is a concrete result of our university’s scientific productivity and its commitment to an interdisciplinary approach. Being included in the list in this field for the first time shows that we are on the right path within the global academic competition. Every step we take to strengthen our research ecosystem is a strategic gain that enhances our international visibility.

As Istanbul Gelisim University, we advance with a holistic vision that increases our research capacity, strengthens international collaborations, and supports interdisciplinary knowledge production. This approach, which prioritizes scientific efficiency, research quality, and innovative practices, forms the foundation of achieving sustainable academic success on a global scale. I wholeheartedly congratulate our entire academic staff who contributed to this success.”

IGU FACULTY OF DENTISTRY 2025–2026 ACADEMIC YEAR WHITE COAT CEREMONY HELD WITH INTENSE PARTICIPATION

Istanbul Gelisim University (IGU) Faculty of Dentistry held the “2025–2026 Academic Year White Coat Ceremony” for its newly admitted students. With this special ceremony symbolizing the first step of their professional journey, the students took an important step toward becoming the dentists of the future. The program, which began with a moment of silence and the Turkish National Anthem, continued with opening speeches by IGU Chairman of the Board of Trustees Abdulkadir Gayretli, IGU Rector Prof. Bahri Şahin, and IGU Faculty of Dentistry Dean Prof. Mahir Günday. Following the speeches, the newly admitted students donned their white coats, becoming part of this tradition that represents professional ethics, responsibility, and dedication.

“WE PREPARE OUR STUDENTS NOT ONLY FOR TODAY, BUT FOR THE WORLD OF THE FUTURE”

Beginning his speech by congratulating the newly admitted students, IGU Chairman of the Board of Trustees Abdulkadir Gayretli said:

“As Istanbul Gelisim University, we encourage our students to always keep their imagination and goals high; we mobilize all our resources to prepare them not only for today but for the world of the future. We attach great importance to raising individuals who can compete on a global scale. In this regard, we not only offer a traditional understanding of education; we also provide extensive opportunities for them to become well-equipped global citizens with an international perspective, capable of adapting to different cultures around the world. From England to the United States, from China to Japan, we provide special support for them to travel abroad for educational purposes to any country they wish. This enables our students to observe global technologies, educational models, and cultural diversity firsthand.”

“WE STAND BY EVERY STUDENT MOVING TOWARD GREAT GOALS”

Speaking at the White Coat Ceremony, IGU Rector Prof. Bahri Şahin stated:

“Our Faculty of Dentistry is among the leading faculties in Turkey, with its technological infrastructure, modern equipment, and competent academic staff. In recent years, our university has gained significant momentum in strengthening its research and educational infrastructure. This development is clearly visible in the national and international rankings we have achieved. Despite being a young university, placing in the 1000–1200 band in the THE rankings and surpassing many well-established state universities is a great source of pride for us.

In the new ranking announced today, our university has achieved a significant success by placing in the 401–500 band in the 2026 Interdisciplinary Science Rankings prepared by Times Higher Education (THE) in collaboration with Schmidt Science Fellows. This achievement is an indication that our university’s determination and development vision are recognized internationally.

As Istanbul Gelisim University, we remain committed to supporting every student progressing toward great goals, and to elevating them to the highest level in terms of competence, vision, and qualifications.”

“OUR FACULTY OFFERS STUDENTS A TOP-LEVEL LEARNING EXPERIENCE WITH ALL ITS OPPORTUNITIES”

IGU Faculty of Dentistry Dean Prof. Mahir Günday stated:

“Dentistry is a field that requires great dedication and discipline throughout the education process. Therefore, working hard and elevating your professional competence to the highest level is crucial for success. When you graduate, you will encounter a strong competitive environment in your field. For this reason, you must aim from now on to improve yourselves, increase your skills, and prepare for your profession in the best possible way.

Our faculty offers you a top-level learning experience through its experienced academic staff, modern educational infrastructure, and strong practical training opportunities. Our goal is to ensure that each of our students becomes a competent dentist equipped with professional knowledge, skills, and ethical values.”

He concluded by wishing success to the new students beginning their education at the faculty.

QS WORLD UNIVERSITY RANKINGS: SUSTAINABILITY 2026 RESULTS ANNOUNCED

The QS (Quacquarelli Symonds) World University Rankings: Sustainability 2026 list, recognized as one of the world’s most comprehensive higher education assessment systems, has been published. Among the thousands of universities evaluated this year, Istanbul Gelisim University (IGU) achieved notable success with its global sustainability performance. IGU ranked in the 1251–1300 band worldwide, 464th among Asian universities, and 7th among foundation (non-profit/private) universities in Türkiye, once again proving its commitment to sustainability.

A STRONG GLOBAL POSITION: WORLDWIDE 1251–1300 BAND

Based on principles of environmental impact, social impact, and governance, the QS Sustainability Rankings provide a broad framework measuring universities' social contribution projects, sustainable campus practices, and employee and student well-being.

Within this comprehensive evaluation, Istanbul Gelisim University's placement in the 1251–1300 band globally demonstrates that the institution's sustainability-oriented initiatives align with international standards.

7TH AMONG FOUNDATION UNIVERSITIES IN TURKIYE

Ranking 7th among foundation universities in Türkiye, Istanbul Gelisim University stands out with policies that position sustainability at the core of its institutional culture. Environmental projects carried out in academic units, green campus initiatives, student support mechanisms that strengthen social sustainability, and community engagement activities played a key role in the university's achievement.

IGU Strengthens Its Regional Impact: Top 500 Among Asian Universities

In the regional evaluation of higher education institutions across Asia, IGU ranked within the top 500. The university secured a strong position in regional competition, particularly through its research ecosystem, social responsibility projects, and investments in sustainable infrastructure.

This outcome demonstrates that IGU has become not only a prominent institution in Türkiye but also an influential research and education center across Asia.

“WE AIM TO BE A HIGHER EDUCATION INSTITUTION SHAPING THE FUTURE WORLD!”

Following the release of the QS Sustainability 2026 results, Istanbul Gelisim University Rector Prof. Bahri Şahin emphasized the institution's commitment to sustainability:

“This achievement reflects the vision of Istanbul Gelisim University not only in academic production but also in being an institution that is sensitive to society and the environment within the axis of sustainability. Our university continues its efforts with the goal of becoming a higher education institution shaping the world of the future through practices that reduce environmental impact, projects that prioritize social benefit, and policies that enhance the well-being of our students and staff. The rankings we obtained in the QS Sustainability assessment are extremely valuable as they demonstrate that our initiatives are recognized at the international level. As IGU, we will continue to produce, transform, and lead for a sustainable future.”

IGU: A UNIVERSITY THAT PRODUCES, TRANSFORMS, AND LEADS FOR A SUSTAINABLE FUTURE

Progressing with the vision of becoming a respected “World University,” Istanbul Gelisim University continues its efforts through academic outputs aligned with sustainable development goals, national and international collaborations, projects that raise environmental awareness, and an institutional approach centered on contributing value to society.

With its results in the QS Sustainability 2026 assessment, IGU has once again proven that it is a rising educational institution focused on sustainability both in Türkiye and around the world.