

## **AT ISTANBUL GELISIM UNIVERSITY, STUDENTS OF SEHIT BATUHAN ERGIN ANATOLIAN HIGH SCHOOL ORGANIZED THE NOVUS “SOCIAL MEDIA AND PERCEPTION OF REALITY” WORK**

The Novus “Social Media and Perception of Reality” Workshop, organized by the students of Şehit Batuhan Ergin Anatolian High School on November 29–30, 2025 at Istanbul Gelisim University, was held with great participation and interest. The workshop aimed to thoroughly examine the effects of social media on individuals, addressing numerous significant topics ranging from ethical issues in the digital world to the psychological well-being of young people.

### **PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA: DEEP MARKS ON YOUTH**

On the first day of the workshop, Asst. Prof. Bülent Tansel from Istanbul Gelisim University, Faculty of Economics, Administrative and Social Sciences, Department of Psychology, delivered a comprehensive seminar titled “The Psychological Effects of Social Media on Perception of Reality.”. In his seminar, Asst. Prof. Tansel focused particularly on the psychological effects of social media on adolescents, including self-esteem, body image, and loneliness.

Emphasizing how the appearance- and success-driven nature of social media can negatively impact young people’s mental health, Asst. Prof. Tansel stated:

“The idealized lifestyles presented on social media distort young people’s perception of reality and push them toward anxiety by prompting constant comparison with their own lives.” He highlighted the need for individuals to become more conscious users in the digital world.

At the end of the seminar, students from Şehit Batuhan Ergin Anatolian High School presented a plaque to Asst. Prof. Bülent Tansel.

### **PERCEPTION AND ETHICS COMMITTEES: PROBLEMS AND SOLUTIONS IN THE DIGITAL WORLD**

Various committees formed by the students explored different aspects of social media and developed solution proposals.

The Ethics Committee addressed issues such as digital ethics, privacy violations, and cyberbullying, offering ways to create a safer environment on social media. Interactive discussions were held under topics such as “digital footprint,” “privacy,” and “data security.”

The Perception Committee examined how social media affects individuals’ appearance and body image, emphasizing:

“The differences between social media and reality lead to significant changes in individuals’ social relationships and self-esteem.”

The Digital Cleanliness Committee offered suggestions on ensuring safety in digital environments and discussed the effects of fake accounts. The committee explored how digital hygiene habits could create a meaningful impact on a societal level.

#### INFLUENCER CULTURE AND VIRTUAL REALITY

The second session of the workshop, held on Sunday, November 30, welcomed social media content creators Fatma Abak and Burcu Bayazit. The two speakers shared important insights into the “behind the scenes” of social media.

Fatma Abak discussed how influencer culture shapes young people’s perception of reality, while Burcu Bayazit highlighted the invisible labor behind content production, emphasizing that followers should adopt a more conscious approach toward this digital world.

#### ANXIETY AND FREEDOM OF EXPRESSION: THE DIGITAL TRANSFORMATION OF YOUTH

On the second day of the workshop, the Anxiety Committee discussed how social media generates anxiety and concern among individuals. It was emphasized that constant connectivity can increase feelings of loneliness, inadequacy, and academic stress especially among adolescents. Extensive discussions were held on FOMO (Fear of Missing Out) and the need for validation on social media.

The Freedom of Expression Committee explored the boundaries of free speech in the digital environment. While defending young people’s right to express their thoughts and opinions freely, the committee also pointed out that freedom of expression comes with social responsibility.

## DIGITAL LITERACY: AN INVESTMENT IN THE FUTURE

The common goal of all committees was to strengthen digital literacy and critical thinking skills among young people. Recognizing the dangers of social media and distinguishing accurate information from misinformation were among the core competencies addressed. Important guidelines were also shared on how to respond to fake content encountered online.

## CONSCIOUS DIGITAL CITIZENSHIP AT IGU

By hosting these events, Istanbul Gelisim University once again fulfilled its social responsibility, aiming to raise healthy individuals in the digital age. The university seeks to help young people manage their relationship with social media more consciously and responsibly.

The Novus “Social Media and Perception of Reality” Workshop left a lasting impression as an important event where social, psychological, and ethical dimensions of social media were discussed and ideas shaping the future were brought to light.

This workshop, organized at Istanbul Gelisim University, stands as a significant step toward developing solutions for the challenges young people face in the digital world. Such events are expected to foster awareness across all segments of society by building a sense of digital citizenship in the future.

## **THE BOOK “THE INVISIBLE THREAT OF THE DIGITAL WORLD” BY ISTANBUL GELISIM UNIVERSITY FACULTY MEMBER ASST. PROF. BULENT TANSEL HAS BEEN PUBLISHED**

The rapidly advancing impact of the digital age is directly connected not only with technology but also with the psychological and social structures of individuals. In his new work titled “The Invisible Threat of the Digital World”, Asst. Prof. Bülent Tansel, Assistant Professor at Istanbul Gelisim University, Faculty of Economics, Administrative and Social Sciences, Department of Psychology, examines the deep and long-term effects of digitalization on the psychological development of young people. Written as the result of a comprehensive study conducted in cooperation with the Ministry of National Education within the scope of Istanbul Gelisim University’s Scientific Research Project (BAPSIS), the book analyzes the threats young people face in the digital world from a scientific

perspective, and offers comprehensive solutions for families, teachers, and community leaders on how to address these challenges.

## THE PSYCHOLOGICAL COST OF THE DIGITAL WORLD: THE INVISIBLE THREAT

Today, as social media and digital platforms have become an integral part of our lives, their psychological effects on young people are drawing increasing attention. Asst. Prof. Bülent Tansel's work, "The Invisible Threat of the Digital World," explores how the digital world affects young people's self-perception, tendencies toward social comparison, and identity development.

The study sheds light on high school students' attitudes toward social media use, personality traits, self-perception, and their status as cyber victims/cyberbullies, examining these factors across various variables. The research was carried out with 1,696 students selected through a random stratified sampling method from a population of 17,120 students attending 18 public high schools in Istanbul's Avcılar district.

Drawing on the data obtained and field observations, "The Invisible Threat of the Digital World" examines the digital life practices of today's youth, their identity development, and the psychological effects of the social media ecosystem through a current and scientific lens.

## "SOCIAL MEDIA DEEPENS THE GAP BETWEEN YOUNG PEOPLE'S IDEAL AND REAL SELVES"

Asst. Prof. Tansel states: "Young people are no longer just consuming digital content; they are consuming themselves. They are trying to construct their identities in the digital world, and this process often crushes them internally."

According to Asst. Prof. Tansel, many young people evaluate themselves based on their digital reflections, and digital interactions such as likes and follower counts become central to their sense of identity. This situation weakens individuals' sense of self-integrity and may lead to a chronic cycle of dissatisfaction.

He defines this situation as the "digital comparison trap," emphasizing that it can lead to body image distortions, social anxiety, depressive symptoms, and identity confusion. The struggle to exist in the digital world psychologically erodes young people, eventually resulting in loss of self-esteem, fragility in relationships, and obstacles to healthy identity development.

## THE INVISIBLE FACE OF THE DIGITAL WORLD: WHAT SHOULD FAMILIES AND EDUCATORS DO?

In his book, Asst. Prof. Tansel notes that parents and educators often hold a mistaken perception regarding the risks of the digital world. Many families believe that the danger lies solely in “harmful content.” However, the real risk comes from digital interactions that appear harmless on the surface yet deeply affect the psychological and social structures of young people.

He emphasizes that these threats often go unnoticed and may accumulate over time, leaving lasting impacts: “Young people are not just sharing content on digital platforms; they are fragmenting themselves to become visible, and they are often crushed under the weight of this quest for visibility.”

According to Asst. Prof. Tansel, digital platforms push young people not only to consume content but also to constantly reconstruct themselves within digital environments.

## A SCIENTIFIC ROADMAP FROM ISTANBUL GELISIM UNIVERSITY

Asst. Prof. Bülent Tansel offers concrete solutions for families, teachers, and community leaders to combat the invisible dangers of the digital world.

He highlights the need for strong awareness across various levels of society to help young people develop a healthy digital identity: “We aim to provide a scientific roadmap for families, educators, and decision-makers so that young people can construct their digital identities in a healthy way. As Istanbul Gelisim University, we bear an important responsibility to raise awareness and help cultivate the healthy individuals of the future.”

He also stresses the importance of improving parents’ and teachers’ digital literacy skills and restructuring educational processes to effectively communicate the psychological effects of the digital world to young people.

## BUILDING A HEALTHY IDENTITY IN THE DIGITAL WORLD

In “The Invisible Threat of the Digital World,” Asst. Prof. Tansel proposes methods for building a healthy identity in the digital environment, including social media detoxes, body image strengthening practices, meaning-oriented life skills, and techniques for combating cyberbullying. These suggestions not only help young people construct a healthier digital identity but also aim to foster a more balanced and conscious societal relationship with the digital world.

He emphasizes an important point in the book: “The danger of the digital world lies in the fact that it does not present a visible threat. The threat arrives slowly and unnoticed. Therefore, we must correctly understand the risks young people face in the digital world and educate them on how to cope with these risks.”

## A CALL FOR THE FUTURE

“The Invisible Threat of the Digital World” is not merely a warning text—it is also a call to every segment of society to develop a healthy identity and sense of self in the digital age. Asst. Prof. Tansel stresses that every digital behavior shapes the societal structure of the future and notes: “Today’s youth, as tomorrow’s adults, will affect us all.” For this reason, developing an informed approach to the invisible threats of the digital world is considered a critical step in building healthy societies in the future.

### Taking the Right Steps Makes It Possible to Use the Digital World in a Healthy Way

The book “The Invisible Threat of the Digital World” offers a comprehensive guide for anyone seeking to understand the psychosocial effects of the digital world and to exist in it in a healthy way.

Asst. Prof. Bülent Tansel's scientifically grounded work provides clear solutions for coping with the dangers of the digital age. The contributions of Istanbul Gelisim University and Dr. Tansel from the Faculty of Economics, Administrative and Social Sciences represent an important step in raising young people who do not merely consume the digital world but can also develop healthy identities within it.

Published by Nobel Publishing, "The Invisible Threat of the Digital World" will meet readers at a book signing event on Tuesday, December 16, 2025, at the TÜYAP Book Fair.

### **UNITY FOR AN ACCESSIBLE TOMORROW: IGU VISITS BAKIRKOY BARRIER-FREE LIVING CENTER ON DECEMBER 3, INTERNATIONAL DAY OF PERSONS WITH DISABILITIES**

As part of the December 3 International Day of Persons with Disabilities, Istanbul Gelisim University participated in the program held at Bakırköy Municipality's Barrier-Free Living Center, marking a day full of awareness. The event began with a speech by Asst. Prof. Abdullah Yüksel Barut, Director of the Istanbul Gelisim University Vocational School of Health Services. Bakırköy Mayor Assoc. Prof. Ayşegül Ovalıoğlu, in her speech, emphasized unity with the words, "Towards accessible tomorrows in the light of solidarity and equal citizenship," and expressed her gratitude to Istanbul Gelisim University for their support.

**"PERSONS WITH DISABILITIES ARE EQUAL AND VALUABLE MEMBERS OF OUR SOCIETY"**

Speaking at the December 3 International Day of Persons with Disabilities event, Asst. Prof. Abdullah Yüksel Barut, Director of the IGU Vocational School of Health Services, highlighted the importance of awareness by stating: "Persons with disabilities are equal and valuable members of our society; it is our shared responsibility to make their lives easier." Bakırköy Mayor Assoc.

Prof. Ayşegül Ovalıoğlu also reiterated in her speech, "Towards accessible tomorrows in the light of solidarity and equal citizenship," emphasizing unity and extending her thanks to Istanbul Gelisim University for their support.



## A PROGRAM ENRICHED WITH MUSIC PERFORMANCES, EMPATHY TRACKS, AND EXHIBITIONS

Following the opening remarks, the program continued with an exhibition prepared by special students, an empathy track, an awareness activity using emotion cards, and team games such as “Ring Toss.” Participants were also offered unique experiences through a communication activity where they attempted to interact while wearing headphones that blocked external sounds.

A concert performed jointly by the IGU Music Club and special students added great energy to the event, while a meaningful sign language video prepared with the support of IGU SHMYO Disability Commission members Lecturer Rahmiye Nur Aktaş and Lecturer Aleyna Çavdar delivered emotional moments to the audience.

## A COLLABORATIVE EVENT WITH BROAD PARTICIPATION

The event was organized through the partnership of the IGU Vocational School of Health Services Digital Health Systems Technician Program led by Lecturer Ebru Cengiz, the IGU SHMYO Disability Commission, the IGU Faculty of Health Sciences Health Management Department, and the Bakırköy Municipality Health Affairs Unit, and saw strong participation.

Attendees included: Asst. Prof. Abdullah Yüksel Barut, Director of IGU Vocational School of Health Services, Asst. Prof. Nurcihan Tan Erkoç, Assistant Director of IGU Vocational School of Health Services, Lecturer Ebru Cengiz, Digital Health Systems Technician Program, Lecturer Rabia Nur Aktan Yılmaz, Chair of the IGU SHMYO Disability Commission, Commission members Lecturer Aleyna Çavdar, Lecturer Murat Kara, IGU academic staff Asst. Prof. Aslı Kaya, Asst. Prof. Güneş Yücel Atalay, students from the Digital Health Systems Technician and Audiometry programs



## A STRONG MESSAGE FROM IGU FOR AN INCLUSIVE FUTURE

Istanbul Gelisim University continues to take responsibility in promoting accessibility and social equality. On this meaningful day, the university once again underlined the importance of university–local government cooperation and awareness initiatives. In addition to offering high-quality education to its students, IGU remains committed to advocating for equal living rights for all individuals and continues to take an active role in social awareness projects.

## GLOCAL MARKETING EVENT AT IGU: THE LOCAL JOURNEY OF GLOBAL BRANDS UNDER THE SPOTLIGHT

The event titled “Glocal Approach: Regional Brand Management in Global Markets”, organized by the Istanbul Gelisim University Department of Public Relations and Publicity, took place on December 2, 2025, at the Fırnas Auditorium with a high turnout. Guest speaker Fatma Yeşim Tütüncü, Marketing Director of the Hygiene Category at Evyap, shared with students the global journey of the brands she manages, the company’s culture, and the decisive role of consumer insights in brand strategies. Tütüncü highlighted the operations of Evyap which is a well-established brand active since 1927 across a wide geography stretching from Iraq to Uzbekistan and from Russia to Africa. She emphasized that positioning a Türkiye-origin brand on the international stage carries a special meaning and responsibility for her.

## CULTURAL LITERACY LIES AT THE CORE OF THE GLOCAL APPROACH

During the seminar organized by the IGU Department of Public Relations and Publicity, Tütüncü stressed that the glocal approach requires a delicate balance between the ambition of becoming a global brand and the need to understand local consumer behavior. She stated that studies conducted in different countries such as household interviews, focus groups, and field observations serve as key data sources that guide brand strategies.

Explaining that consumer tendencies can differ entirely across various regions, Tütüncü noted that not only product quality but also its alignment with cultural codes is among the most important factors determining market success. Through these insights, students had the opportunity to observe, through real examples, how brands aiming to expand into international markets shape their regional strategies.

## A NEW CATEGORY AND BRAND BORN FROM CHANGING CONSUMER TRENDS: PET LOVE

One of the key topics in Tütüncü's talk was emerging consumption trends. She stated that the rise in pet ownership has created a new market for the home care and personal care sectors, and shared the emergence story of Evyap's "Pet Love" brand, developed to meet this need.

Emphasizing that the brand's creation was driven by consumers' perception of their pets as family members and the resulting demand for specialized care products, Tütüncü provided sectoral insight by explaining product development, market research, and branding processes firsthand.

## A DIRECT OPPORTUNITY FOR STUDENTS TO CONNECT WITH THE INDUSTRY

During the Q&A session held at the end of the nearly two-hour event, students asked Tütüncü all their questions about marketing, brand positioning, and consumer behavior. This interactive segment served as an important experience not only academically but also for students' professional development.

This event, organized by the Istanbul Gelisim University Department of Public Relations and Publicity, once again highlighted the university's vision of applied education by enabling students to analyze global marketing dynamics through real cases, understand why a global perspective is critical in brand management, and establish direct contact with the industry.

## ACADEMIC PARTICIPATION FROM ISTANBUL GELISIM UNIVERSITY IN THE "CAREER DAYS" EVENT

Rector of Istanbul Gelisim University (IGU) Prof. Bahri Şahin and Vice-Rector Prof. Necmettin Maraşlı participated in the talk titled "Career Opportunities in the 21st Century", organized by Süleyman Nazif Anatolian High School as part of the Career Days. The event aimed to raise students' awareness about career choices, the future job market, and university selection processes. It also served as an important meeting to strengthen high school–university collaboration. During the program, students had the opportunity to both closely explore today's changing career dynamics and gain information about the academic and professional opportunities offered by IGU.

## PROF. BAHRI SAHIN'S INSIGHTS ON 21ST CENTURY CAREER SKILLS

In his talk, Prof. Bahri Şahin discussed university–industry collaboration, emerging career fields, research-based education models, and the career opportunities at IGU. He advised students to keep their scientific curiosity alive, develop an interdisciplinary perspective, and prioritize continuous personal and professional growth.

As part of the event, Prof. Necmettin Maraşlı also met with students to share his views on academic development processes, interdisciplinary work culture, and university life.

Istanbul Gelisim University continues to contribute to education through such collaborations that enhance young people's career awareness.

## FUTURESCOPE INTERNATIONAL SHORT FILM FESTIVAL HAS BEGUN

Istanbul Gelisim University hosted the first day of the FutureScope International Short Film Festival, which brings together young filmmakers under the theme of sustainability. The two-day festival includes film screenings, workshops, talks, and the presentation of the Labor Awards. With a scope that emphasizes cinema's power to create social awareness, the event brought together a wide audience at the University from students to industry professionals. The program featured Istanbul Gelisim University Rector Prof. Bahri Şahin, along with guidance counselors, jury members, and sector representatives.

**"THE FOUNDATION OF A SUSTAINABLE FUTURE IS THE SUSTAINABILITY OF HUMANITY"**

In the opening speech of the festival, Istanbul Gelisim University Rector Prof. Bahri Şahin highlighted the strong relationship between sustainability and art, delivering important messages to the youth:

"It is a great honor for us to host this event. As Istanbul Gelisim University, we now embrace an approach that goes beyond traditional vision raising young people who can see beyond the horizon, read the future, and shape it.

Unfortunately, the world we live in today displays a structure that has lost its sustainability in many ways. Therefore, we must transform sustainability from merely a discourse into concrete actions across all areas of life. True sustainability is only possible through a mental transformation, because the foundation of a sustainable future is the sustainability of humanity.

Today, wars continue around the world, and people are destroying their own future with their own hands. A great humanitarian tragedy is unfolding before our very eyes in Gaza. In such a world, my advice to young people is this:

Stand with the oppressed, not the oppressors. Stand firm, question; only then can we achieve true sustainability.

At this point, cinema is one of the most powerful communication tools that makes social reality visible. Addressing these issues frequently in cinema is of great importance for strengthening collective consciousness.

As Istanbul Gelisim University, we adopt a holistic approach that combines artistic, social, and technical innovation. In addition to our TEKMER and SATMER centers, we are continuing our efforts to establish SOSYOMER in the field of social innovation. These three types of innovation are the pillars that shape civilization; one is incomplete without the others.”

#### LABOR AWARDS: HONORING THE MASTERS OF CINEMA

On the first day of the festival, the Festival Committee presented the Labor Awards to individuals who have made valuable contributions to Turkish cinema.

The first Labor Award was given to director Ezel Akay, known for his cinematic language and social sensitivity. Due to his busy schedule, Akay could not attend the ceremony but sent a special video message. The award was presented by the Dean of the Faculty of Fine Arts, Prof. Güzin Ilıcak Aydınalp to Asst. Prof. Ali Kemal Çipe on behalf of Ezel Akay.

The second Labor Award was presented to master theater and film actor Erhan Yazıcıoğlu. Following the screening of a special video prepared by the festival team, the award was presented to him by Rector Prof. Bahri Şahin.

The first day of the FutureScope International Short Film Festival concluded with a highly attended and inspiring program, where young participants explored the theme of sustainability through the transformative power of cinema.

On the second day of the festival, film screenings, talks, and workshops will continue. Short films evaluated by the jury will receive their awards at the ceremony to be held on the second day of the event.

### **GREENMETRIC 2025 RESULTS ANNOUNCED: IGU’S SUCCESS IN ENVIRONMENT AND SUSTAINABILITY CONTINUES**

The results of the “UI GreenMetric World University Rankings 2025” have been announced. Istanbul Gelisim University (IGU), which draws attention with its environmental sustainability efforts, has achieved another significant success this year, continuing its upward trend from previous years. First included in the GreenMetric ranking in 2022, IGU increased its total score in 2025 and ranked 669th in the world. Evaluated among 1,547 universities in the overall ranking, IGU placed 71st in Türkiye and 14th among the foundation universities in Türkiye.

### **GREENMETRIC: A GLOBAL BENCHMARK IN SUSTAINABILITY**

Launched in Indonesia in 2010, the GreenMetric World University Rankings evaluate universities worldwide based on their sustainability performance. The assessment is carried out across six main criteria: campus setting and infrastructure, energy and climate change, waste management, water resources, transportation, and education and research. It aims to increase environmental awareness and strengthen the culture of sustainability in higher education.

With this year’s results, Istanbul Gelisim University has once again demonstrated its determined steps in sustainability and its systematic efforts to reduce environmental impact.

## ANOTHER ADDITION TO INTERNATIONAL ACHIEVEMENTS

Standing out on international platforms with its sustainability initiatives, Istanbul Gelisim University reinforces its success with various global evaluation results. The GreenMetric 2025 outcomes serve as a complementary milestone, enhancing IGU's environmental policies and global competitiveness.

## A HOLISTIC APPROACH TO SUSTAINABILITY: IGU'S VISION OF ENVIRONMENTAL RESPONSIBILITY

In alignment with the United Nations Sustainable Development Goals, Istanbul Gelisim University continues its work in energy management, conservation of natural resources, reducing environmental harm, and accelerating green transformation on campus.

Certified with the "Zero Waste Certificate" awarded by the Ministry of Environment, Urbanization and Climate Change, IGU continues to strengthen its sustainability practices through campus-wide waste management systems.

**"SUSTAINABILITY IS NOT A CHOICE; IT IS A REQUIREMENT OF UNIVERSITY GOVERNANCE CULTURE"**

Following the announcement of the results, Istanbul Gelisim University Rector Prof. Bahri Şahin emphasized the role of sustainability in the university's strategic vision with the following remarks:

"GreenMetric 2025 results are a strong reflection of the institutional vision our university has adopted in the field of environmental sustainability. Sustainability is no longer a factor that merely regulates campus life; it has become a fundamental approach that guides all academic and administrative processes from education to research, from energy management to community engagement projects.



As Istanbul Gelisim University, we carry out multidimensional activities in areas such as energy efficiency, rational use of resources, green area management, and environmental awareness education. This success is the result of the joint efforts of our academics, administrative staff, and students. We are committed to continuing our work in an even more comprehensive manner to ensure that the culture of sustainability becomes permanent at our university.”

#### CONTINUING EFFORTS FOR A SUSTAINABLE FUTURE

With the GreenMetric 2025 results, Istanbul Gelisim University continues to advance its success as a higher education institution that centers environmental responsibility, strengthens sustainability policies, and enhances its international competitiveness. The university aims to further develop its multifaceted work in education, research, and community engagement in the coming years to support a sustainable future.