

An Analysis of The Candidates Remarks on Twitter in 2014 Presidency Election in Terms of Values

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ABSTRACT: *Political communication process has taken a different position with the aid of technology. Political actors, besides revealing daily feelings, emotions, and activities in their campaigns, have updated their content and the size of their election campaigns according to the new conditions. Political actors especially leaders have received support from professionals in the field and image designers to present themselves as “brand personality” thereby making use of social media communication methods as well as traditional methods. The main reason for this is their being the most primary figure in Turkish politics. In Turkish political environment, besides deputy elections, candidates have used social media heavily in August 14,2014 presidency elections which is done initially by plebiscite. Presidency candidates Recep Tayyip Erdoğan, Ekmeleddin İhsanoğlu, and Selahattin Demirtaş in twitter have tried to design a personal image in the election messages through making use of certain values. They have delivered such messages that they will be a trustworthy, honest, democrat, peacemaker president.*

Key Words: *Political communication, election campaign, presidency election, values, image design.*

2014 Cumhurbaşkanlığı Seçiminde Adayların Twitter’deki Söylemlerinin Değerler Açısından Analizi

ÖZ *Siyasal iletişim süreci teknolojiyle birlikte yön değiştirmiş, Siyasi aktörler kampanyalarında günlük duygu, düşünce ve faaliyetlerini aktarmalarının yanı sıra seçim kampanyalarının içerik ve boyutları yeni şartlara göre değişmiştir. Siyasi aktörlerin yanı sıra özellikle liderler, geleneksel medyanın yanı sıra sosyal medyada kullanılan iletişim yöntemleriyle birlikte kendilerinin “marka kişilik” olarak sunulması konusunda profesyonel çalışanlardan ve imaj tasarımcılarından yararlanmaktadırlar. Bunun nedeni Türkiye’de liderlerin siyasette en önemli figür olmaları gerçeğidir. Türk siyasal yaşamında milletvekili seçimlerinin yanı sıra 10 Ağustos 2014 yılında Türkiye’de ilk defa halkoylamasıyla yapılan Cumhurbaşkanlığı*

seçiminde de adaylar sosyal medyayı yoğun olarak kullanmışlardır. Cumhurbaşkanı adayları Recep Tayyip Erdoğan, Ekmeleddin İhsanoğlu ve Selahattin Demirtaş özellikle Twitter aracılığıyla seçime yönelik iletilerinde bir takım değerleri kullanarak kişisel imaj tasarlamaya çalışmış, seçmenlerine güvenilir, dürüst, demokrat, barışçıl v.s. bir cumhurbaşkanı olacakları yönünde iletiler sunmuşlardır.

Anahtar Kelimeler: *Siyasal iletişim, seçim kampanyaları, cumhurbaşkanlığı seçimi, imaj, imaj tasarımı.*

Introduction

The presidency elections in the Republic of Turkey which is initially conducted by plebiscite is in many ways similar to the political campaigns in general elections. As a result of October 21, 2007 referendum votes, a decision has been made that deputy elections would be conducted once in every four years, presidency elections would be made in five years instead of seven years, and presidency elections would be made by plebiscite. In addition, an individual can not be elected as president more than twice. After the implementation of this law, 12th presidency election in August 10, 2014 has been conducted by plebiscite and many emerging trends have taken places.

First of all, there has been a different climate in August 10, 2014 presidency elections when compared with the prior presidency elections. Candidates have not introduced a propaganda activity or election campaign in the elections conducted by the Grand National Assembly of Turkey. However, in 12th presidency elections, campaigns that are similar to deputy elections have been observed. Even though the president in this election is being elected by plebiscite, it has been seen that each candidate is being supported by the parties in the Grand National Assembly of Turkey. The candidate of Justice and Development Party was Recep Tayyip Erdoğan, the candidate of Republican Peoples's Party and Nationalist Movement Party was Ekmeleddin İhsanoğlu (who was also called the common (roof) candidate. The candidate of People's Democratic Party was Selahattin Demirtaş.

This election campaign has been similar to general election campaigns where each candidate organized various meetings in order to seek votes from the public. Several promises have been provided to the public as well. In addition, while using traditional campaign techniques, candidates have also used social media tools such as Facebook and Twitter.

In this study, first of all literature review has been done in order to establish a structural perspective. A theoretical perspective has been organized under the "Elections, Campaigns, and Values" title. Afterwards, political reasons that caused transformation to the presidency election law is being explained through the flow of history, later the change of election law and the contents of the new law are identified. In the last part of the study, the three candidate's remarks (towards the voters) on their official twitter accounts between July 1,

2014 and August 10, 2014 have been analyzed with the Shalom Schwartz Values Scale. In this study, qualitative content analysis method is being used and candidates remarks have been analyzed with the support of values set by Schwartz's under 10 major category and 56 subtitle. It has been researched what kind of messages have been given, the frequency and content of the messages, what values have been cited etc.

Elections, Campaigns and Values: A Theoretical Review

Today, political actors use political communication not only in political campaigns but also they make use of these tools in order to manage their public relations process with the voters who are also called target audiences. In the past, during the political campaign process, political actors used to often send messages to the public directly. However, today, as new communication technologies evolved, the communication activities of political actors have changed dramatically. Nowadays, communication activities are an ongoing process which operate during the elections and continue after the elections as well.

There is a wrong belief that political communication ends the day after the elections. However, it should be well understood that political communication either for the sake of governing party or for the sake of the opposition party should be sustainable and ongoing after the elections as it is called a "de facto". Governing party, in their ongoing political communication, should convince the voters (public) that they have made a good choice, while opposition party should convince the voters (public) that in the case that the voters (public) vote for them in the next elections, they would make a more rational choice and the opposition party should generate some tactics to convince the public by comparing the governing party's achievements (Yavaşgel, 2004:147).

In this sense, before the terminology of "political communication", communication terminology should be revealed. Communication takes part in the lives of almost everything ranging from science to literature, from law to geography, from economics to politics as well in the context of a process. As communication activities have started to take place under the umbrella of politics, a new field of study called "political communication" emerged. Even though political communication is a tool that becomes popular primarily in times of elections, it defines a process that's ongoing which takes place and should take place in all the stages of politics. The importance of each political communication process in Turkey and abroad is increasing and brings along many terminologies, theories, concepts, discussions, and approaches with the disciplines that it deals with (Damlapınar& Balcı, 2014:31). In other words, political communication is an interactive process that aims to deliver information in between political actors, news media, and the public. This process flows horizontally from governing agencies to the public, while moving vertically from public to governing authorities (Norris, 2004:1).

As mass communication tools have advanced, a necessity for professional services in political campaign studies have emerged. As a result, advancement in mass communication tools, in other terms the advances in media, changed the way politics function. Candidates are forced to adapt to the functioning of media. This is why the functioning of media tools is very crucial for political campaign.

It is known that political actors used radio along with newspapers as a communication tool in the first period of political communication. Besides, political actors from the globe uses TV to reach mass communities in modern ages. Giving political message in Nazi Germany, Stalin's USSR and Hollywood where anti- Soviet movies are produced quite frequently, TV is used as a political communication tool. On the other hand, American government tried to back up Middle East by establishing an Arabic news channel during Iraq War in 2003 (Lilleker, 2013:19,20). TV became more efficient with decreasing party connections. Impacts of TV may be more or less in the long term and it may be hard to affect the choices. However this doesn't mean that it is not going to change change the voter's attitude in the long-run (Kalender, 2000:127).

On the other side, media creates a platform for political actors to establish public opinion as well as reviewing and contributing to different political views, discussions, and solutions (McNair, 2011:67). In this perspective, media is used as a propaganda tool during elections. Propaganda is a way of communication style which is made ready by technological devices that aims to deliver the convenient messages (Jowett&O'Donnell, 2012:15). Especially, promotion activities through media and communication studies are conducted through propaganda techniques. Candidates, along with propaganda techniques, also use convincing techniques. Convincing is a part of communication (Anık, 2000:36) and is widely used in election campaigns. Candidates during elections convince the voters to support their targets and attend the polls. Voters respond to this by attending the polls and vote in favor of the candidates (Lau&Pomper, 2002:47).

Besides, voters don't only focus on communication strategies in election campaign while making personal preferences. Voters generate voter behavior by being influenced through the society they live in, culture, environment, family, friends, and religious background. Political actors, thus, give priority to values in their election campaign and political communication process. In this way, candidates generate some remarks that bring along some emerging key values based on the society that they live in, culture they absorb, religion they practice and the thought they consider.

Professional political communication studies are initially launched in June 5, 1977 deputy elections. Cenajans which has been serving Justice Party since the opening of the Bosphorus Bridge in 1973, introduced political advertising by covering İstanbul walls with purple posters before the elections (Çankaya, 2008:156). Since 1977 elections, political

communication campaigns and studies in regards to deputy and local elections are conducted with much higher budgets and extremely professionally. Yet the shape of communication strategies have changed. Internet is a virtual communication, commerce, information, entertainment, and sharing area that combines millions of computers and people to each other in today's communication technology. Borders disappear and societies that share information in a free atmosphere exist due to internet (Çelik & Karaaslan, 2003: transmitted by Akdağ, 2009:294). People had the chance to be informed about campaigns in other countries and they know the candidates thanks to the internet which broadcasts news 7/24.

Development of communication technologies parallel with new media tools (mobile applications, web journalism, blogs, news portals, forums, sharing sites, web visuals, pop-ups etc.), diversification of social media tools, and interactivity in the usage patterns changed relation and communication process of political actors with the public. Today, along with political campaigns in political communication applications, creating images for party leaders and political actors is important for gaining a good standing and for becoming an opinion leader.

Political communication process has shifted with technology, the content and shape of election campaigns changed according to new conditions as well as political actor's daily emotion, idea, and activities. In the election periods, the political parties and candidates use newspaper, leaflet, brochure, billboard, radio and TV. Moreover with the development of internet, they use social networking site using the Professional help of social media experts.

With the communication methods used in social media, along with traditional media, leaders especially take a professional help from professionals and image makers in order to be seen as "brand personality". Reason from this comes from the fact that leaders in Turkey are the most important factor of politics. In fact, leader's decisiveness in political process is common for many states not only for Turkey. Now, the basic actor of politics is leaders instead of politics and this fact is independent fro political system (Yıldız, 2002: 81). The candidates actively used social media in deputy elections and presidency elections that is held as plebiscite initially (for the first time) in August 10, 2014 in Turkish political life. The candidates Recep Tayyip Erdoğan, Ekmeleddin İhsanoğlu, and Selahattin Demirtaş tried to design a personal image in their messages through twitter. They presented messages to their voter for being trustworthy, democrat, peacemaker, etc.

The Change of President's Election Law

1921 Constitution which was in effect before the establishment of the Republic did not include any clauses regarding the election of the president because republic had not been established yet. According to 1921 Constitution, the president of the Turkish Grand National

Assembly also acted as the president of the government. In 1923 when republic is established, Mustafa Kemal Atatürk became the first president of the Republic of Turkey. Since 1924, 1961, and 1982 constitutions, clauses related with the election of the president is clearly defined. Election of the president in 1924 Constitution article 31, 1961 Constitution article 95, 1982 Constitution articles 101 and 102 is clearly defined (Çelebi, 2015:107).

In 1924 Constitution, in order to be selected as president, becoming a member of the parliament was enough and required. There were no other conditions. There were no other condition that restricted the candidate to be selected more than once (Tavaş, 2007:28). However, conditions have been increased in 1961 constitution. Based on 1961, candidates should have finished the age of 40 and have a university diploma. As dictated in 1924 Constitution, same requirement to be a member of the parliament is being kept, however no difference between deputy or member of senate is being considered. In 1924 constitution, the period of staying in the position of presidency is 4 years, however in 1962 it is 7 years. 1982 Constitution kept it the same way as 2007 Constitution was introduced. The change of law in 1982 Constitution in regards to election of the president was conducted in the last 10 days of the 10th president Ahmet Necdet Sezer due to political conflicts by Justice and Development Party as it was seen as a necessity.

30 days before the end of the position of the 10th president Ahmet Necdet Sezer, in April 16, 2007, the process of presidency elections had to start and finish in 30 days (May 16, 2007). Even though there were many guesses on who is going to be a candidate for the coming elections, prime minister Recep Tayyip Erdoğan appointed Abdullah Gül in the Justice and Development Party April 23, 2007 meeting (Tuncer 2013:104). Ankara deputy Ersönmez Yarbay from the governing party was also released as a candidate. Definitely, Abdullah Gul was the strongest candidate and the number of the deputies in the Justice and Development Party was enough to choose Abdullah Gül in the 3rd round of election (Tuncer, 2013:104). However, something unexpected occurred and Supreme Court Honorary president Sabih Kanadoğlu declared that attendance of 367 deputy is necessary in order to open the Grand Assembly to conduct elections. This was something that never had been experienced before. April 27, 2007 elections first round elections were conducted by 361 deputy members and there had been a debate on the method (Tuncer, 2013:105).

In the elections, Ersönmez Yarbay desited and Abdullah Gül took 357 votes, 3 votes were cancelled, 1 vote was empty. However the number to be elected was 367 and had not been reached. At the same time opposition party declared that the Grand Assembly had to be met by the number of 367 and thus stated that the election is not valid, and at the same day applied to the Supreme Court. The same day by midnight, Turkish Armed Forces in their website has declared a response which caused a big caos before the Supreme Court responded (Tuncer, 2013:106). Supreme Court decided to cancel the first round elections held

in April 27, 2007 as they declared that the number of deputies in May 1, 2007 meeting should have been 367. The calendar had been revised and the next first round elections are planned to take place in May 6th. However in May 6th, 258 deputies attended instead of the 367 requirement and thus Gül desisted. As a result, no result has been taken. Constitution's article 102 declared that new elections had to be done. In May 3rd, a decision had already been taken so there was no need to take another decision (Tuncer, 2013:106). So, presidency elections would be done after the general (deputy) elections.

Prime Minister Recep Tayyip Erdoğan right after the cancellation of the presidency elections in the first round stated that they would apply to the Grand Assembly to launch the elections in June 24 or July 1 and that they would have a revision on the Constitution that president can be chosen by the public instead. This idea is supported by the opposition parties as well who was seeking early elections (Tuncer, 2013:107). Supreme Election Board stated that the earliest election could take place in July 22 in order to implement the election calendar and procedures. Thus, in a meeting held at the Grand Assembly in May 3, 2007, a decision has been made to conduct the elections in July 22, 2007 (Tuncer, 2013:107).

After the decision of elections, several changes are made in the constitution and election law in regards to deputy elections and presidency elections (Tuncer, 2013:107). Before the 2007 deputy elections, change in the constitution by law 5678, there were crucial remarks on the president and deputy elections. Law also was revised in the context of article 96 and stated that for the opening of the Grand Assembly, one third of the total population of the Grand Assembly shall be enough including elections.

A proposal for change in the constitution signed by 354 deputies of Justice and Development Party and Motherland Party was delivered to the Turkish Grand National Assembly. Change proposal was approved (legalized) and being sent to the Presidency. President within his 15 day of grace period observed the proposal and returned it back to the Grand Assembly for further revision. However, the returned proposal by the president was accepted as is in May 31, 2007 (Tuncer, 2007:6).

Law 5678 which was accepted by the Grand Assembly in May 31, 2007 had the following remarks: (Tuncer, 2013:108):

- Deputy elections should be made once in every 4 years not 5 years.
- Presidency elections should be made once in every 5 years not 7 years. President will be selected by the public and one individual can only be elected twice as president
- In order to be elected, major of the votes should be won. If no result is being taken in the first round, there will be elections next Sunday following the first round, and two candidates who have taken the most votes in the first round will be present. In this second round, the candidate who takes the most votes will be elected.

- Supreme Election Board is authorized to observe the election documents.
- In all the activities of Grand Assembly, including elections, the rule has been brought to have a meeting where at least one third of the members shall be present.

President Ahmet Necdet Sezer applied to the Supreme Court for the cancellation of Law 5678 which was accepted as is even though it was being returned back to the Grand Assembly for further revision. Ahmet Necdet Sezer brought this to the plebiscite and in October 21, 2007 the law 5678 was accepted by 68.95 %. (Number 26686 Gazette; October 31, 2007).

Thus, 1982 Constitution's law 5678 article 4 has been revised in article 101 which defined the period of presidency to five years. Same law article 1 and article 77 stated that deputy elections should be made once in every 4 years not 5 years which took precautions for any problems associated with the lowering of the president's period of position (Tavaş, 2007: 29). The difference between 1982 and 1961 constitution in terms of president candidacy is that individuals who are not member of the parliament may apply to presidency as well. In addition 1982 constitution says that an individual can be selected as president twice but in periods which follow each other. In 2007, this rule has been omitted and an individual is given the right to be selected in two consecutive periods.

However, 11th presidency elections are conducted after 2007 deputy general elections. Change of constitution had not yet been sent to plebiscite before July 22, 2007, thus president had not been able to be selected by the public. Election had taken place by the Grand Assembly for the last time.

Abdullah Gül took 341 votes in the Grand Assembly's August 20 session and 337 votes in August 24 session. However he was not able to receive two third of the votes in the first two sessions. In the third session held in August 28, he earned 339 votes out of 448 which meant that he earned the majority of the votes which in return brought him the presidency (Tuncer, 2013:109). Several legal discussions have started to be discussed at the end of 2011 in regards to the 11th president Abdullah Gül's period of position. Justice and Development Party commentator Mustafa Elitaş said that president is elected by the Assembly and the period is 7 years and that the period will expire in August 28, 2014.

Political Process Through the 2014 Presidency Elections

To the end of the last months in 2013, Recep Tayyip Erdoğan attempted to shut down specialized schools which brought a huge conflict in between Justice and Development Party and Fethullah Gülen community which also brought up the incident of December 17 and 25 operations.

Turkey is collapsed with the December 17 operation. An extensive operation had been conducted resulting in 94 people put in custody out of whom there have been Halkbank's general manager and his management team, some governors, sons of governors, Fatih mayor and bureaucrats, and Real Estate Agency Managers. Named "Malpractice and bribery" operation, 3 attorneys, several police chief, prime minister, bureaucrats, Presidency of Real Estate, and government was targeted and political results were already known (Bolat, 2014:18).

After the operation took place, many people from the governing party especially Prime Minister Recep Tayyip Erdoğan said that the operation had no legal roots and aimed to establish an alternative state to the current one in progress. Prime Minister said that Fethullah Gülen Community is trying to organize a deep structure within the state as he called them "parallel structure" and added that they are aiming to prepare an apoplexy to harm and beat the government. In the local elections that took place after 3 months in March 30, 2014, the discussions of December 17 and 25 had a big impact. All opposition parties brought these news to the attention of the public and thus these elections felt like it was deputy elections.

The Prime Minister and the head of the governing party Recep Tayyip Erdoğan, in his preparation to March 30 local elections, brought up the "New Turkey's Independence Struggle" slogan as an attempt to fight with this parallel structure as he named. As local elections had the same atmosphere as general elections, public thought that this was a practice of presidency elections which was to be conducted in August 10, 2014 (Çelebi, 2015:144). At the end of March 30 elections, Justice and Development Party took 45.43% of the votes. The nearest competitor which is Republican People's Party took 16.87% of the votes (<http://ysk.gov.tr/>). In fact this election it is perceived that Prime Minister Recep Tayyip Erdoğan is being voted. It may be concluded that by looking at the election results, we see that Recep Tayyip Erdoğan explained the operations and Gülen community to the public and could convince half of the population. After March 30 elections, governing party secured themselves, felt more relaxed while having high level of self confidence and they started to prepare themselves to the August 10 presidency elections. In this sense, after the revision of new Constitution in 2007, Turkey for the first time entered the presidency elections (to be held by plebiscite) with 3 candidates. Republican People's Party and Nationalist Movement Party appointed Ekmeleddin İhsanoğlu as candidate (roof-mutual candidate), People's Democratic Party appointed the co- president of the party who is Selahattin Demirtaş, Justice and Development Party appointed the president of the party and Prime Minister Recep Tayyip Erdoğan as expected.

August 10, 2014 presidency election is conducted based on the 1982 constitution article 101 which was revised in 2007 with referendum. Recep Tayyip Erdoğan for a period of five years

was elected as president by plebiscite and became the 12th president of Republic of Turkey. In this election, crisis that occurred in Abdullah Gül election did not occur and Turkish Armed Forces and Supreme Court did not take an active role. There had not been debates on the election of the president. However, this election was indirectly influenced by December 17 and 25 along with March 30, 2014 local elections (Çelebi, 2015:142).

The similarity of this 12th presidency elections is that each candidate is supported by a political party as it always used to be. Even though presidency position is much above political parties, candidates are still supported by political parties and candidates did not act free from the political party (Temel, 2015:155). This condition may generate some management discussions in the future. This model where president is selected by plebiscite is a new model in Turkey. A president that is being elected by plebiscite can definitely be strong against parliament and government.

An Analysis of the Candidates Remarks on Twitter in 2014 Presidency Election in Terms of Values

Purpose and Importance of the Study

The presidency election of August 10, 2014 was done through plebiscite for the first time in Turkish political life. Three candidates used social media quite often where the election atmosphere was like general deputy elections. The presidency candidates Recep Tayyip Erdoğan, Selahattin Demirtaş and Ekmeleddin İhsanoğlu tried to design a personal image with their remarks from especially Twitter; they gave messages to their voter on being a trustworthy, honest, democrat, peace maker, etc. president.

As presidency election of August 10, 2014 has a major importance on Turkish democracy history, this election will be studied through a different analysis method. This section is aimed to study the values that the candidates refer and analyze the similarities or differences of winning and losing candidate's remarks in presidency election of August 10, 2014.

Research Method

Winning and losing candidate's remarks are analyzed through election campaign of presidency election of August 10, 2014. This study is done through systematic count and qualitative content analysis methods related to the values exhibited in Schwartz Value Types. The official Twitter accounts of three candidates are examined for 40 days between 1st of July and 10th August 2014. All tweets, retweets and visual advertisements of candidates are studied accordingly.

The reason for examining candidate's remark for 40 days comes from the fact that the public knew all candidates' name. In June 16, Republican People's Party and Nationalist Movement

Party declared their candidate as Ekmeleddin İhsanoğlu, in June 30, People's Democratic Party declared their candidate as Selahattin Cemirtaş, Justice and Development Party declared their candidate in July 1 who was the Prime Minister Recep Tayyip Erdoğan. That's why as of July 1, all the tweet messages in regards to the voters in the context of remarks extended to them are being analyzed in terms of values, frequency, and relationship.

The content analysis method that is being used in this study is Schwartz Value Scale which consists of 10 major category. According to Schwartz, values are scales that are used to review human beings, choosing activities, and making them justifiable. Schwartz and Bilsky (1990) state that human values can be observed by several criterion (Köse&Yılmaz, 2012:13). This model investigates Rokeach (1973) values inventory on a more theoretical manner as well. Schwartz, with the aid of different study results conclude that from an individual perspective, there are 10 major categories: Power, Achievement, Hedonism, Stimulation, Self-direction, Universalism, Benevolence, Tradition, Conformity, Spirituality, Security (Schwartz, 1992; Schwartz&Bilsky, 1990; transmitted by Köse&Yılmaz, 2012:13).

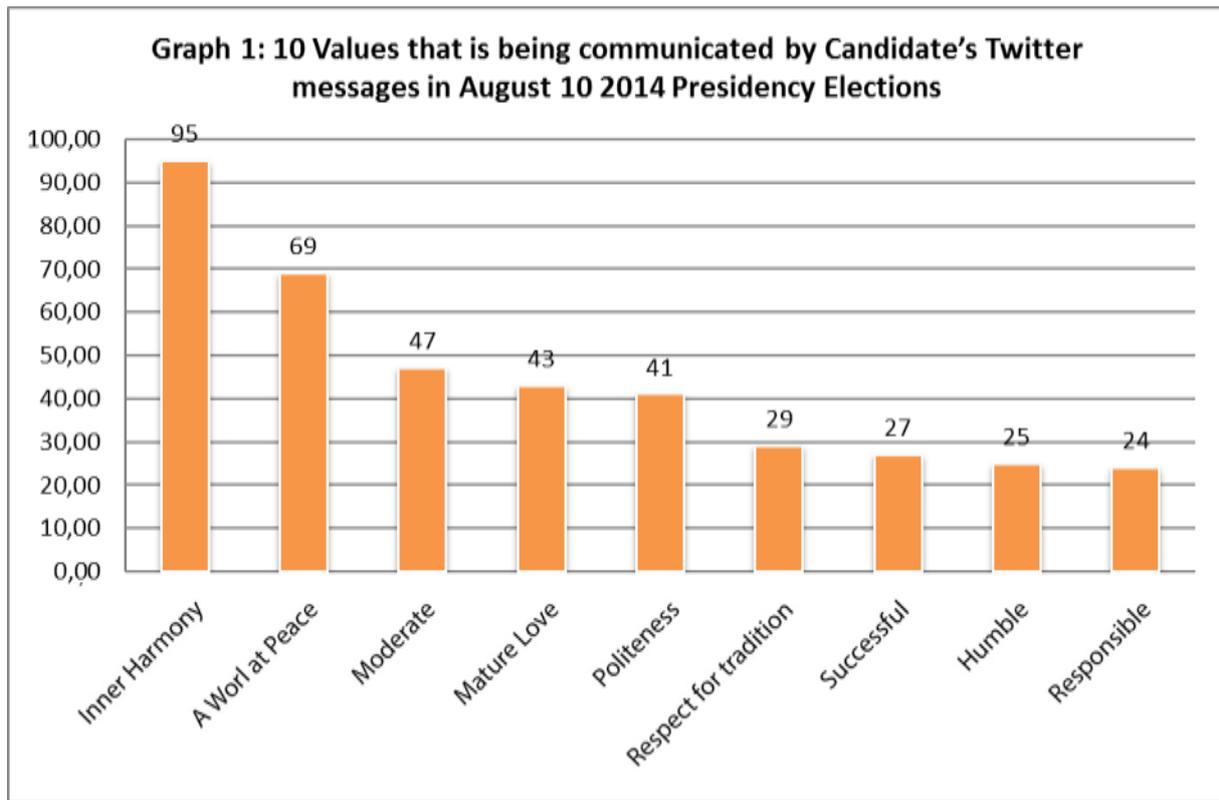
10 major category is considered under 56 factors and this value scale that is being generated is conducted in 97 groups in 44 different countries (Schwartz, 1994). Turkey is among the 44 countries being researched (Kuşdil&Kağıtçıbaşı; transmitted by Köse&Yılmaz, 2012:13). Humans are social beings that define their behavior, preferences, decisions based on the society they live in, culture, and economic initiators. That's why public vote based on their values that they own along with messages delivered within the election campaign.

Findings

Twitter which is a major part of social media has been primarily used by Recep Tayyip Erdoğan and Ekmeleddin İhsanoğlu. However, Selahattin Demirtaş has not used twitter extensively.

Recep Tayyip Erdoğan through July 1 and August 10 2014 sent 190 tweets out of 11 were retweets. Ekmeleddin İhsanoğlu sent a total of 399 tweets out of 73 were retweets and 6 were visual advertisement. Selahattin Demirtaş started sending tweets only after July 10 2014. He sent a total of 36 tweets out of 4 are retweets and 7 are visual advertisement.

Candidates in their election campaign tried to generate some values in order to earn votes and tried to convince the voters Graph-1 declares the first 10 values that are being messaged to the voters in August 10 2014 presidency elections which is generated from Shalom H. Schwartz 10 major category and 56 subtitle study called "Values Scale"



In August 10, 2014 presidency elections, candidates focused on 10 values in sequence and these are: Inner harmony, a world at peace, moderate, mature love, politeness, respect for tradition, successful, humble, and responsible.

Especially Recep Tayyip Erdoğan and Ekmeleddin İhsanoğlu focus on inner harmony the most and in their twitter accounts, they clearly specify the fact that unity, integrity, and brotherhood are important aspects of our environment. They also focus on world at peace especially they refer to İsrail's operations to Palestine and the onews ho lost lives in Gazze. Ekmeleddin İhsanoğlu also focus on cruelty that is being done to Turkmens in Iraq referring primarily to a World at peace.

The percentage of the most 3 values that each candidate conducted in their remarks towards the voters are seen below:

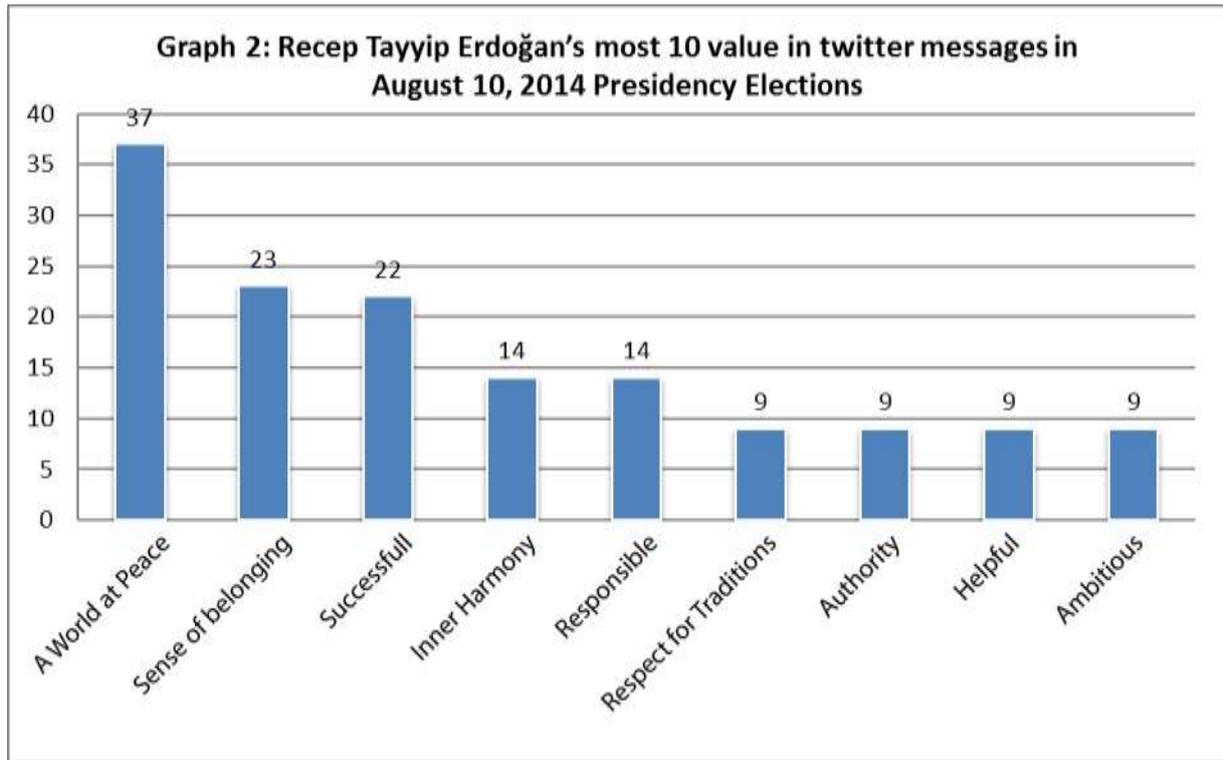
Table 1: The Percentage of The Most 3 Most Values That Each Candidate Conducted in Their Remarks

Recep Tayyip Erdoğan			Ekmeleddin İhsanoğlu			Selahattin Demirtaş		
Value	Count	%	Value	Count	%	Value	Count	%
A World at Peace	37	14,62	Inner Harmony	79	19,32	Freedom	2	20
Sense of belonging	23	9,09	Moderate	41	10,02	Inner Harmony	2	20
Successful	22	8,70	Mature Love	39	9,54	Humble	2	20
.....
Total	253	100,00	Total	409	100,00	Total	10	100

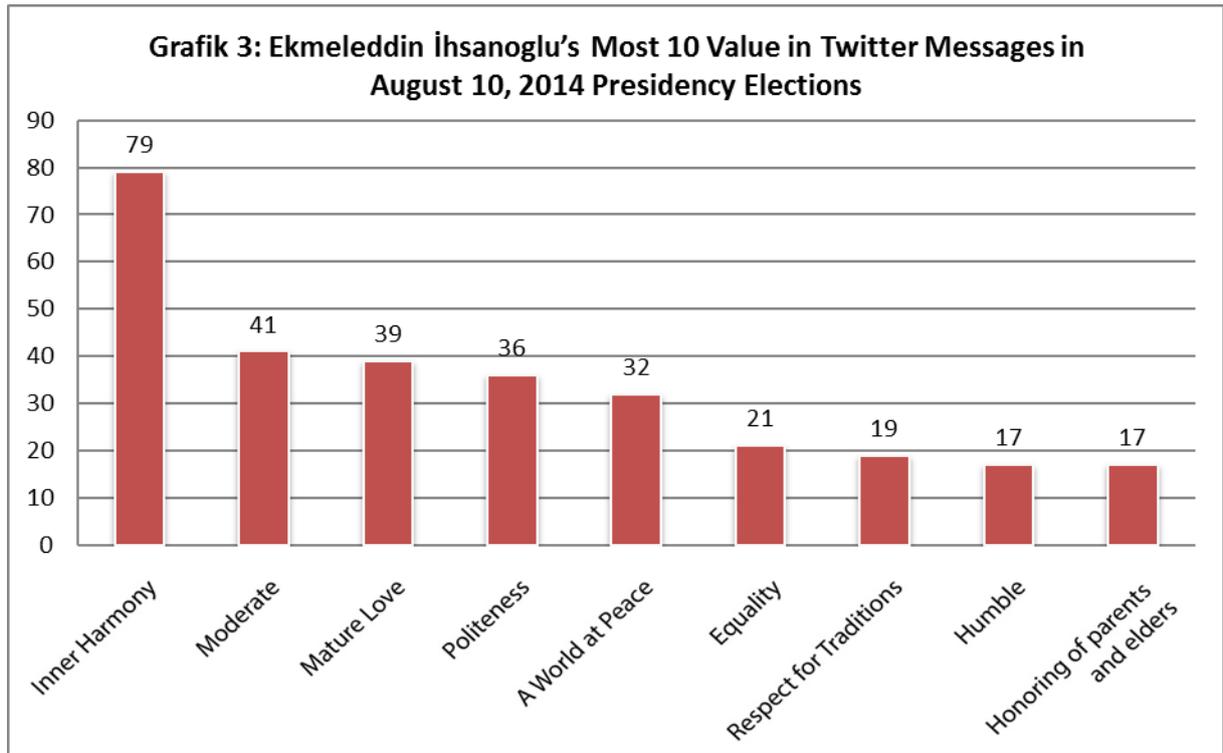
By considering Schwartz Value Scale, it can be said that Recep Tayyip Erdoğan in his remarks put several values. In sequence, these are a World at peace, sense of belonging, successful. Ekmeleddin İhsanoğlu, on the other side, focused on inner harmony, moderate, and mature love in sequence. Selahattin Demirtaş did not use twitter in high percentages.

In this sense, based on the votes each candidate received, Graph-2, Graph-3, and Graph-4 gives the most 10 values percentage each candidate focused in their twitter messages.

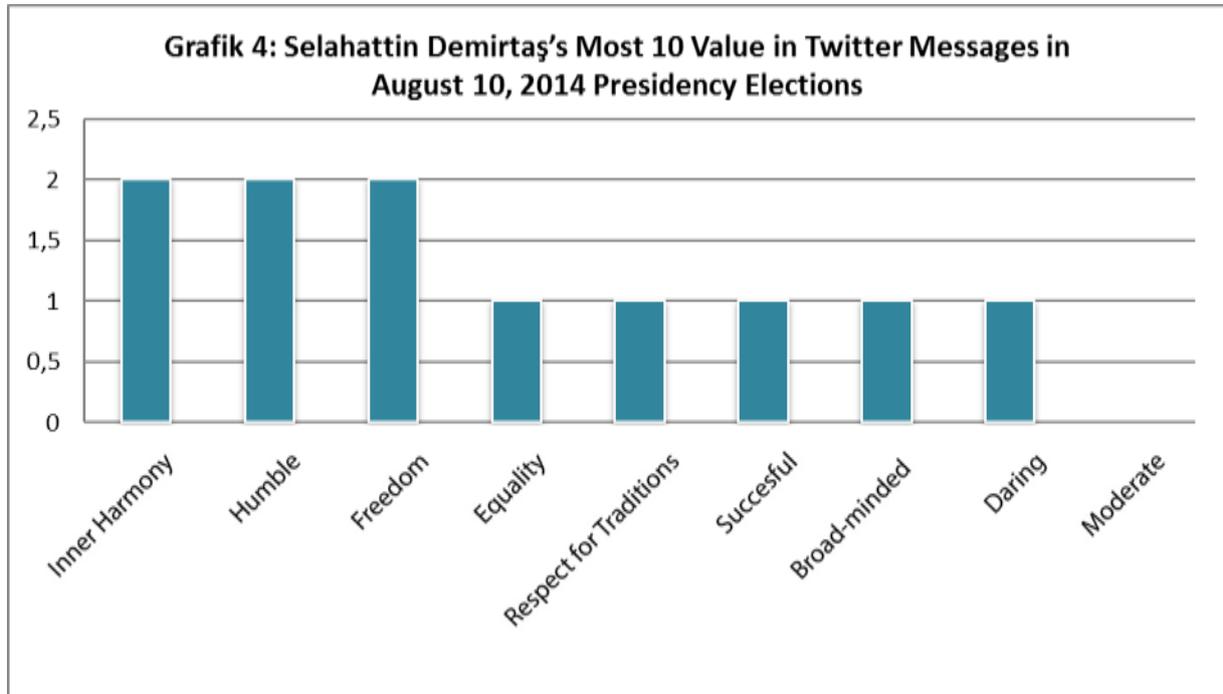
According to Graph 2, Recep Tayyip Erdoğan primarily focused on the Palestine issue in his tweets and said that "Turkey has to be a part of Palestine. Cruelty in Gazze can not be accepted. This society can not stay silent to cruelty that is being done to neighbours." (https://twitter.com/RT_Erdogan) focusing on a World at peace. Erdoğan also focuses highly on sense of belonging value. Erdoğan says 'Erdoğan is the man of the nation', 'I am going to be a president who will work for you', 'If elected as president, I will be on the side of the nation', 'President is the servant of the nation', 'For us, first of all nation is important then comes the state'. (https://twitter.com/RT_Erdogan). In these messages Erdoğan state that he comes from the nation and belongs to the nation focusing primarily on the nation. He says 'as we live, we will continue serving the nation, 'the target of our 2023 vision is to be in the first 10 economies in the World in terms of national income growth' (http://twitter.com/RT_Erdogan). These remarks rely on the fact that he will very work very hard and focus on the value 'successful'.



According to Graph 3, Ekmeleddin İhsanoğlu who received the second most votes in the August 10, 2014 presidency elections focused on unity and integrity in his twitter messages in regards to sending messages to the voters. He said ' all the cultures and cities of Turkey are a different wealth and this wealth combines us all together, ' In my perspective, we are all brothers whether we live in the East West North or South part of this beloved country', 'Peace suits this beloved country well at all times'. ([https:// twitter.com/profdrihsanoglu](https://twitter.com/profdrihsanoglu)). İhsanoglu primarily focuses on inner harmony in his twitter messages. Another remark of his is being moderate. 'I will always consider the sensitivity and benefits into account', 'Çankaya is a place where problems are solved not created', When elected president, I will have the state workwithout problems and conflicts" (<https://twitter.com/profdrihsanoglu>). In these twitter messages, İhsanoğlu state that he will be a moderate president and that he will serve all the parts of the society and all the institutions in the state. In this pespective, by saying, 'I have love, respect and obligation to my big country big Turkey, We are trying to add love, respect, and unity seeds to this country. Love is the biggest wealth brother' (<https://twitter.com/profdrihsanoglu>), he tries to focus on mature love value.



On the Graph 4, it is seen that Selahattin Demirtaş who has received the lowest votes in the August 10 2014 elections did not send many twitter messages towards the voters. Demirtaş shared a total of double twitter messages and focused on freedom, humle, and inner harmony. When his official twitter account is observed, it is seen that he has sent out 36 tweets and focused on 11 values (<https://twitter.com/hdpdemirtas>).



Conclusion

August 10, 2014 presidency elections are the first presidency elections made by plebiscite in Turkish political life. Election campaign went in the atmosphere of deputy elections. All the three candidates who applied for presidency offered several promises to the voters in their election campaign. Even though elections is made with plebiscite, election studies have been conducted under the shadow of political parties. Republican People's Party and Nationalist Movement Party supported Ekmeleddin İhsanoğlu, People's Democratic Party supported Selahattin Demirtaş who is the co-president of his party, Justice and Development Party supported Recep Tayyip Erdoğan who was the Prime Minister.

At the end of the public poll by plebiscite, Recep Tayyip Erdoğan became the 12th president of Republic of Turkey. Recep Tayyip Erdoğan is the founder of Justice and Development Party which was established in August 14, 2001. Besides, he was unable to apply to the Grand Assembly as a deputy in November 3, 2002 because he had a political constraint. After the political constraint is released in the Grand Assembly, he was elected as a deputy in March 9, 2003 off year (special) elections in Siirt and established the 59th government of the Turkish Republic.

In this study, the twitter messages of all the candidates who applied for presidency elections which was made by plebiscite for the first time are being analyzed in terms of values. By the use of Schwartz value scale, each candidate's 625 twitter messages between the dates of July 1, 2014 and August 10, 2014 have been analyzed by qualitative content analysis. Within this

specific period, It has been detected that Recep Tayyip Erdoğan had 190 tweets out of 11 were retweets, Ekmeleddin İhsanoğlu had 399 tweets out of 73 are retweets and 6 are visual advertisement/video.

The candidate who received the least votes was Selahattin Demirtaş who also sent the least twitter messages. Even though his candidacy has been declared in June 30, 2014 by People's Democratic Party, it is seen that he started sending out tweets after July 10, 2014. Within this period of time, Demirtaş sent a total of 36 tweets out of 4 are retweets and 7 are visual advertisement.

Table 2 given below indicates that; Recep Tayyip Erdoğan who entered the August 10 2014 presidency elections shared 190 tweets and referred to 253 values. Ekmeleddin İhsanoğlu shared 399 tweets and referred to 409 values. Selahattin Demirtaş who has not used twitter too often shared 36 tweets and referred to 11 values.

Table 2: Total Values Cited in August 10, 2014 Presidency Elections in Terms of Twitter Messages by The Candidates Who Entered The Presidency Elections

		Recep Tayyip Erdoğan	Ekmeleddin İhsanoğlu	Selahattin Demirtaş
POWER				
	Social power	3	-	-
	Wealth	-	-	-
	Authority	9	10	-
	Preserving public image	6	16	-
	Social recognition	-	-	-
ACHIEVEMENT				
	Successful	22	4	1
	Ambitious	9	-	-
	Capable	-	-	-
	Intelligent	3	-	-
	Influential	7	-	-
	Self-respect	3	2	-
HEDONISM				
	Pleasure	-	-	-
	Enjoying life	-	-	-
STIMULATION				
	An exciting life	-	-	-
	A varied life	-	-	-
	Daring	-	-	1
SELF-DIRECTION				
	Freedom	1	12	2
	Creativity	1	1	-
	Independent	2	-	-
	Choosing own goals curious	7	3	-
	Curious	-	-	-
UNIVERSALISM				
	Protecting the environment	-	-	-
	A world of beauty	2	3	-

	Unity with nature	-	-	-
	Broad-minded	2	-	1
	Social justice	4	5	-
	Wisdom	-	-	-
	Equality	2	21	1
	A world at peace	37	32	-
	Inner Harmony	14	79	2
BENEVOLENCE				
	Helpful	9	-	-
	Honest	2	3	-
	Forgiving	3	-	-
	Loyal	8	-	-
	Responsible	14	10	-
	True friendship	2	-	-
	A spiritual life	2	-	-
	Mature love	4	39	-
	Meaning in life	2	1	-
TRADITION				
	Devout	4	5	-
	Accepting portion in life	-	-	-
	Humble	6	17	2
	Moderate	6	41	-
	Respect for tradition	9	19	1
	Detachment	6	6	-

Table 2 (Continues): Total Values Cited in August 10, 2014 Presidency Elections in Terms of Twitter Messages by The Candidates Who Entered The Presidency Elections

		Recep Tayyip Erdoğan	Ekmelleddin İhsanoğlu	Selahattin Demirtaş
CONFORMITY				
	Politeness	5	36	-
	Honoring of parents and elders	-	17	-
	Obedient	2	4	-
	Self-discipline	2	6	-
SECURITY				
	Clean	-	-	-
	National security	4	6	-
	Social order	6	8	-
	Family security	-	1	-
	Reciprocation of favors	-	2	-
	Healthy	-	-	-
	Sense of belonging	23	-	-
	Total	253	409	11

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