A NEUROPOLITIC EXPERIMENT ON STATE LEADERS ON THE GROUNDS OF POWER, CHARISMA, TRUST AND PEACEBILITY

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Abstract

Electors are affected by not only rational arguements but also emotional and subconscious arguements. Political preferences are related to emotional changes. Neuro-sciences cooperate with politics, and this caused the emergence of neuropolitics. Neuropolitics is a phenomena that questions the relation between politics and brain and brings together the science of politics, neuro-sciences, and psychology. Neuropolitics question how people decide politically and establish coaliations through neouro-sciences.

There hasn't been so many researches on neuropolitics, however recent studies show really effective results. It is estimated that these recent studies will contribute to this scope and open new perspectives.
This study is based on content analysis and experimental method. The subjects are selected via stratified sample method. The subjects are chosen from firat university students and academicians. The y generation is constituted by 18-26 aged male and female students, the x genarations is constituted by 26-44 aged academicians.

On the first stage, the photos of ten state leaders are presented to the volunteers in this experiment which is isolated from exterior effects. The volunteers are not told that these photograhs belong to the world leaders. They are requested to order these photos according to stated criterias in ten seconds. Each criteria is a modul. They are requested to number the photos between 1-10 according to the charisma, power, trust, and peaceable moduls. Each stages are conducted again in ten seconds. After they order these photos they are asked if they know them or not. Then, they are asked to estimate about their countries. After this estimation process they are asked if they answer consciously. The results show that the volunteers couldn't estimate to whom these photographs belong however there has been similar orders. According to these orders, the most charismatic, the most reliable, the most powerful, and the most peaceable leaders are stated and vice versa. The volunteers couldn't estimate who are these leaders. These studies show that it is because of the changing perception of image by the generations.

Although the results of these study are based on the city of elazig, the majority of this sample group was grown up in different cities. For this reason, the results of this study can be generalized and applied to larger sample groups.

Key words: neuropolitics, perception of image, experimental study, x generations, y generations

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With the development of new technology neuroimaging techniques have been used in different disciplines like economy, politics and marketing. With using neuroimaging techniques new interdisciplinary areas have been emerged. Neuropolitics has found its place in social sciences after the use of neuroimaging techniques in political science. Neuropolitic examines the mental process of voter and focus on better understanding og voting behavior. (grafman vd, 2006; 27) neuropolitics is in a critical position in terms of understanding the political trend and preferences of voter. Neuropolitics has developed a new method using brain imaging techniques to examine especially individual's political decision process and understand how their thoughts arise about political associations. Especially observing the emergence of individuals political thoughts will provide to determine the way of political science. (çakar ve ülman,2012;358).

Neuropolitics methods have been actively used by the politicians. Neuropolitics methods used especially in u.s. Presidential elections and with this methods voters preferences have been influenced. Applied research company which is founded by tom freedman examined the decision making process of the voter and tried to understand how the brain reacts to leadership attributes. In 2003 the company used fmri device in order to measure the influence of campaign ads in the presidential contest between bush and kerry.

Freedman has shown to the subjects a compilation of bush and kerry's campaign ads. After the experiment freedman observed that fear factor played critical role and also observed that democrats and republicans have different reactions to the same ads. (linsdrom,2011;36). Freedman showed the volunteers example of kerry advertising campaign and also the videos of terrorist attack to twine tower and exploding nuclear bomb during a little girl picking daisy's leaf videos were watched freedman saw that fear playing a key. Also democrat and republicans differently responded to videos in experiment (linsdrom,2011;36).

In 2004 kaplan and his friends conducted a research about the same subject. The picture of georhe w. Bush, john kerry and ralph nader was shown to the subjects and at the same time the brain activation levels of the subjects were examined. When the subjects saw pictures of political candidates from their own party has been observed that some parts of their brain (dlpfc, acc, insula, anterior temporal lobes) were commonly active compared to seeing the pictures of the candidates from the other party. Subjects responses to the pre-tests matched with the experimental results. (kaplan vd,2007;57).

Political candidates mimic, clothing style, physical condition, the color of the suit, facial symmetry, skin color and charisma has effect on decision making process of voters. Neuropolitics researches plays an important role to understand the level of this effect (westen vd,2006;1952). Beside the effect elements of the political candidates emblems of political parties, the color of the emblems, slogans, campaign ads, rally speeches and the contents of the election manifesto are the other factors that affects decision making process of voters. (ariely ve berns, 2010;285).

2. Application

2.1.The aim, sampling of the research

There hasn't been so many researches on neuropolitics, however recent studies show really effective results. It is estimated that these recent studies will contribute to this scope and open new perspectives.

This study is based on content analysis and experimental method. The subjects are selected via stratified sample method. The subjects are chosen from firat university students and academicians. The y generation is constituted by 18-26 aged male and female students, the x generations is constituted by 26-44 aged academicians.

2.2. Methodology of resarch

On the first stage, the photos of ten state leaders are presented to the volunteers in this experiment which is isolated from exterior effects. The volunteers are not told that these photographs belong to the world leaders. They are requested to order these photos according to stated criteria in ten seconds. Each criteria is a module. They are requested to number the photos between 1-10 according to the charisma, power, trust, and peaceable modules. Each stages are conducted again in ten seconds. After they order these photos they are asked if they know them or not. Then, they are asked to estimate about their countries. After this estimation process they are asked if they answer consciously. The results show that the volunteers couldn't estimate to whom these photographs belong however there have been similar orders. According to these orders, the most charismatic, the most reliable, the most powerful, and the most peaceable leaders are stated and vice versa. The volunteers couldn't estimate who are these leaders. These studies show that it is because of the changing perception of image by the generations.
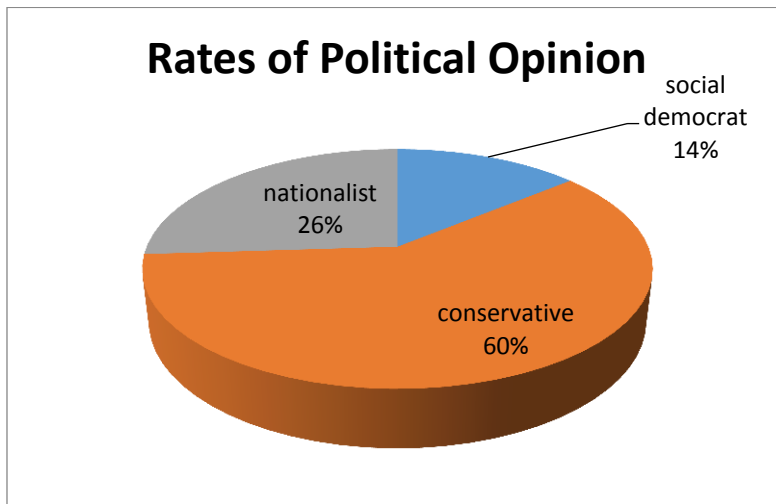
2.3. The findings of research

Table 1: rate of sex
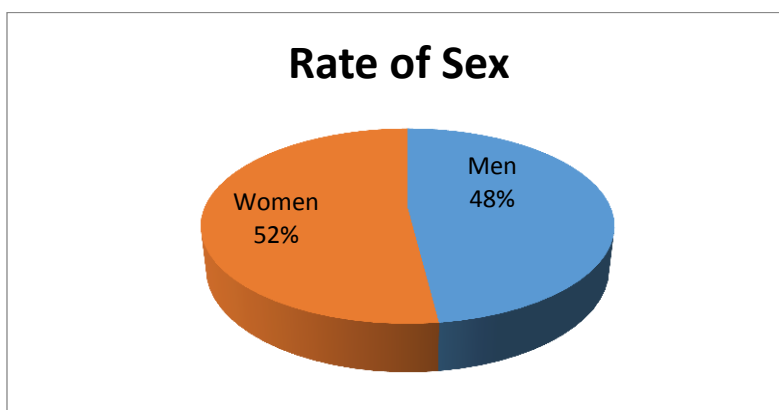
48 of the volunteers are men. 52 of the volunteers are women. It was seem that both men and women were willing to be part of the study. The participation rate of men and women are nearly equal.

**Table 2: rates of political opinion**

Except social democrats, more than %80 of volunteers described themselves as conservative and nationalist. The average age of volunteers is 23.58. It means y generation is dominant group of this study
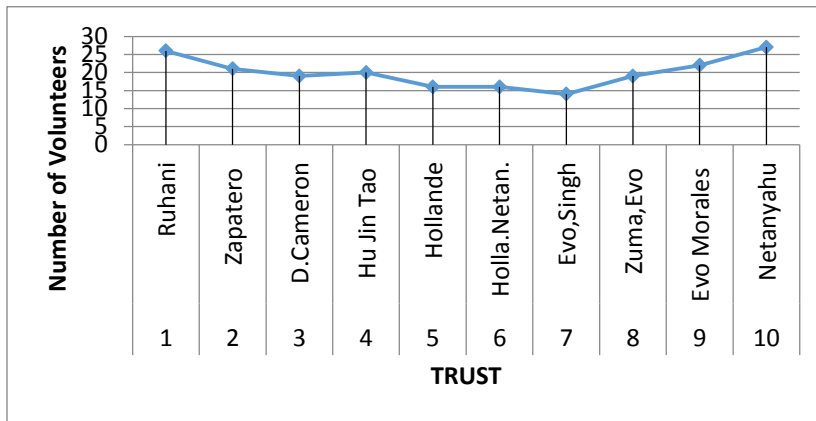
Table 3: charisma
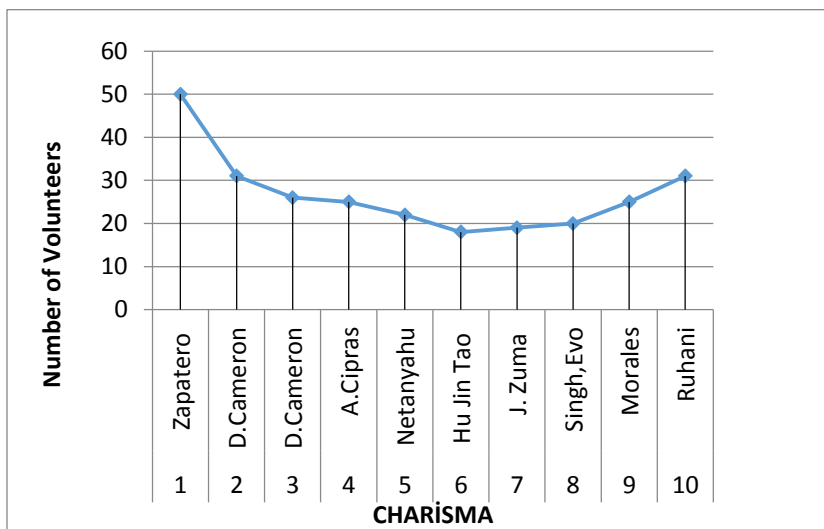
According to neural results on charisma table, most charismatic leader is seem as zapatero by volunteers.
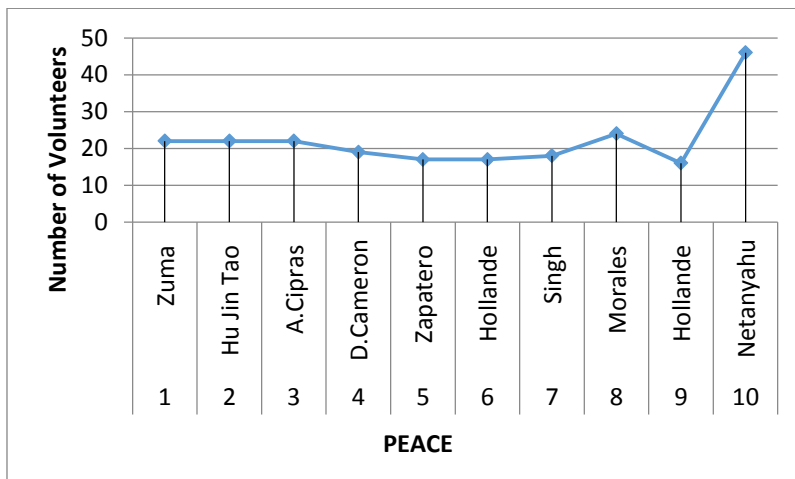
Table 4 : power
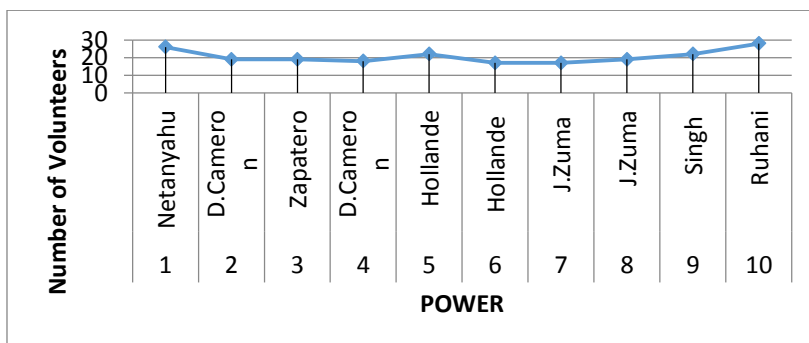
According to neural results on power table, most powerful leader is seem as netanyahu by volunteers.

Table 5: trust

According to neural results on trust table, most reliable leader is seem as ruhani by volunteers.
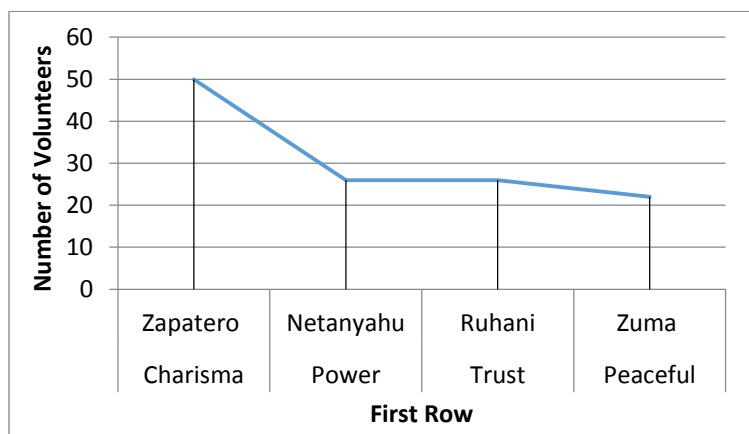
Table 6: peace

According to neural results on peace table, most peaceful leader is seem as zuma by volunteers.

Table 7: comparison of the first ones and the last ones

	First row(1)	Fq		Last row(10)	Fq
Charisma	Zapatero	50	**Charisma**	Ruhani	31
Power	Netanyahu	26	**Power**	Ruhani	28
Trust	Ruhani	26	**Trust**	Netanyahu	27
Peaceful	Zuma	22	**Peaceful**	Netanyahu	46

Table 8: first row

According to table: volunteers decision shows that zapatero has highest rate of charismatic profile. Volunteers decision shows that netanyahu has highest rate of powerful profile volunteers decision shows that ruhani has highest rate of reliable profile volunteers decision shows that zuma has highest rate of peaceful profile

Table 9: last row
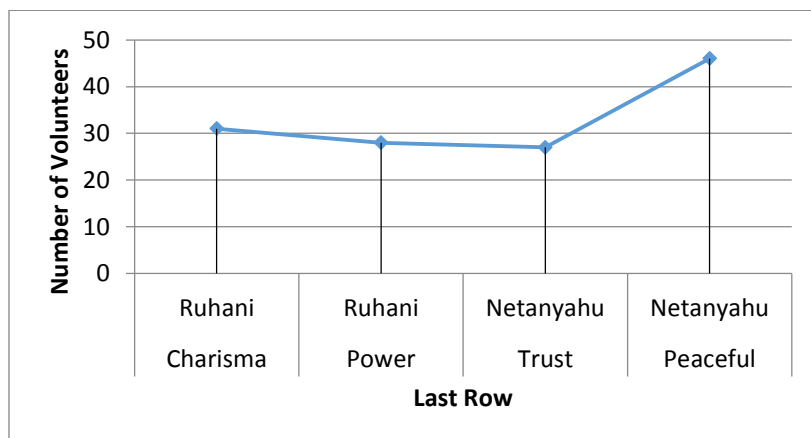
Volunteers decision shows that ruhani has lowest rate of charismatic profile. Volunteers decision shows that ruhani has lowest rate of powerful profile. Volunteers decision shows that   netanyahu has lowest rate of reliable profile. Volunteers decision shows that   netanyahu has lowest rate of peaceful profile

Result

The volunteers participated to study intensely chose western leader as a charismatic profile. However they chose middle eastern leaders as powerful and reliable. According to volunteers netanyahu has powerful profile, ruhani has reliable profile. African and asian leaders were chosen as peaceful leaders. All volunteers of this study are totally muslim. They are very close to conservative ideology. The results of this study reflect small and homogenous groups perception. Hence islamic profile led volunteers to peace and trust. Tough profile of netanyahu means authoritarian and powerful traits. African and asian profiles like zuma and hu jin tao were not seem as enemy. Its detailed reasons can be searched in the future .

Although the results of these studies are based on the city of elazig, the majority of this sample group was grown up in different cities. Hence, the results of this study can be generalized and applied to larger sample groups.

Biographies

Nurcan yucel

She was born in karabük in 1975. She successfully completed the bachelor in business administration at the of selcuk university. She started her academic career as a research assistant in 1998 at the faculty of economics administrative and social sciences at pamukkale university. She has gained his doctorate title by completing her doctoral dissertation 'the impact of the store branded products on purchasing behaviors of consumers' in 2010 at the university of ankara. She is currently working as an assistant professor at the university of firat doing researches on the fields of neuromarketing, subliminal advertising, brand and the behaviors of consumers.

Fatma çubuk

She was born in elaziğ in 1985. She successfully completed the bachelor in international relations at uludağ university. She started master degree at the kadir has university. She has gained his master of degree title by completing master dissertation "a new applied and scientific approach: neuromarketing" in 2012. She has been doing researches at firat university on the fields of neuromarketing, subliminal advertising, brand and the behaviors of consumers.

Atilla yucel

He was born in elaziğ in 1973. He completed the bachelor in business administration at selcuk university. She started her academic career as a research assistant in 1996 at the faculty of economics administrative and social sciences at pamukkale university. He has gained his doctorate, completing her doctoral dissertation in 2006 at ankara university. He is currently working as an assistant professor at firat university doing researches on the fields of neuro-marketing, subliminal advertising, brand and the behaviors of consumers, international marketing.

Ertuğrul buğra orhan

He was born in elaziğ in 1988. He graduated from international relations at istanbul university. After graduation he started to work in a company as general manager. He studied business and administrative sciences master program at firat university. He is currently working at firat university as research assistant since 2012. His academic scope includes neuropolitics, foreign policy and middle east.

Ahmed ihsan şimşek

He was born in çorum in 1988. He graduated from marmara university department of business and administration in 2012. After the graduation he started to work for turkish airlines as marketing specialist. His scope was east africa countries. He is a research assistant at firat university since january 2015. His academic scope is neuromarketing, consumer behavior and sportsmarketing.

Ali sirri yilmaz

He was born in elaziğ in 1970. He completed the bachelor in sociology at firat university. He started his career as a teacher on philosophy. Simultaneously he started his academic career as a master student on sociology in 1998 at the faculty of arts and sciences at firat university. He had been a research assistant in 2003 at firat university. He has gained his phd by completing his thesis titled "the reflections of informal relations patterns to organizational structures" in 2007 at firat university. He had worked as an assistant professor at giresun university between 2008 and 2011. He has been working as an assistant professor at firat university since 2011 on the fields of management sociology, social behavior, socio-political behavior, voter behavior, city and city branding.

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