THE EFFECT OF FEAR APPEAL MESSAGE WITH SELF AND FAMILY CONCERNS ON ATTITUDE TOWARD ADVERTISING

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ABSTRACT

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Göküş, Büşra

Master's Program in Marketing Communications and Public Relations

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With the globalizing world, a fear appeal has become an important strategy in many areas, from advertisements to health. Especially today, the fear appeal is widely used in message content to develop positive behaviors towards health. However, in a message based on fear appeal, being able to create an attitude or emotional reaction in the target audience plays an important role. Within the scope of this research, it was aimed to measure the effects of exposure to self and family-concern message contents on the attitude towards the message and fear feelings in functional medicine communication with an experimental study. To achieve this aim, pre-tests including pre-interviews and projective methods were conducted before designing the stimuli. The stimuli were finalized according to the insights obtained from these tests and a questionnaire study was conducted to reveal the attitudes and fear feelings towards the message contents with various scales and semantic network analysis in the experimental research phase. Finally, with this experimental research, it has been

revealed that including interesting and remarkable messages in fear appeal creates more positive emotions and attitudes towards the message of the target audience.

Keywords: Fear Appeal, Health Communication, Functional Medicine, Self and Family Concern, Attitude Towards Advertising, Semantic Network Analysis

ÖZET

KORKU ÇEKİCİLİĞİ ODAKLI ÖZ VE AİLEVİ KAYGI İÇEREN MESAJ TASARIMININ REKLAMA YÖNELİK TUTUM ÜZERİNE ETKİSİ

Göküş, Büşra

Pazarlama İletişimi ve Halkla İlişkiler Yüksek Lisans Programı

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Korku çekiciliği küreselleşen yeni dünya ile birlikte reklamlardan sağlığa kadar birçok alanda önemli bir stratejik araç haline gelmiştir. Özellikle günümüzde korku çekiciliği sağlığa yönelik olumlu davranışların geliştirilmesi amacıyla mesaj içeriklerinde yaygın olarak kullanılmaktadır. Ancak korku çekiciliğini temel alan bir mesajda hedef kitle üzerinde aktif bir tutum veya duygusal tepki yaratabilmek önemli bir rol oynamaktadır. Bu araştırma kapsamında fonksiyonel tıp iletişiminde öz ve ailevi kaygı mesaj içeriklerine maruz kalmanın mesaja yönelik tutum ve birden fazla korku duygusu üzerindeki etkilerinin ölçülmesini deneysel bir çalışma ile ortaya koyabilmek amaçlanmıştır. Bu amacı gerçekleştirmek için uyaranları tasarlamadan önce ön görüşmeleri ve projektif yöntemleri içeren ön testler yapılmıştır. Bu testlerden elde edilen içgörülere göre uyaranlara son hali verilmiş ve araştırmanın deneysel araştırma aşamasında mesaj içeriklerine yönelik tutum ve korku duygularını çeşitli ölçekler ve anlamsal ağ analizi ile ortaya koyan bir anket çalışması yürütülmüştür. Son olarak, bu

deneysel araştırma ile korku çekiciliğinde ilginç ve dikkat çekici mesajlara yer vermenin hedef kitle üzerinde mesaja yönelik daha olumlu duygular ve tutumlar yarattığı ortaya konmuştur.

Anahtar Kelimeler: Korku Çekiciliği, Sağlık İletişimi, Fonksiyonel Tıp, Öz ve Ailevi Kaygı, Reklama Yönelik Tutum, Semantik Ağ Analizi

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1: INTRODUCTION

In the last century, the concept of fear appeal has begun to show its effect in many areas with the marketing activities on social media platforms. (Brennan and Binney, 2010). With many people and organizations turning this into an opportunity, the fear appeal has become an effective method of persuading people. With this development, the fear appeal has found a chance to spread in a wide area from health to marketing (Balcı, 2007).

The 21st century understanding of health has evolved from a disease-oriented approach to a patient-centered approach. In this context, the proactive feature of functional medicine, which targets the root causes of the disease, is parallel to this approach (Austin et al., 2020). In functional medicine, the personalities and lifestyles of individuals are of great importance, as the active participation of the hospital and doctor is as essential as the competencies of the patients (Rhodes et al., 2005). The personal motivation and beliefs of the target audience are necessary for the application in question. To create this, requires a persuasion process applied with the right messages from the right source, thus successful communication. For this successful communication to be established and carried out, it is necessary not to adopt the health-belief models of the target audience, directly judgmental or fear-centered communication.

Today, the fear appeal is widely used in health-related campaigns to change risky behavior and to discourage individuals from unhealthy behaviors (Çobaner, 2013). Because the fear instilled by health advertisements has the potential to change attitudes and behaviors or to gain new attitudes and behaviors in a desired way for people to eliminate the harm that may come to themselves and those around them (Pollay, 1986).

Many fear appeals use a message and design language that is far from call to action in ads. (Brouwers and Sorrentino, 1993). In addition, frightening images are generally preferred in fear appeals to attract attention, to make people think about danger and to arouse fear (Kannaovakun, 1999). Vivid messages (attractive, colorful graphics or visuals) can easily make the message perceived and understood (Nisbett and Ross,

1980; Sherer and Rogers, 1984) and this can make the message more persuasive (Petty and Cacioppo, 1986). In many fear appeals, terrifying images and statistical information are preferred to attract attention and arouse fear. This situation removes the fear appeal from a lively narrative (Berkowitz and Cottingham, 1960; Robbins, 1962) reveals that fear appeals become more persuasive and cognitively easier to understand visual content (versus long verbal messages) (McGuire, 1968).

It is argued that high-level fear appeal increases attitude change (Green, Edward and Witte, 2006). However, this situation may cause the target audience to give the desired reaction to the existing problem, as well as cause them to ignore this message (Witte and Allen, 2000). Fear appeals are most effective when the individual's behavior changes in the face of a threat or an important concern providing the belief that it will reduce the concern.

One of the points to be considered in the use of fear appeal is that reactions to fear may differ in-group collectivism and individualistic society. Threats to the family are not taken too seriously in an individualistic society (Hui and Triandis, 1986). For this reason, knowing how to create the desired attitude and emotional impact in a message based on fear appeal is of great importance (Elden and Bakır, 2010). The target audience's positive attitude or emotional reaction to the content of the fear appeal message can also be effective in persuading the target audience (Boyd, 1995).

Based on all these points, this experimental study, is aimed to measure the attitudes of the target audience, who are exposed to self and family-concern message contents (titled family-concern, untitled family-concern, titled self-concern and untitled self-concern) on different stimuli. The research was designed as a mixed-method, were used qualitative and quantitative methods. To realize the purpose of the study, pre-tests including pre-interviews and projective methods were conducted before designing the stimuli. According to the insights obtained from these tests, the stimuli were designed with the support of expert opinions. In the experimental research phase, a questionnaire study including various scales and semantic network analysis was conducted to understand the personality traits of the participants, their fear levels, their behavioral responses to the designed stimuli, and the meaning behind the words chosen by the participants. Finally, this experimental research, it is aimed to reduce the

conceptual narrowness of the subject in the literature and to add an original and comprehensive study to the field.

This study consists of six chapters in addition to the introduction. The second section presents a literature review on the main area of this experimental study. This chapter explains the concept of health communication, its models and theories, and its relationship to persuasion. The third section looks at the literature on the use of advertising appeals in the field of health communication with a short explanation. The next section explains the models and theories in the relevant literature, including the concept of fear appeal on which the experimental research is based. After these explanations, information is given about the use of fear appeal in message content, in-group collectivism and individual society, and the literature on its effect on attitudes.

In the methodology section, first, the purpose of the thesis research and the importance of the thesis research are included. This study, it was aimed to measure the effects of exposure to self and family-concern message contents on the attitude towards the message, fear feelings and e-WOM in functional medicine communication with an experimental study. Research hypotheses, research design, data collection and analysis of results are the important steps presented in this section.

The sixth chapter of the thesis includes the findings from experimental research. Findings regarding sampling characteristics, reliability analysis, semantic network analysis, factor analysis and research hypotheses are included.

In the last part of the research, there is a general evaluation of the results and hypotheses. In addition, this section provides limitations and suggestions for the future.

CHAPTER 2: HEALTH COMMUNICATION

2.1. Health Communication

Communication is a concept that has manifested itself throughout the history of humanity. Communication, which is important for both the individual and the society, facilitates and gives meaning to all kinds of information, feelings, and thoughts exchanged between people (Işık, 2011). Human communication is a subsystem of communication; health communication is seen as a subsystem of human communication (Tabak, 2006). The concept of health communication, which started to become widespread in the 1970s, was first introduced as a discipline in the United States and continued to develop. Health communication, which tries to unite medicine and social science, is a new concept in Turkey (Okay, 2020). In 1972, the first activity in the field of health communication was organized by the International Communication Association (ICA). The organization of many conferences and studies at universities by the ICA, and the publication of various books and publications on the subject, have enabled the involvement of more than one discipline in health communication. The first health communication commission was established in 1985 by the Speech Communication Association (SCA). With the merger of the ICA and SCA associations in 1992, the importance of health communication increased and research in this field gained momentum (Rogers, 1994).

Health communication, which has become a multidisciplinary concept with the scientific and technological developments in the health sector in the last century, continues to emphasize its importance throughout the world. For the first time, the title of health communication was included in the Healthy People 2010 targets. For the first time in the Healthy People 2020 targets, health communication and health information technologies were included in the project as a subject instead of being a topic. The subject aims to increase the communication between the patient and the health personnel, increase the rate of internet usage, increase the number of qualified health websites, increase the number of messages for easy access and protect public health (Healthy People Topics and Objectives, 2020).

"The inclusion of a section on health communication in the 2010 targets is considered a milestone in the recognition of the importance of the field".
(Parrott, 2014, p. 751).

When health is examined from a conceptual perspective, it is seen that the most general definition belongs to the WHO (World Health Organization). Health by the World Health Organization (1998, p. 1) defines it as:

"The state of incomplete physical, mental and social well-being of individuals".

In 1986, at the meeting held in Ottawa by the World Health Organization, health improvement was defined as the process of improving the state of health by enabling individuals to increase their control over their health. The underlying question of the Ottawa Charter was the question of how and under what conditions people's health potential could be enhanced through structural and political initiatives and personal support, which led to two kinds of recommendations: (1) strengthening individual abilities to deal with disease risks and improving personal health. (2) the healthy creation of the social and natural environment to provide better circumstances for people's health. Accordingly, in the first of the relevant articles, it is stated that health communication is engaged to a large extent (Okay, 2020).

Health communication benefits from multidiscipline because of its structure. The interaction of health communication with other disciplines brings a critical dimension to the medical model of health and therefore to the medicalization of health. For this reason, many authors try to redefine it over time. Everett M. Rogers (1996, p. 15) defines health communication as:

"Any human communication whose content is related to health".

Ratzan et al. (1994, p. 362) define it as:

"The art and technique of informing, influencing and motivating individual, institutional and public audiences about important health issues".

The Center for Disease Control and Prevention (CDC) defines health communication as:

"The implementation of rules and strategies related to communication science to improve health, to be effective on health-related decisions of individuals and society, and to inform them" (Bulduklu, 2010, p. 79).

Reardon (1989) expresses it as a field of persuasive and motivating communication for the development of behaviours and the prevention of diseases by enabling people to lead healthier lives. In addition, health communication enables experts to develop persuasive messages to be disseminated through mass communication to create health information for target audiences (Kreps et al., 2003). However, it is seen that health communication has an effective role in public health in the recognition of health services, the dissemination of accurate health information, and the development of effective health attitudes and behaviours. In this context, people's perspectives and behaviours on health-related issues are largely shaped by health communication studies. Well-prepared health communication studies help the individual to better understand the needs of himself and his community. Thus, appropriate measures can be taken for maximum health.

2.2. Health Communication and Persuasion

Health communication, which has an important effect on perception, belief and attitude changes, has an important role in changing social norms (NCI, 2002). The basis of this is the fact that the individual and society share meaning about the health phenomenon and transfer what they know to each other. Health communication focuses not only on the transfer of information but also on creating persuasion, inclusion, consensus and feelings of ownership among target audiences (Schiavo, 2007).

Especially today, technology, industry, education, etc. with the developments in the fields, both the human profile and the needs change. On a sectoral basis, it is seen that the competitive environment brings different perspectives to communication. Companies have developed various methods to attract attention in this competitive

environment and individuals in the position of buyers have become the most essential part of this. One of the most significant points of these methods is persuasion. Although persuasion is a frequently encountered element in areas such as advertising and marketing, it also has a significant place in the field of health.

As social beings, human beings are in constant communication for many reasons. Communicates in a certain structure and order for reasons such as giving information, getting information, asking for help, making promises, expressing his feelings and thoughts, or learning someone else's feelings and thoughts. In this context, in most communication phenomena, people aim to persuade someone to change their behaviors or attitudes. Sociologists talk about three methods of directing people's thoughts, beliefs, opinions and behaviors way. These; are to use force to gain material advantage and to persuade (Asna, 1969). Undoubtedly, among these methods, persuading people in the desired direction is the most economical and valid way (Küçükkurt, 1987).

Persuasive communication essentially encompasses a communication process aimed at influencing attitude and behavior from a source to a target. Affects individuals' feelings about what is right or wrong, possible or impossible; affects the way individuals evaluate people, events, ideas, or suggestions; affects their private or public promises to do this or that action; it even influences their foundation and values and ideologies. All this happens through communication (Hill, Chapman and Donovan, 1998).

Reardon (1991, p. 24) defines persuasion as:

"Guiding people to adopt a certain attitude, belief and behavior through various emotional and cognitive techniques by a communication source or persuasive attempt to persuade".

In this way, it can be said that the main purpose of persuasion is to provide an effect of change in the desired direction on behavior, attitude, belief or thought.

It can be said that persuasion in communication studies depends on the source, the content of the message with appeals factors, as well as its structure due to its features such as credibility and appeals, However, the message recipient and its characteristics are also important factors affecting the scope of persuasion (Odabaşı and Oyman, 2003).

According to Woodward and Denton (2019), (1) persuasion is an interactive process of (2) preparing and presenting independent and often prepared individuals, (3) their attitudes, beliefs and/or behaviours, (4) changing or strengthening them, (5) verbal or nonverbal messages.

When all these definitions are examined, it is seen that the common point is towards a certain purpose, against impacting the behaviour, attitude, belief, thought, etc. of the party or to make them appear to change.

To persuade the individual and society to change behaviour, effective messages that reach the target audience, that are relevant, precise and complete, accessible and understandable information should be presented. More tailored, personalized and empowered health messages allow interactive communication and integration with target audiences; this enables people to make safer and healthier decisions (CDC, 2011).

Behaviour is a conscious activity that can be observed by another person or explained in different ways by the person himself. Knowing a subject is not enough to create behaviour change. E.g., "like continuing to smoke despite knowing the harms of cigarettes…" In addition, having knowledge about a subject and having a set of rules on that subject may not be enough to create behaviour change. Many factors cause behaviour change. Behaviour change is a slow period in which people go through many stages. First, the person learns about the new behaviour. This is followed by validation of the acquired knowledge. In the next stage, the person believes that this new behaviour is beneficial and decides to adopt it. This process is followed by the implementation of the new behaviour. In the final stage, the person, now a satisfied practitioner, introduces the new behaviour to friends and others and becomes an advocate (Kelly and Barker, 2016).

Health behaviour covers the existing actions of the individual to health and occurs in the form of reinforcement, improvement, or change of current behaviour according to the individual's experiences, social culture and environmental factors. The main purpose of health communication is to enable the individual and society to develop correct health behaviours. It is possible for the individual and the society to move in the desired direction, increase their awareness about the solution of a health problem, to reinforce their knowledge and attitude regarding the current positive health behaviour, with healthy communication and correct communication tools (Kumar and Preetha, 2012).

2.3. Health Communication Models and Theories

Health communication offers a multifaceted approach to behavioural and social change. It can be said that theories and models related to attitude and behaviour change are based on attitudes and behaviours related to health, social norms, perception of the individual, and the social and social environment (Çobaner, 2013). In this context, health communication, which provides health information, ensures the execution of health campaigns and aims to change attitudes and behaviours about health, and makes use of theories and approaches. The common point of attitude and behaviour change theories and models is how people change their behaviour according to what situations and criteria, how they learn healthy behaviours, and how they are persuaded to learn and practice (Sezgin, 2011). Four different models and theories are widely used to evaluate attitudes and behaviours. These are Health Belief Model, Planned Behavior Theory, Social Cognition Theory and Protection Motivation Theory (Gündüz, 2014).

2.3.1. Health Belief Model

The health belief model, which was developed by Leventhal, Rosenstock, Kegeles and Hochbaum in 1950, later brought the model to different dimensions with the emergence of different theories affecting the individual's health beliefs and behaviours. According to Rosenstock, one of the model's developers, the model shows how individual motivation affects health behaviour and what is effective in changing an individual's attitude toward health (Okay, 2020).

According to Becker and Maiman (1975), the health belief model has three important components: individual characteristics, perceptions and action. The first of these individual characteristics; is used to express socio-demographic characteristics. Second, it perceives; it is used to explain the factors that influence the change process in the positive behaviours desired to be gained in the field of health. Finally, the action; is used to describe the elements that trigger healthy behavioural attitudes.

The health belief model clarifies the concepts of health protection and improvement, and its validity has been proven in many studies. In this model, the individual; due to the events he has experienced before, takes an attitude to protect his health in the face of a situation that threatens his health. Therefore, persons; If they believe that they will get a disease and that this will have some serious consequences, investigate options for understanding or preventing the disease.

In addition, according to this model, psychological readiness is important in the behaviour of the individual regarding the situation that threatens his health. In this case, the individual; requires being aware of the risk of getting the disease, knowing the importance of the disease, believing in the benefits of healthy behaviours and being aware of the factors that prevent health behaviours (Cummings, 1978).

Behavioural scientists and health professionals have tried to understand what motivates people to do or not to do health-related actions, why and under what conditions, and especially the situations that are effective in exhibiting health behaviours. The health belief model was developed using the socio-psychological theory of Lewin and Becker (Janz and Becker, 1984). The model, which was first developed by Hochbaum et al. in 1950, was later added to some concepts that are thought to affect the individual's health beliefs and behaviours. The health belief model includes the following four concepts, but the original principles of the health belief model have been expanded over time by different researchers and combined into six different structures (Boston University School of Public Health, 2013):

- Perceived susceptibility: Personal perceptions that develop against the possibility of a health problem occurring in the person.

- Perceived seriousness: Perceptions that indicate the actions that a health issue will cause in the individual.

- Perceived benefit: It is the perception that the person will benefit from his treatment process by estimating the negative effects of the health issue and adopting the health behaviour to be developed for these issues.

- Perceived barriers: These are the factors that prevent the behaviour to be changed in the person. Situations that prevent a person from making behavioural changes.

- Cues to action: They are stimuli that impel the action to be taken by deciding the health behaviour that has been developed.

- Self-efficacy: It expresses the individual's ability and self-confidence level in terms of acting on developed health behaviour.

As a result, although the primary goal of health belief theory is to raise awareness of protective and preventive behaviour in the field of health, it has become a model that includes general health behaviours (Seçginli and Nahcivan, 2006).

2.3.2. Planned Behavior Theory

Planned behaviour theory was created to predict and explain human behaviour. This theory was developed by Ajzen in 1985. Three different components affect planned behaviours. The first of these; is the person's behavioural attitude, the second is social rules such as norms and the third is perceived behavioural control (Gündüz, 2014).

This theory emphasizes that intention is the basis of a change of action that people will take. According to the theory, intentions, or behaviours are elements that emerge because of the nature of the person, a reflection of social influence and a control mechanism (Yükselbaba, 2017). The theory of planned behaviour, which is an improved version of the theory of reasoned action, differs from the theory of rational

action in that control is the determinant of behavioural intention. This theory requires certain considerations for planning and evaluating the consequences of behaviour (Okay, 2020).

2.3.3. Social Cognition Theory

In this theory, cognitive processes such as expectations, self-sufficiency, attitudes, beliefs and values influence many health-related behaviours. This theory specifies the mechanism of how central core determinants such as health risks, health habits, health expectations, health goals work and optimal ways to explain how this information can be translated into health practices (Bandura, 2004).

A fundamental element of social learning theory is self-efficacy, which significantly influences behaviour. Self-efficacy is based on situation-specific perception or belief, but expectations play a major role in determining self-efficacy (Marchante et al., 2014).

Social Cognition Theory, built on the model of reciprocal determinism, provides a framework for understanding the psychosocial mechanism that influences a person's thoughts, desires and behaviours. In this theory, mutual determinism is a triple model; personal, environmental and behavioural factors can be classified as mutual determinants that impact each other. Some elements included in these classifications are as follows (Schiavo, 2007): Attention, remembering, imitation, motivation, ability, practice, expectation and target. At different points, a determinant tries to dominate the others, allowing the individual to stimulate his thoughts, desires and behaviours in different ways (Okay, 2020).

2.3.4. Protection Motivation Theory

The purpose of this theory is to motivate the individual to develop positive health behaviors by creating fear of a health threat (Gorin, 2006; Murphy and Bennett, 2004). The protection motivation theory appears as a model that is frequently used, especially in the health sector. Showing the lungs of smokers and non-smokers, which we often witness in the media, or deterrent and frightening photographs of real people placed

on cigarette packs can be given as examples of efforts to create fear. With the fear factors created, it is aimed to decrease the number of smokers. Therefore, this theory has an important place in health services in terms of people developing healthy lifestyles and maintaining their lives accordingly.

CHAPTER 3: ADVERTISEMENT

3.1. Advertisement

Advertising is one of the most effective forms of communication in the world. Advertising is in our home; It is bombarded by magazines, television, the internet, radio and direct mail. Even on billboards, radio and cars, it is hard to escape from advertising (Reichert and Carpenter, 2004).

Today, the rapidly changing market conditions and the increase in competition day by day have made the advertisement in the marketing communication network an indispensable phenomenon for both businesses and consumers. In general, advertising is defined as:

"It is created to persuade people to act voluntarily, to direct them to a certain thought, to try to draw their attention to a product, service, idea and organization, to give information about it, to change their views and attitudes towards it or to adopt a certain view or attitude; It is an announcement that is exhibited by purchasing space or time from communication tools or reproduced and distributed in other ways and that is created for a fee" (Gürsoy, 1999, p. 9).

In this direction, it can be concluded that the advertisement has the function of influencing behaviour with the messages it offers and reshaping the consumer by persuading individuals.

Advertising is undoubtedly an efficient marketing tool that facilitates, encourages and supports purchasing. But advertising is about much more than all of this. The advertising world, whether it is the TV screen or the newspaper page, constitutes a world that is constantly lived as a reality from the material vehicle that carries it (Williamson, 2001). The existence of advertising in multiple media and mediums gives it a kind of independent reality that connects them to our lives. Consumers can integrate the metaphors and messages from the advertising alert in different ways in their lives. For this reason, considering the definitions made about advertising,

advertising is an effective communication tool in reaching individuals and directing them to action.

3.2. Advertising Appeals

Where there is persuasive communication, there is an appeal. Therefore, this concept is generally used in advertising messages that can respond to the emotional or rational desires and needs of consumers. An appeal can be defined as:

"An approach used to attract people's attention or affect feelings towards a product or service, an ad motive" (Russell and Lane, 1996, p. 512).

The appeals, which are frequently used in the advertising literature, function as a persuasion tool that appeals to the physical, psychological, emotional and social needs of the consumers, draws attention to the advertised product/service and even the advertisement itself, arouses interest, impacts and directs consumer attitudes and behaviours (Elden and Bakır, 2010).

An appeal arises from similarity, familiarity and dislike (Burnett and Moriarty, 1998). Therefore, the more appeal the source is perceived, the more persuasive the message will be. Research shows that the more the audience likes the source to themselves, the more likely it is to be convinced. This resemblance or perceived resemblance can be exhibited through ideologies, attitudes, and behaviours.

Elements of appeal are present in large numbers in advertising messages. In the literature, advertising appeals have been tried to be classified by leading authors, but it has emerged that there is no consensus on the classification of advertising appeals. At the most comprehensive level, advertising appeals fall into two categories: emotional appeal and rational appeal (Belch and Belch, 2007). However, when the literature is examined, it is seen that advertising appeal is classified in different ways by many authors.

Albers Miller and Stafford (1999, p. 48) classified the concepts of emotional and rational appeal as seen in Table 1. According to this classification, emotional appeal concepts are more than rational appeal concepts.

Table 1. Advertising Appeal Classification (Source: Albers Miller and Stafford, 1999, p. 48)

Appeal	Rational/Emotional	Appeal	Rational/Emotional
Effective	Rational	Durable	Rational
Convenient	Rational	Ornamental	Emotional
Cheap	Rational	Dear	Emotional
Distinctive	Emotional	Popular	Emotional
Traditional	Emotional	Modern	Rational
Natural	Rational	Technological	Rational
Wisdom	Rational	Magic	Emotional
Productivity	Rational	Relaxation	Emotional
Enjoyment	Emotional	Maturity	Emotional
Youth	Emotional	Safety	Rational
Tamed	Emotional	Morality	Emotional
Modesty	Emotional	Humility	Emotional
Plain	Emotional	Frail	Emotional
Adventure	Emotional	Untamed	Emotional
Freedom	Emotional	Casual	Emotional
Vain	Emotional	Sexuality	Emotional
Independence	Rational	Security	Emotional
Status	Emotional	Affiliation	Emotional
Nurturance	Emotional	Succorance	Emotional
Family	Emotional	Community	Emotional
Healthy	Rational	Neat	Rational

Davies (1993, p. 51) classified rational and emotional advertising appeals in terms of advertising application and advertising target, as seen in Table 2.

Table 2. A Typology of Appeals with Some Execution

Appeals	Executions	Typical related advertising objectives
Informative	Checklist	Awareness
	Question and answer	
	Descriptive, e.g., sky, writing, news, announcement	
Reason why		Product interest/exclusivity
Evidence	Testimonial Celebrity reference group Expert/trade association Demonstration Other comparison	
Brand familiarity	Repeat assertions Jingles Themes	Awareness/reassurance
Curiosity/exploration	Ambiguity Provocation Mystique Fantasy Suspense	Memorability Interest
Emotive Uses positive rewards or negative punishments through use or lack of use respectively, e.g., fear, guilt	Mood Slice of life	Product desirability/preference
Incentive (price/value association)	Samples Discount Charter offers Optional terms Quantity limits Reply facilitators	Product interest/purchase

Moriarty (1991) emphasized that appeal is the main determinant of message presentation and it is important to use appeal in positioning products through advertisements. Some main appeals according to Moriarty are shown in Table 3.

Table 3. Moriarty's Classification of Appeal (Source: Moriarty, 1991, p. 76)

1.	Greed: Money, wealth, materialism, getting rich
2.	Aesthetics: Pleasant, enhance the Campaign beauty
3.	Desire: Pleasure, excessive willingness
4.	Link-Relation: Belonging to a group
5.	Passion: Success, overcoming, self-confidence
6.	Appeal
7.	Avoidance
8.	Cleaning
9.	Comfort
10.	Convenience, Convenience
11.	Economy
12.	Efficiency
13.	Egoism: recognition, approval, pride, status, prestige
14.	Health
15.	Identity: prestige, role model
16.	Luxury
17.	Reasonable Incentives
18.	Patriotism
19.	Responsibility
20.	Trust and security
21.	Emotional pleasures: touch, taste, smell, hearing, sight
22.	Sexuality
23.	Frugality
24.	Emotional appeals: i. Excitement ii. Fear: Danger, personal concerns iii. Family: love, protection iv. Guilt v. Nostalgia vi. Pleasure: honour, may, joy, fun vii. Precision viii. Pride ix. Relief

According to Clow and Baack (2005), advertising appeals were classified into seven categories: fear, humour, sexuality, music, rationality, emotions and scarcity.

On the other hand, Kotler (1999) generally divided advertising appeals into three groups; rational, emotional and moral.

When the literature on advertising appeals is examined, it has been observed that rational and emotional appeals applications are intense.

3.2.1. Rational Appeal

According to the Arens (2006) and Sadeghi et al. (2015, p. 241), rational appeal is

"A type of advertising that focuses on the basic functions of the product or service and encourages consumers to buy the advertised products or services based on a rational decision".

Rational appeal is one of the most used marketing methods in advertising, so it focuses on how to convince people. Rational appeals relate to quality, reliability, durability, efficiency, effectiveness and performance. In addition, rational motives such as comfort, health, taste and smell can also be used in advertising appeals.

3.2.2. Emotional Appeal

Emotional appeals are created by combining good and negative feelings that can stimulate purchasing, according to Kotler and Armstrong (1999, p. 291). Among these, messages containing fear and guilt appeals are tried to be given to make people do what they should do (brushing their teeth) or prevent things they should not do (smoking, using alcohol). It tries to give some messages such as: In addition, positive appeals such as humour, love, pride and joy are also part of the message content.

"Emotional appeal is a phenomenon that occurs because of consumers who are exposed to television advertisements using an emotional bond with the advertisement" (Rizwan et al., 2013, pp. 53-54).

Emotional appeals are used to create an emotional attachment to the product being marketed by acting on familiar things in individuals' lives. In this context, a psychological appeal is created between consumers and the product. Marketers use emotional appeal as a means of persuasion. People often act with their emotions, and

their way of thinking is realized through emotions. Therefore, the connection between emotions and thoughts is quite intense (Lukic, 2009).

In Table 4, Rossiter and Percy (1987) explain that motivations can be classified into two categories (positive/negative) in their models. The purpose of positive motivations is to eliminate the negative experience by adopting the suggested behaviour. In negative motivations, the goal is to avoid or solve a problem.

Since many definitions of appeals have been made in the literature, it is seen that there is no consensus on the classification of the concept. According to Crane (2010, p. 184), the most used appeals are sexual, humour and fear appeals. Emotional appeals used in advertisements are considered as sexual, humour and fearful appeals.

Table 4. Emotional Sequences (Source: Rossiter, Percy and Donovan, 1991)

Negative (Informational motives)	Emotional Sequence
Problem removal	Annoyance > relief
Problem avoidance	Fear > relaxation
Incomplete satisfaction	Disappointment > optimism
Mixed approach-avoidance	Conflict > peace of mind
Normal depletion	Mild annoyance > convince
Positive (Transformational motives)	
Sensory gratification	Dull (or neutral) > sensory anticipation
Intellectual stimulation/Mastery	Bored (or neutral) > excited
Social approval/Conformity	Naive (or neutral) > competent
	Apprehensive (or neutral) >flattered
	Ashamed (or neutral) > proud

3.2.2.1. Sexual Appeal

In this type of emotional appeal, which changes over time and the intensity of use is increasing; sexuality themes are presented clearly and generally based on visuals. Sexual attraction can be defined as:

"Sexual appeal is an advertising technique that is used to draw attention to the products and brands presented to the consumer in the media and to have arousing effects on the consumers, gradually shaping the behavioral response of the consumers" (Wyllie et al. 2014, p. 697).

Richmond and Hartman (1982, pp. 53-61) provide a similar definition:

"Sexual appeal used in the advertisement can be defined as the inclusion of the product or brand promoted in the advertisement in a sexual presentation, activating some sexual impulses or using the male or female body".

3.2.2.2. Humour Appeal

In all persuasive communication studies, humour is an emotional appeal used in the belief that it will increase the acceptance of the message. In simplest terms, humour appeal can be defined as (Kâhya, 2018, p. 1020):

"The name given to the art of making people think, amuse or laugh by reflecting the ridiculous, unusual and contradictory aspects of events".

Humour as a source of entertainment fulfils an important function in terms of increasing the reliability of the source, creating a feeling of enjoyment, drawing attention to the message and arousing interest (Belch and Belch, 2007). An especially entertaining humorous content prevents people from expressing opposing views towards the message and therefore increases the likelihood of the message being accepted (Lavack, 1997; Solomon et al., 2016).

Humour is one of the most common techniques used in advertising worldwide. This technique is the best known and best remembered of all advertising messages (Woltman Elpers et al., 2004). Advertisements containing humour attract the attention of consumers. It keeps the consumers in a positive mood, increases their positive feelings towards the product or service and makes them like the advertisement, thus increasing the effectiveness of the advertisement. At the same time, humour prevents the buyer from resisting the product or service (Belch and Belch, 2007).

3.3. Fear Appeal

Fear is the most used of advertising appeals, an emotional response to an event that causes or at least poses a threat to danger. Many definitions have been made over the years to distinguish fear appeal from other types of persuasive messages; Most of these definitions focused on message content and audience response to the message (O'Keefe and Daniel, 1990). Fear messages containing lively and personalized scared images are frequently used in fear appeals. In addition, the amount of fear that the target audience is exposed to has been tried to be expressed in physiological or psychological terms. (Witte, 1992). Moreover, from past to present, fear has been used extensively for various purposes such as preventing harmful habits such as smoking, alcohol and drugs, and developing certain health behaviours (Elden and Bakır, 2010). Because the fear instilled by health advertisements has a great potential to lead people to seek solutions (By changing attitudes and behaviours or by adopting new attitudes and behaviours as desired) to eliminate the harm that may come to themselves and/or those around them (Pollay, 1986).

Witte (1992, p. 329) defined fear appeal as:

  "Messages that aim to persuade people by scaring them".

Vance Packard (1914) stated that marketers like Witte skilfully used to create fear and anxiety in their successful campaign strategies. For example, one of the most effective ways of providing health services to individuals with common genetic diseases in their families is to convince them that they will live longer and more safely with their families by obtaining the chance of early diagnosis and constant well-being.

3.4. Advertising in Health Communication

Health communication has an important role in changing societal norms through influencing beliefs, attitudes and perceptions. (NCI, 2002). The reason behind this is the fact that the individual and society share meaning about the health phenomenon and transfer what they know to each other. Not only the transfer of information between individuals but also the messages transmitted through media have a first-hand effect on individual and social health. The main aim of health communication is to promote individual and social health by influencing people's health behaviours in the desired direction. It is possible for the individual and the society to move in the desired direction, to increase their awareness about the solution of a health problem, to reinforce their knowledge and attitude regarding the current positive health behaviours, with healthy communication and correct communication tools.

The discipline of health communication continues its studies by using marketing and communication tools to develop positive health behaviours in the social sense. In the health sector, many public and private health enterprises provide health services and sell health products. These businesses use various marketing strategies to be one step ahead of other businesses. Advertising is one of these marketing methods. Advertising applications in the health sector have been used for many years in many developed countries. In our country, the place and importance of advertisements in the health sector have started to gain more importance, especially with the increase in the number of private health enterprises that have started to serve recently.

Advertising is critical in making the consumer aware of the usefulness of a service or product (Kocabaş, 1997). However, it is possible to see advertising not only as a tool that supports the sale of any good or service but also as a cultural resource that maintains the functioning of the consumption mechanism, which is a transformative element (Becan, 2015). For this reason, advertising should not be limited to a method that only supports the sale of products or aims to direct the consumer. Advertising is one of the most effective forms of communication by which manufacturers can express themselves to their consumers. Therefore, advertising is the best way for businesses to

consolidate their position in the market and to be permanent in the mind and heart of the consumer (Elden and Bakır, 2010).

Advertising applications in the health sector also aim to inform and persuade, as in other advertisements. However, the purpose of changing a behaviour, revealing a new behaviour or eliminating an existing attitude or behaviours is more dominant.

Advertisements have many functions, such as influencing behaviours with the messages they offer and reshaping by persuading the target audience. Regarding health communication, advertisements provide benefits such as communicating health promotion initiatives with their interactive structure, realizing the issues that pose a risk in terms of health, creating the right attitude and behaviour with social awareness (Taşkıran and Yıldız, 2019).

Advertising applications in the field of health consist of forms that include both interpersonal communication and media. To create effective health communication, it is necessary to fully understand the different media channels used, as well as the strategies and topics suitable for the messages to be conveyed (Okigbo et al., 2014). In this direction, to create effective advertising strategies, communication channels that will affect the target audience, create a behavioural change and increase the possibility of continuing this change should be well known. If the messages for the determined target audience are conveyed through the right communication channels, the intended action change can take place (Kumbasar, 2012, p. 94).

CHAPTER 4: FEAR APPEAL

1. Fear

Fear is an emotion that is always present in the life and cultural area of the individual. Goleman (1996, p. 49) defines fear as:

"Anxiety, worry, delusion, surprise, nervousness, doubt, conscience, alertness, horror, torment, hesitation, restlessness, fright; when pathological, it is panic and phobia".

Fear can motivate people. It directs them to eliminate the danger or seek ways to deal with them (Tanner, Hurt and Eppright, 1991). According to Köknel (2004, pp. 15-16) defines anxiety as:

"An innate, uncertain, unrelated, future-oriented emotion that causes discomfort".

When people are anxious, they have a feeling that something bad will happen in the future. Fear, on the other hand, is a natural spiritual reaction that a person perceives, sees, experiences, and shows against a dangerous and threatening situation, person, event and phenomenon. In other words, fear can be considered as the natural spiritual reaction of a person in the face of a dangerous and threatening situation. Akhtar (2014) also argued that fear and anxiety have common features. Both lead to increased levels of excitement, that is, increased activity of the sympathetic nervous system. Therefore, we can protect ourselves when faced with unpleasant and dangerous situations. However, fear and anxiety are different from each other. Anxiety is the feeling of uneasiness, discomfort and distress about the future. By contrast, fear is a reaction to a real, present danger.

4.2. Fear Appeal

Fear appeal, which combines fear and persuasion, is adaptive in that it lets us make plans accordingly and take precautions against future or present dangers.

Advertisements sometimes use fear appeal to encourage individuals to remove the threat (Belch and Belch, 2007). Especially recently, the concept of fear appeal has shown its effect in many areas, from marketing activities on social media platforms (Brennan and Binney, 2010). Many people and organizations that aim to turn this into an opportunity have also tried to persuade people by using messages containing fear. As a result of this understanding, a fear appeal is a persuasion technique that has gained the opportunity to develop and has a chance to spread in a wide area from health to marketing (Balcı, 2007). People's attention is drawn by using frightening items, and then, thanks to frightening items, people are reminded of the bad things that can happen to them and try to persuade people not to do certain behaviours. According to Barth and Bengel (2000, p. 23), fear appeal, which is a form of persuasion, is defined as:

"Convincing messages that inform the recipient that values (life, health, property, etc.) are at stake".

According to them, fear appeal refers to the fear that will lead to a change in behaviour and attitude in the recipient. The main purpose of the fear appeal is to emphasize that if the masses do not act in the desired direction, negative consequences can happen to them. Thus, the masses are tried to be persuaded in the desired way. Over the years, many definitions have been made to distinguish fear appeal from other types of persuasive messages, often focusing on message content and audience response to the message (Çakar and Yıldız, 2009). The first examples of these messages were used in political communication and election campaigns to persuade the masses. Today, it is used for many purposes such as reducing risky attitudes, intentions or behaviours in various advertising campaigns (Health, politics, etc.).

Fear appeal was used primarily in the clothing industry in the early 1980s, particularly from Calvin Klein, Benetton and Richard James. These brands used fear appeal in their advertisements for social issues and they won awards as a result. The use of fear appeals in health advertisements was inspired by this strategy (Dahl et al., 2003; Thompson et al., 2009).

Health is one of the sectors where the attraction of fear is most widely used (Çobaner, 2013). The attraction of fear is used a lot, especially to change behaviours that threaten

health. Fear appeal is often used a lot in public health issues such as dental hygiene, road safety, AIDS, cancer and smoking prevention (Türkel et al., 2020). In health ads, the fear appeal is based on bad results and resolution. First, people are shown the negativities or bad results they will be exposed to; Then solutions are presented. This is used directly in some advertisements and indirectly in others (O'Keefe and Daniel, 1990). Health communication also uses fear appeal in message strategies for people to recognize health risks, improve their health, early diagnosis, treatment and reduce health risks (Çınarlı, 2008).

4.3. Fear Appeal Models and Theories

Many ideas and models have been produced about the efficacy or ineffectiveness of fear appeal in messaging, according to research. However, in general, health communicators have debated for many years whether the use of fear is necessary to induce health-related behaviour change (Hill, Chapman and Donovan, 1998).

Researchers estimate the impact of message traits on fear appeal with leading models of fear appeal. These models are linear, curvilinear, parallel process, extended parallel process, stage model and elaboration likelihood model (Meczkowski, Dillard and Shen, 2016)

The first studies on fear appeal were found in the 1950s. In the Drive Reduction Model developed by Hovland, Janis and Kelly (1967) based on the learning theory, two conditions are discussed for people to accept the solutions suggested by fear messages. First, a message must evoke fear of sufficient intensity to create an impulse state. Secondly, the emotional tension should decrease as the person receiving the message considers the suggested solutions in the message.

Researchers have discovered that the level of fear given in the message and the level of anxiety in the receiver are also important factors in the reaction process to the perceived message. The negative effects of high emotional tension on the recipient have drawn attention in the research. It has been observed that the ideal conditions for the fear appeal to be effective are in situations where a moderate level of fear is

experienced (Dabbs and Leventhal, 1966, p. 528). However, they divided the fear levels into three levels.

- Low-level fear: People perceive the danger as invalid and ignore the message.

- Medium-level fear: On the one hand, awareness of the danger is created, on the other hand, it does not create a defense mechanism against the proposed solution. Generally, the proposal is accepted.

- High-level fear: The individual exhibits a defensive behaviour against the high voltage given and takes a stance against the solution proposal given with the message.

While the message "you will die if you smoke" in public service advertisements contains a message with a high level of fear, it has been observed that its effect on people is low. In anti-smoking advertisements abroad, the message "if you can't let go for your heart, maybe you can for your penis" has been seen to affect people at a higher level by containing a moderate fear message.

Fear appeals are most effective when the individual's behaviour change in the face of a threat, or an important problem provides the belief that it will reduce the problem. Williams (2012, p. 3, 4) explains low, medium and high-level fear messages as follows:

"Low-level fear messages may not attract enough attention, high-level fear mess attitude, and attitude and persuasion. However, excessive fear might lead to anxiety disorders".

The level of fear that is desired to be created in a fear message is the most important point. Linear and curvilinear models predict how much the fear level should be (Janis, 1967; Janis and Feshbach, 1953; McGuire, 1968; Hovland et al., 1953). It conceptualizes the fear depicted in both theories as a source of motivation. This increases motivation to accept the message's advice when exposed to the described fear (Witte and Allen, 2000; Hovland et al., 1953). These two models also suggest that

low-level fear will be less motivational and therefore less effective. In addition, the linear model reveals that high-level fear has a positive effect on attitudes and behaviours (Witte and Allen, 2000).

The curvilinear model, on the other hand, predicts that a high-level fear message will evoke a defensive reaction and avoidance of the message (Janis and Feshbach, 1953; Higbee, 1969; Hovland et al., 1953; McGuire, 1968; Millman, 1968). As a result, curvilinear theory predicts that high-level fear should be less effective than medium-level fear.

Leventhal proposed the parallel response model in the 1970s. This model was the first to classify fear attraction responses into two groups (emotional and adaptive) (Johnston and Warkentin, 2010). According to this model, the individual who encounters the fear element enters the danger and fear control processes that are parallel to each other. In danger control, the individual will learn how to deal with it; in fear control, it seeks the answer of how to deal with the emotional reaction to a threat (Witte and Allen, 2000). In other words, in danger control, the person receiving the message concentrates on the danger of the threat and thus changes his behaviour to protect himself from the danger. At this point, the person receiving the message thinks about the solution. It is open to suggestions from the other side. In fear control, the person receiving the message tries to control his emotional reactions by concentrating on the threat itself and denying the threat in the message. It does not accept solutions.

Rogers (1975) put his work in the seventies on Leventhal's work and revealed the "Protection Motivation Theory". In the study, he argues that the effectiveness of fear appeal depends on the fact that it creates three perceptions in the recipients of the message. These are assessing the severity of the perceived threat, assessing the possibility of danger and assessing the usefulness of the solution suggested by the message. In this theory lies an effort to cognitively evaluate logical approaches to what makes the fear element effective.

The main claim of the Protection Motivation Theory is that individuals believe that when they try to control danger rather than fear, they will receive more of the advice

in the message (Roser and Thompson, 1995). According to the model, individuals primarily cognitively evaluate the available information about the severity of the hazard; they then assess the likelihood of the hazard occurring, and then they evaluate whether coping with the behavior will remove the danger, and if so, whether they will have the capacity to cope (Schiffman and Kanuk, 1997).

In the Protection Motivation Theory, when people receive a message containing a fear appeal, they weigh it in their brains. If the harmfulness/terribleness of the events described is unbelievable, or if the event does not seem likely to occur, or if the suggested course of action is thought to be insufficient to deal with the threat, then a change of attitude is unlikely.

Witte developed the Enhanced Parallel Process Model in 1994. According to Witte, three basic concepts affect fear appeal: fear, threat and efficacy (Witte, 1991, p. 225).

Fear is the result of a confluence of unpleasant feelings. Recognition of serious and personal threats. These are physical responses, verbal behaviours, or overt responses. The threat is defined as the person's knowing or not knowing that danger or harm exists. The threat is perceived differently from person to person. Threat awareness has two dimensions: severity of the threat and sensitivity to the threat. Awareness of seriousness relates to a person's belief about the seriousness of the threat. Sensitivity to threat, on the other hand, can be explained as a person's vulnerability to that threat. Efficacy has two components: response to utility and personal benefit. The response to benefit is defined as the perceived effect of the proposed response based on the threat. More specifically, it is expressed as the mitigation, feasibility and effectiveness of a threat that a proposed response prevents or prevents.

As a result of the merging of the Parallel Response Model and the Protection Motivation Model, the Enhanced Parallel Process Model has emerged. According to Leventhal's Parallel Response Model, when people face danger, they meet it in two ways. First, they think about the danger or threat and develop a method to control it. Second, they develop a method of controlling their fear by being completely afraid (Witte, 2007). When motivated to control danger, they consciously think of ways to avoid danger and threat. On the other hand, if their motivation is to control their fear,

they do not consider the danger of the threat. Instead, they focus on their fears and try to reduce or eliminate their fears through denial, defensiveness, avoidance, or psychological resistance (Witte, 1992).

It is perceived effectiveness that determines people's choices for danger or fear control. Perceived effectiveness is expressed by self-efficacy, which is defined as a person's own judgment of their ability to perform a particular activity to achieve a particular result (Zulkosky, 2009).

Fear appeal supports one of three actions, according to the Enhanced Parallel Process Model. First, if fear fails to create a high threat perception, it cannot create a reaction. Because the threat was seen as insignificant. Second, if fear creates a high perception of threat and activity, individuals are motivated to adopt the message's advice to control the danger and protect themselves. Third, if fear appeal supports high threat and low effectiveness perceptions, individuals focus on controlling their fears and therefore reject the message's suggestions.

The stage model emphasizes that the effectiveness of fear appeals should depend on the levels of sensitivity and severity depicted (De Hoog et al., 2007). A high-sensitivity message highlights the recipient's personal risk of adverse outcomes, but a low-sensitivity message doesn't personalize the risk. A high-serious message displayed indicates negative consequences for not acting, while a low-serious message indicates manageable results (Siero et al., 1984). Consequently, according to this model, a high-serious message should improve attitudes, intentions and behaviour.

The effectiveness message indicates to its recipients that they can perform the suggested actions of fear appeal (self-efficacy) or that these actions will lead to desired results (response-effectiveness). In addition, when the effectiveness message presents a threat to its recipients, it causes the recipients to evaluate against the threat. Fear appeal will be more effective if recipients believe the suggested actions will protect them. Since expressions of efficacy provide this confidence, fear messages containing expressions of self or response efficacy should be more effective (De Hoog et al., 2007; Witte and Allen, 2000).

Fear appeal is determined by three independent variables, according to Witte and Allen (2000): fear, perceived threat and perceived efficacy. In the simplest definition, fear is an emotion that occurs with negative psychological stimuli. Perceived threat can be defined as an external stimulus that creates the perception of being in a negative situation. For example, a message that associates smoking with lung cancer is perceived as threatening by many smokers (Stiff and Mongeau, 2016). Perceived efficacy is the individual's belief that the threat in the message can be reduced and that the suggested recommendations are applicable (Rogers, 1975). If the perceived threat level is low, the target audience does not respond to the threat in terms of efficacy; If the perceived threat is high, but the efficacy is low, the target audience tries to control the fear by rejecting the message (Thesenvitz, 2000). In summary, messages that contain fear appeal create a significant level of fear in the recipient, revealing the perception that he is in a negative situation and gain the recipient the belief that he can get out of this negative situation through the solutions it offers.

4.4. Fear Appeal and Message

Witte (1992) classified fear appeals differently; structural, stylistic, and extra message features. In the fear appeal message, first, a threat is presented structurally and then recommendations are given to avoid the threat. For example, ads that target competitors, such as smoking cessation, prevention of infectious diseases and drug protection, show bad results first and then offer solutions. A threat in fear appeal usually includes two message elements: (1) the magnitude or severity of the threat (for example, car crashes cause death) and (2) people are affected by the threat (for example, you are at risk of death by being in a car accident (Rogers, 1975).

The words, sounds and visual elements in the fear message are style variables. These variables play a large role in rendering the language of the message. The use of memorable and vivid language in the content of high-level fear appeals emphasizes the seriousness of the threat; low-level fear appeals attempt to reduce the seriousness of the threat by using neutral language or imagery. However, horror messages often use lively narration and personalized language (for example, it is dangerous to you and your family) (Morss et al., 2018). Vivid messages (attractive, colourful graphics or visuals) can easily make the message perceived and understood (Nisbett and Ross,

1980; Sherer and Rogers, 1984) and this increases the persuasive power of the message (Petty and Cacioppo, 1986). Scary images and statistical information are generally preferred in fear appeal content to attract attention and arouse fear. This situation removes the attraction of fear from a lively narrative (Brouwers and Sorrentino, 1993). In addition, the fear appeal emphasizes the behaviours deemed necessary to eliminate the danger (Kannaovakun, 1999). For example, in a fear appeal message with high-level, visual material graphics are frequently used with concrete/direct, intense and emotional language. Such that, if the language used is concrete and intense, the perception of threat and fear will be high (Witte, 1992).

Extra message features cover topics besides the content of the message. These include the duration of the message, its one- or two-sided presentation, repetition, credibility, or medium of the message. According to Mowen and Minor (1998), the most important reason why a fear appeal is successful in some situations is that it creates emotional reactions that direct one's attention to how to deal with the threat.

Focusing on these coping methods teaches the person how to respond to the threat. Moreover, if people are already afraid of the problem presented in the message, the fear appeal is likely to be effective. Again, especially when the message containing high-level fear comes from a highly reliable source, it seems more beneficial (Solomon et al., 2016). Sources with less reliability may be beneficial in increasing the persuasive power of the low-level fear message (Witte, 1992). For example, if a doctor says that you will die of heart disease within a month if you don't stop binge-eating; this will be a sufficient stimulus for the person to act. However, when this suggestion comes from a well-meaning friend, the person may not be convinced so quickly (Burgoon et al., 1994). Therefore, a communication source that plans to persuade the target audience through fear must first establish trust in people's eyes.

Studies on fear appeal have revealed that there are two different results of using fear appeal to change people's attitudes. The efficacy of fear used in social advertisements that contain threats or risks in their message may cause the target audience to give the desired reaction to the existing problem, as well as cause the target audience to ignore this message (Witte and Allen, 2000). According to Janis and Feshbach (1953), who carried out the first studies in this field on dental health and cleaning, the level of

realization of the desired attitude decreases as the level of use of fear appeal increases. In other words, frightening people into developing an attitude leads to the opposite of what is desired. This is because three types of emotional states occur that prevent a person exposed to a fear message from being affected by this message. Like Thesenvitz, according to Janis and Feshbach (1953), when the target audience encounters a message containing a high-level fear, one of these three emotional states is either failing to pay attention to what is being said or trying to push away the fear-increasing thoughts. They may remain insensitive or change the subject by showing a defensive disposition. Like Thesenvitz, according to Janis and Feshbach (1953), when the target audience encounters a message containing a high level of fear, they become insensitive to drive away the thoughts that increase fear, or they may change the subject by displaying a defensive tendency. In summary, the goal of intimidating the target audience into behaviour change can end in disappointment. Because, in addition to the use of frightening visuals and sounds in advertisements, credibility must be ensured for people to be afraid.

Approaching the subject from a different angle, while examining the persuasive effects of emotions, warn that both the emotional content of the message and important to consider the target audience's emotional tendencies (Roseman, 1991). Fear discourses do not follow the normal resonance theory in audiences identified as having high-level fear potential. The authors note that frightened people do not respond to fear appeals; instead, they found that they were responding to discourses of hope. This finding is in line with early fear appeal studies, which present findings that fear appeal is ineffective (Johnson-Cartee and Copeland, 1997).

4.5. Individualism and In-Group Collectivism

Another point to note about the use of fear appeal is that the reactions to fear vary according to the characteristics of individuals, such as language, age, gender, cultural status. For example, why young people are afraid and why adults and old people are afraid may be different. While young people are afraid of losing friends, not being physically attractive and more individual threats related to smoking; adults and the elderly may have a dominant fear of addiction, death and harming their relatives (Thenvitz, 2000). A stimulus that is seen as very frightening to one person may not be

frightening to another. Therefore, determining whom to campaign for to intimidate and how is critically important in a campaign based on fear appeal. (Elden and Bakır, 2010). Knowing the personality structures of consumers can also be effective in the persuasion of fear appeal (Boyd, 1995).

Fear appeals studies show that people's own health and safety concerns have a major impact on their persuasion. This may be true for individualistic societies. Because the individual benefit is greater than collective benefit (Hui and Triandis, 1986; Triandis, Brislin and Hui, 1988).

In-group collectivism, individuals do not focus on what other members do or not but do what needs to be done in the group. In addition, the people in-group collectivism tends to share what they have because they feel responsible for their group (Gökşen, 2002). In an individualistic society, a self-directed threat can be seen as very important because individuals accept that they can determine threat avoidance through their behaviour. In-group collectivism is the opposite. The people in-group collectivism is closely connected to each other (Triandis et al., 1995). Therefore, the benefit of the group exceeds the benefit of the individual (Hui and Triandis, 1986; Triandis, Brislin and Hui, 1988). For example, in-group collectivism, the thought of harming the family or group may be more frightening than an individual harm. This is because the misbehaviour is embarrassing for the family or group. This would not be taken too seriously in an individualistic society (Hui and Triandis, 1986). Therefore, fear messages that pose a threat to the group or family can arouse more fear for the member's in-group collectivism and then have an impact on changes in beliefs, attitudes, and behaviours.

The use of fear appeal differs in collective and individualistic societies, as explained in the above statements. This difference is seen in personality traits as well as in society. What is frightening for one person may not be frightening for another. Therefore, determining whom to intimidate and how is critically important in a message based on fear appeal (Elden and Bakır, 2010). As a matter of fact, knowing the personality structures of the target audience can also be effective in the persuasion of fear appeal (Boyd, 1995).

The concept of personality is derived from the masks worn by the actors in the classical theater (Morgan, 2011). Cüceloğlu (2012, p. 404) defined personality as follows:

"A distinctive, consistent and structured form of relationship established by the individual with his/her inner and outer environment".

According to the Turkish Language Institution (TDK, 2019), personality is defined as:

"A distinctive feature unique to a person, the whole of his spiritual and spiritual qualities, personality".

Personality traits of an individual; It includes values such as occupation and economic conditions, personality and self-concept, and lifestyle. All of these have a direct impact on personality traits (Kotler and Keller, 2012). An individual who is not worried about the future, carefree, indifferent, and can keep his cool in unexpected situations, and an individual who is worried about the future and cannot keep his cool in the face of unexpected situations may perceive the message containing fear differently (Fırat and Yıldız, 2019). Therefore, while giving a fearful message to the target audience, the personality traits of the target audience should be known and the message should be given accordingly.

4.6. Use of Fear Appeals

Fear appeal assumes that people will change their behaviour when faced with their negative behaviour (Kok et al., 2018). In this context, the fear appeal is a factor that can have a significant impact on individuals. Fear has many uses. It is often used in marketing and advertising strategies of insurance, health and beauty products.

The field of health appears to be the most prevalent concern in the use of fear appeal for marketing and advertising reasons (Benet et al., 1993). Fear appeal is frequently found in advertisements, especially in campaigns to quit smoking (Thompson et al., 2009). It is observed that the concept of fear appeal is used extensively in public service advertisements. Fear appeal ads increase the level of anxiety in the individual and prevent individuals from making mistakes, as in traffic ads, and try to pull them

in the right direction (Janssens and De Pelsmacker, 2007). The main purpose of such advertisements is to keep people away from danger. For this purpose, help is taken from the fear element.

It is possible to collect the variables that affect the effect and success of fear appeal under the following headings (Gass and Seiter, 2003, p. 288):

- Perceived threat: If the recipient approaches the message as "This event won't find me", the appeal will lose its effect. If a fear attraction can make them feel threatened, it is effective on people.

- Clarity of suggestions: Makes it clear to buyers what to do or reduce the danger indicated in a fear appeal.

- Placing suggestions: While the solution suggested for the problem given to the receiver is less effective when given before the message, it is more effective when given immediately after the message.

- Argument quality: High-quality arguments have more power to convince buyers that the risk is real.

- Self-esteem: High-self recipients are more likely to deal with fear messages.

- Anxiety level: Some people are more anxious, nervous and anxious than others. When people with high anxiety levels are faced with a fear-based message, they resort to fear control, which is an undesirable situation, instead of danger control, which is the desired situation.

As a result, for a fear appeal to be successful, its messages must be prepared effectively. In other words, the effect of fear appeal on persuasion is possible by shaping the attractiveness with a successful plan.

As suggested in the literature, it has been used extensively for various purposes such as fear appeals, prevention of a threat or harmful habits and development of certain health behaviours. The biggest reason for this is that it has a very high potential to lead people to seek solutions to eliminate the harm that may come to themselves and/or those around them. Fear appeals, which become more persuasive especially with vivid message contents, reveal that visual content is easier to understand cognitively. In addition, high fear messages have more impact than medium fear messages in terms of persuading people and creating attitude change. However, too much fear can cause the person to be insensitive to the message or to show a defensive tendency and tend to reject or reduce the importance of the threat. Medium fear messages, on the one hand, raise awareness of danger, on the other hand, they do not create enough fear to cause escapism from the source presenting the message with a defensive advertisement (O'Keefe and Daniel, 1990). For this reason, it may be more convincing to develop more positive behaviours on the target group against self-efficacy and health problems and to reduce health risks.

In addition, the literature reveals that one of the points to be considered in the use of fear appeal is that the reactions to fear vary according to personality traits. One of two people exposed to the same fear message content may find the message very scary, while the other person may not find it scary. For this reason, the personality structures of consumers should be known and the message should be given accordingly.

Based on these points, by examining the relationship between personality types and fear advertising appeals; It is aimed to measure the behavioural reactions of the target audience, who are exposed to self and family-concern message contents, on different posts.

CHAPTER 5: METHODOLOGY

5.1. Research Objective

Today, fear appears widely used in the content prepared to change risky behaviour in health-related campaigns and to discourage individuals from unhealthy behaviours (Çobaner, 2013). From this perspective, it is aimed to compare the effects of titled family-concern, untitled family-concern, titled self-concern and untitled self-concern message contents on the attitudes, fear feelings and e-WOM of the target audience. For this reason, it was measured whether exposure to stimuli with different message content differed on fear feelings, e-WOM and attitudes towards the message.

In addition, according to Janis and Feshbach (1953), as the level of realization of the desired attitude decreases as the level of use of fear appeal increases. In other words, frightening people into developing an attitude leads to the opposite of what is desired. For this reason, the effect of fear appeals used on attitudes towards the message and fear feelings was measured in this experimental study.

5.2. Importance of The Research

Fear is the most used of advertising appeals, an emotional response to an event that causes or at least poses a threat to danger. Recently, the concept of fear appeal has shown its effect in many areas, from marketing activities on social media platforms (Brennan and Binney, 2010). Accordingly, with this experimental research, it may be appropriate to include interesting and remarkable messages in fear appeal in terms of creating more positive emotions and attitudes towards the message of the target audience. Therefore, the findings to be obtained in this study, in which different stimuli were used, are important to contribute to the literature.

Studies in the field of fear appeal in Turkey show that there are very few studies showing the effect of different message contents (Fırat, 2013; Aydoğan, 2018). Unlike other studies on fear appeal, this thesis aims to measure the effects of exposure to different stimuli on multiple feelings of fear and behavioural responses, rather than measuring the effect of fear. The most important contribution of this thesis study is to

reveal that including medium-level fear messages in the visuals of fear appeals, which are widely used for various purposes such as prevention of harmful habits in the field of health communication, development of certain health behaviours, creates more positive emotions and attitudes towards the message on the target audience.

5.3. Hypotheses

The hypotheses developed considering all the information in this experimental research is given below.

H1: Exposure to titled family-concern message content will differ in its effect on attitude towards the message compared to exposure to untitled family concern message content.

H2: Exposure to titled self-concern message content will differ in its effect on attitude towards the message compared to exposure to untitled self-concern message content.

H3: When the contents of the titled self and family-concern are compared, they will differ on a) attitudes towards the message and b) fear feelings c) e-WOM.

H4: When the untitled self and family-concern contents are compared, they will differ on a) attitude towards the message and b) fear feelings c) e-WOM.

H5: The effect of exposure to titled message content on fear feelings will be different compared to exposure to untitled message content.

H6: The effect of exposure to family-concern message content on fear feelings will be different compared to exposure to self-concern message content.

5.4. Research Design

Before the experimental study was carried out within the scope of the research, pre-tests were conducted to understand both the formal characteristics of the stimuli (Instagram posts) to be designed and the perceptions of self and family-concern to be reflected in the message content. After these tests, an experimental study was carried out to examine the relationship stated in the purpose of the research.

Functional medicine is a treatment method that examines the root causes of diseases on scientific grounds, provides personalized treatment by carefully collecting the genetic, biochemical and lifestyle data of each patient and aims to keep the whole body healthy (Kresser, 2017). In this experimental study, it was necessary to show the stimuli with different messages and formal features designed over functional medicine communication to appear natural and more realistic (Oschatz, Niederdeppe and Liu, 2021) as if they were shared from the Instagram account of a real hospital. The fact that this hospital is reliable and provides comprehensive services in the field of functional medicine in Izmir seemed appropriate for the research. Instagram accounts of private hospitals in Izmir were followed for a while and it was decided that IUE Medical Park Hospital was the most suitable hospital for research. Supporting this decision, IUE Medical Park Hospital Functional Medicine Specialist Dr. Kerem Korkut's interview published on the online newspaper page (Hürriyet, 2020):

"In our country, physicians generally provide functional medicine services in practice conditions. Izmir University of Economics Medical Park Hospital has started to provide this service in an integrated manner with clinical practice and advanced examinations".

The statement was influential because the hospital actively shared posts in the field of functional medicine on its social media accounts and met the criteria specified for this experimental study.

In the first stage of the pre-tests, in-depth online interviews were conducted with Eight participants (four women and four men) to determine their self and family-concern and their underlying main themes through functional medicine communication before

designing the stimuli (posts). These interviews include three stages. First stage: Questions were asked to reveal the general attitudes of the participants towards functional medicine treatment. Second stage: The participants were asked to design mood boards to understand their sick and healthy moods. In the last stage, scenarios aimed at understanding the self and family-concern perceptions of the participants were designed using expert opinion and they were asked to express their thoughts on these scenarios. Projective method techniques were used to reveal the opinions of the participants to gain insight in the online in-depth interviews. Projective research methods allow insight into a subject without having to ask, with mood boards and scenarios (Banister and Booth, 2005). A mood board is a type of visual presentation or collage in which one creates one's mood using various sample images (Garner and McDonagh-Philp, 2001). By using this technique, participants were able to express their sick and healthy moods using abstract and concrete images. Besides, it is one of the ideal methods of gaining insight to reveal emotions that users might otherwise have difficulty expressing (Catterall and Ibbotson, 2000). It is foreseen that the experimental study that it will be carried out insights will contribute to the formation of a good start and a good strategy for the development of the research. Insight is an indirect discovery method that analyses the attitudes, ideas and values of the determined target audience by listening closely or observing their attitudes and behaviours (Janiszewska, 2013). Insights will help to set a clearer path by creating the right strategy, to say what we want to say briefly and accurately, and to take a more efficient path by shaping our perception. With the scenarios used in the last stage of the online interviews (designed by taking advantage of the expert's opinion), it was aimed to gain insight by enabling the participants to express their thoughts and feelings that may be difficult to access through direct and in-depth interviews.

In the second stage of the pre-tests, it was decided to conduct a survey on the suitability of the formal and contextual features of the stimuli (posts) designed based on the insights obtained from the online interviews. Before starting the survey studies, expert support was sought in the correct design of the formal and contextual features of the stimuli (posts). Burak Amirak, who is an expert in the field of media and advertising strategies and worked as a strategic planning director for various brands for many years, contributed greatly to the determination of the appropriate images and content sharing text for the posts. The determined content sharing text was re-evaluated by

Tayfun Kısacık, who has worked in the advertising industry for many years and is an expert in copywriting and guided the creation of a title that will arouse interest in functional medicine treatment for stimuli (Good that functional medicine exists). In addition, both experts made great contributions to how the created title should be positioned in the stimuli. Two experts determined the formal and contextual characteristics of the stimuli, considering the insights obtained from the online interviews. The stimuli prepared with the contribution of expert opinions were approved by IUE Medical Park Hospital as well as in professional life, and their opinions were received. Finally, the corporate design language used by the hospital's Instagram account has been integrated into the posts to make the stimuli appear as if they were shared from the account of IUE Medical Park Hospital. To evaluate the participants' self and family-concern perceptions separately, the stimuli were diversified (titled self and family-concern) and evaluated in the questionnaires as two separate stimuli.

Due to the pandemic process, pre-test surveys such as pre-online interviews were also conducted online. Dedeoğlu and Ventura's (2017) adapted study from Laros and Steenkamp's (2004) fear emotions scale (afraid, panicky, scared, worried, nervous and tense) was used to understand whether emotional reactions to two different stimuli with self and family-concern messages had equal effects in the preliminary survey conducted with 120 participants. In this scale, a 9-point scale was used, ranging from I do not feel this emotion at all to I feel this emotion strongly. Preliminary online interview and survey questions are given in Appendix A.

In the experimental study, it was aimed to measure whether exposure to self and family-concern message contents in functional medicine communication shows a difference in attitudes towards the message, fear feelings and e-WOM. The design of the research was designed as a mixed method and qualitative and quantitative methods were used. Research: It is in a mixed design since it starts with qualitative data collection and is built according to the method of quantitatively proving the findings of these data (Gay, Mills and Airasian, 2012). Mixed methods research strengthens the advantageous aspects of both techniques by using both quantitative and qualitative techniques together. In addition, it gives researchers the chance to use both techniques while seeking answers to their questions (Johnson and Onwuegbuzie, 2004). The

purpose of the mixed method is to broaden his understanding of an event (Onwuegbuzie and Leech, 2004). Davies (2000) states that using qualitative and quantitative methods together in research helps to develop both holistic and different perspectives.

The questionnaire used in the experimental study consists of seven parts in total. In the first part, The Big Five Personality Questionnaires, which Tatar (2017) adapted into Turkish from the study of Somer and Goldberg (1999) in which they dealt with 179 adjective pairs, was used to understand how the participants defined themselves. This personality scale includes five sub-dimensions: Extraversion, Agreeableness, Conscientiousness, Emotional Stability and Neuroticism (Costa and McCrae, 1992). Fifty questions about personality traits were applied to the participants in the form of a 5-item scale (1-not suitable, 5-very suitable).

In the second part of the questionnaire, adjectives taken from Manyiwa and Brennan (2012) were adapted according to the evaluation factor of Osgood et al. (1957) to measure the attitude towards the form and message content of the stimuli. This scale, which includes five opposite adjectives (positive/negative, interesting/boring, pleasant/unpleasant, pleasing/annoying and useful/useless), was used with a 9-point semantic differential scale (Yağcı and İlarslan, 2011). The semantic differential scale includes a 9-point rating scale ranging from 0 to -4 to +4 representing the central part of the scale (Bradley and Lang, 1994).

In the third question, Dedeoğlu and Ventura's (2017) study adapted from Laros and Steenkamp's (2004) fear emotions scale, including afraid, panicky, scared, worried, nervous and tense, was used to measure the feeling of fear created by different stimuli in the participants.

In the fourth question, participants are asked to rate the stimulus that was shared as a post from IUE Medical Park Hospital on Instagram. This question used a 9-point Likert scale (1-strongly disagree, 9-strongly agree) to measure the extent to which participants were influenced by the e-WOM in their behavioural intentions toward differentially designed stimuli. The fourth question asked a total of nine questions,

including two e-WOM questions (I share posts with my family, I share posts with my friends).

In the fifth and sixth questions, the participants were asked to state their feelings and thoughts about why they found the different stimuli shown interesting and effective. Semantic network analysis (SNA) was used to identify the answers given by the participants and to examine the connections between them. It is aimed to reveal the network with the highest level of coherence among the answers given by this method with various criteria.

In the last part of the questionnaire, seven questions were asked about the demographic characteristics of the participants. The questions used in this experimental study are given in Appendix B.

The data obtained both in the pre-test and in the experimental phase of the research were analysed using the SPSS 25.0 (Statistical Package for Social Sciences) package program. The stimuli whose validity and reliability were tested in the pre-tests were diversified and evaluated separately as four different stimuli. These; It was designed as titled family-concern, untitled family-concern, titled self-concern and untitled self-concern message contents. The final state of the stimuli of the experimental study is given in Figure 1.

Family-Concern	
Stimulus 1 / Titled	Stimulus 2 / Untitled
Title: Good that functional medicine exists! Text: The biggest obstacle standing in the way of my dreams with my loved ones is my endless headaches. I do not know what to do anymore.	

Self-Concern	
Stimulus 3 / Titled	Stimulus 4 / Untitled
Title: Good that functional medicine exists! Text: The biggest obstacle in the way of my dreams is my endless headaches. I do not know what to do anymore.	

Figure 1. Self and Family-Concern Stimuli (Instagram posts)

5.5. Data Collection and Analysis of Results

This part of the thesis covers the measurement and procedure, application and structure of the semantic network analysis and sample selection for the research instrument.

5.5.1. Measurement and Procedure

In the pre-test and experimental study phases of this work, different scales were used as measurement instruments. The characteristics of these scales are explained in detail below.

It is hardly possible to define a personality completely. However, it can provide a framework for determining some characteristics of personality (Somer, 2001). In this context, the Big-Five Personality Scale is one of the most used and accepted classifications. In this study, the Big-Five Personality Scale was used to determine personality traits for four different stimuli with self and family-concern message contents. The Big Five Personality Scale has been updated over time by numerous researchers. Starting with the scale created by Allport and Odbert, which laid the foundation for the five-factor approach to personality traits, Cattell developed his personality scale consisting of 35 variables and 16 dimensions (Shaye, 2009). The five-factor personality trait scale used today is also based on Cattell's 16-dimensional scale (Şenguel, 2008). Goldberg, who came to prominence with his personality studies, reinterpreted the five factors (extraversion, agreeableness, conscientiousness, emotional stability and neuroticism) by developing the existing five-factor personality trait approach with two scales of 50 and 100 items (Goldberg, 1990). In this study, Tatar's (2017) Big Five personality questionnaires, which was translated into Turkish from Somer and Goldberg's (1999) study with 179 pairs of adjectives, was used to understand how participants describe themselves. This personality scale includes five sub-dimensions: Extraversion, Agreeableness, Conscientiousness, Emotional Stability (Neuroticism) and Openness to Experience (Costa and McCrae, 1992). Fifty questions about personality traits were asked of participants in the form of 5 items (1 – not appropriate, 5 – very appropriate).

Extraversion: It describes traits such as energy, liveliness, sociability, sociability, enthusiasm, cheerfulness, quick movements, physical activity, enjoyment of spending time outdoors, openness, self-expression, self-confidence, adventurousness and talkativeness (Costa and McCrae, 1992).

- Agreeableness: It includes qualities such as sympathetic, philanthropic, warm-hearted, forgiving, reliable, harmonious, not jealous, emotionally mature, gentle, tolerant, acting in accordance with ethical values and self-sufficient (Somer, 2001).

- Conscientiousness: People are expected to be self-disciplined, inclined to succeed, organized, responsible, careful, patient, planned, meticulous, logical, thrifty, loyal to traditions and authority and successful in their tasks (Zel, 2011).

- Emotional Stability (Neuroticism): Anxiety refers to the tendency to easily experience feelings of anger or depression, to be in a state of burnout, to be stagnant, jealous, self-deceiving and unpleasant (Burger, 2016).

- Openness to Experience: It means being open to new experiences, being imaginative, curious and artistic and being appreciated for extraordinary ideas (Yazgan İnanç and Yerlikaya, 2018).

The Semantic Differential Scale is an instrument developed by Mehrabian and Russell (1974) to assess the three-dimensional structure of objects, events and situations. To measure participants' attitudes and intentions toward self and family-concern messages reflected in both the formal features and content of four different stimuli, it was adopted from Manyiwa and Brennan (2012) and adapted according to Osgood et al. (1957) rating factor. The opposing pair of adjectives (positive / negative, interesting / boring, pleasant / unpleasant, pleasing / annoying and useful / useless) was used as a 9-point semantic difference scale.

Fear, as a negative emotion, is an emotion that is always present in the life and individualistic society. It basically drives people away from danger because it triggers

a survival instinct. There is more than one fear emotion and each of these emotions has different effects on people (Laros and Steenkamp, 2004). In this experimental study, it is assumed that four different stimuli trigger anxiety emotions such as fear, panic and nervousness in the participants. For this reason, Dedeoğlu and Ventura's (2017) fear emotions scale was used to measure the level of fear created by the stimuli (post) in the participants. This scale includes more than one fear emotion: afraid, panicky, scared, worried, nervous and tense. A 9-point scale was used in this scale, ranging from "1-I do not feel this emotion at all to 9-I feel this emotion strongly."

Electronic word of mouth (E-WOM) presents the practical and symbolic view of a brand to consumers through online ratings and reviews. (Krishnamurthy and Kumar 2018). E-WOM communication can take place in a variety of ways, including exchanges on web-based social networks, expressing opinions in discussion forums or newsgroups (Hennig-Thurau et al., 2004). Because of the reliability and power of sharing on social networks such as Facebook, Instagram and Twitter, E-WOM has become an important marketing communication strategy (Kim and Jeong, 2016). Consumers gain critical information for their behaviour by interacting with other consumers and observing other consumers' behaviour on social media (Phua et al., 2018, p. 2). Social media users' posts about brands can effectively influence other users' perceptions and behaviours (Knoll and Proksch, 2015). In this context, the e-WOM scale was developed by Goyette et al. (2010) to measure the behavioural intentions of the participants towards self and family-concern message contents. A 9-point Likert scale was used, ranging from "strongly disagree" to "strongly agree". This scale was applied to the questions "ı share the post with my family, ı share the post with my friends" in the 4th question. Other questions were evaluated as a single item. The nine items in the fourth question of the questionnaire are as follows.

1. I like the post shared by Medical Park Hospital.

2. I write a comment on the post shared by Medical Park Hospital

3. I save the post shared by Medical Park Hospital.

4. I make an appointment with Medical Park Hospital.

5. I share the post shared by Medical Park Hospital with my family.

6. I share the post shared by Medical Park Hospital with my friends and close friends.

7. I will share the post shared by Medical Park Hospital on my Instagram.

8. I share the post shared by Medical Park Hospital on social media (Facebook and Twitter).

9. I visit the Instagram profile page of Medical Park Hospital.

5.5.2. Application and Structure of the Semantic Network Analysis

In this experimental study, semantic network analysis (SNA) was conducted to understand the relationships between the answers given by the participants to the 5th and 6th questions in the questionnaire. In the questions, the participants were asked to write three reasons why they found the self and family massages interesting and effective or not. In this study, it was important to reveal the effect of self and family-concern messages on the participants. Therefore, semantic network analysis was used. Pajek, a computer program used for the analysis and visualization of large networks, was used for this network analysis. This program provides information about the direction and location of the relationships by examining the mutual (two-way) or direct (one-way) relationships in a certain context related to network actors (nodes) in a matrix table. It provides algorithms for analyzing large networks (Batagelj and Mrvar, 2004).

Semantic network analysis, which provides both quantitative and qualitative insights, is a useful analysis method to understand the meaning behind words, explain the relationships between related phenomena and measure word association (Drieger, 2013; Featherstone et al., 2020). According to Sowa (2014, p.1):

"Semantic networks allow modelling of semantic relationships represented in a graph with labelled nodes and edges".

The different members of this network, called actors, are interconnected through relational bonds. Associative ties and actors are represented by lines and nodes in a graphic that visually represents a network (Hawe, Webster and Shiell, 2004).

This user-centred analysis method is based on a visual text analytics system (Drieger, 2013) that allows the analysis of the words chosen by the participants without categorizing the content. Graph theory offers great advantages for visualizing and

characterizing network structures (Diestel, 2005). Visual analytics approaches help support analytical processes that include visually exploring unknown text sources, analytical reasoning and knowledge generation (Keim et al., 2008). In addition, visual representations; It allows comparisons, expresses the subject, creates an international language, saves time and gives more or less ideas even for those who have no knowledge. It is essential to choose the most suitable image for ease of analysis or interpretation, reducing complexity and aesthetic appearance. The most suitable network view for the researcher is obtained by trial and error (Scott, 2011).

A network consists of nodes and the lines connecting these nodes. The smallest unit of a network is a node or vertex. The tie connecting two nodes is called a line. Each unit in the network is indicated by a node and the connections between nodes are indicated by arrows or lines.

Graphs in network analysis can be directional or non-directional. Undirected graphs show the presence/absence of a relationship. In non-directional relationships, the bond is represented by a straight line and the relationship between mesh points is symmetrical or non-directional. Directional graphs show the direction of the relationship. In directional relationships, the link is shown with arrows. The relationship between new network points occurs from one point to another (Ağcasulu, 2018). The one-way relationships are shown with a one-sided arrow, the two-way relationships with two-sided arrows and the non-directional relationships with no arrow lines. Arcs and edges are respectively called in directed and undirected graphs (De Nooy, Mrvar and Batagelj, 2011). The networks in this study are symmetrical and non-directional because social networks create directional graphs when there is an asymmetrical relationship between actors (Chbeir and Al Bouna, 2013).

In this experimental study, semantic network analysis was applied to better understand and explore the definitions in the minds of participants exposed to self and family-concern messages. The six criteria were used for this analysis: k-core, clique, articulation points, degree, closeness and betweenness. A graph's k-core is a maximally linked subgraph in which every vertex is connected to at least k other vertices (Sariyüce et al., 2013). The k-core technique can be used to describe the structure over the multiplicity of connections between adjectives. A clique is expressed

as a series of nodes in which each point is directly connected to all other points without exception. In this experimental study, the cliques have a four-node and symmetrical structure. In addition, the analysis consisted of joints that would disconnect the entire network if deleted (De Nooy, Mrvar and Batagelj, 2011). Finally, semantic network analysis includes three measures of centrality (degree, closeness and betweenness) to identify strong and weak ties in the network and to determine the intensity of interaction in the network. Degree centrality is the simplest way to measure node connectivity. This criterion qualifies the sum of the direct ties an actor has (Grebitus, 2008). It is known that actors with high degree of centrality obtain information earlier and can spread this information more easily in communication networks (Prell, 2012). Betweenness centrality indicates which nodes are the "bridge" between nodes in a network. It does this by identifying all the shortest paths and then counting how many times each node falls on one (Hansen et al., 2020). Closeness centrality can be defined that it scores each node according to its proximity to all other nodes in the network. According to Leavitt (1951), closeness centrality is

"A central location in the network is unique and not dependent on the mediators of the message".

However, the independence of a point can be determined by its proximity to all other points on the graph.

5.5.3. Sampling Selection

Quota sampling: It is a research method that focuses on samples with certain characteristics in research (Kaptanoğlu, 2013). In the quota sampling method, the participants are included in the sampling according to certain characteristics (Cohen, Manion and Morrison, 2017). The stages of the quota sampling method are as follows (Şenol, 2012): The units that make up the universe are classified and separated according to their characteristics. Demographic characteristics (age, gender, etc.) are used as classification criteria. Variables are called quota controls. The fixed sample size is distributed between layers. The sample size assigned to each tier shows the quota for that tier. Researchers collect the necessary data from the layers without following a certain rule. Unlike other methods, quota sampling is easy to manage. In

addition, the overrepresentation of the universe is prevented, thanks to the participants selected according to certain characteristics. In addition, this sample makes it easy to compare two research groups. Quota sampling was used in the preliminary interviews and questionnaires conducted before the research, as well as in the experimental study.

In this experimental study, the sample groups were matched to allow for accurate comparison. To form the population of the sample, detailed information was obtained on the patients of the functional medicine department of IUE Medical Park Hospital. According to this, men and women living in Izmir, having an income and being employed represent the profile of IUE Medical Park Hospital functional medicine patients. The fact that functional medicine is an expensive treatment plays a major role in the income and employment of the participants. For this reason, it was given special preference to compare fear feelings and attitudes toward the four different message contents designed by men and women living in Izmir, income and occupation. The sample size was determined using the following formula.

$$\frac{2(Z\alpha + Z\beta)2\ \sigma2}{\Delta2}$$

Based on this formula, the minimum sample size for 95% confidence level, 80% test power is '63' per group and when the test power is 90%, the size will be '84' (Lusk and Shogren, 2007). Thus, to criticize the samples in this experimental study, it was aimed that the number per group should be greater than 63.

In this experimental study, in which the research data were analysed in the SPSS (Statistical Package for the Social Sciences) program, the Chi-Square Independence Test was applied to ensure that there were no differences among the participants in terms of demographic characteristics that could affect the experimental results.

CHAPTER 6: RESEARCH FINDINGS

In this section, you will find evaluations and comments on the results of the data obtained.

6.1. Pre-Test Findings

The findings obtained from the preliminary interviews were verified by a preliminary survey. The results helped to improve the content and stylistic features of the stimuli to be used in the experimental study.

Before designing the stimuli (posts), online interviews were conducted with eight participants (four women and four men) to determine their self- and family-concern perceptions and fear feelings and the main themes underlying them through functional medicine communication. Mood boarding and projective techniques involving open-ended expressions were used to reveal participants' true thoughts and opinions in the online interviews. The findings obtained were analysed using Krueger's Thematic Approach (Krueger, 1994). This approach is used to explore themes that emerge from both the questions and the participants' comments. Participants' comments were read carefully and the common themes among them were interpreted (Bender and Ewbank, 1994). Three themes were identified relating to the participants' comments. These are Acceptance, Pessimism and Self-Conviction.

Theme 1: Acceptance

From time to time, people may have mild or severe illnesses, and occasionally, they may even need to be hospitalized for serious illnesses. Regardless of the illness, the person who must deal with it is the patient himself and his handling of the illness directly affects the course of the illness and the healing process. Although the competencies of the hospital and physicians are good, it may be necessary to consider health beliefs to ensure active patient participation in treatment. Participant 7 said, "… I can only accept treatment if I am so bad that I have to go to the hospital." It appears that he does not accept the disease he has and provides a compelling justification for it. Because he does not accept the illness, it can be assumed that the person has a fear-centred and judgmental view of health. However, personality traits and lifestyle may

also play an important role in disease rejection (Rhodes et al., 2005). Quoting participant 5, "… I do not get treatment because I am afraid of the surgery and the hospital". The phrase shows how strong a fear-centred health belief is in self-belief. Because the participant is afraid of treatment, he may unreflectively reject his health and show changes in his attitude and behaviour because of this fear. Changing people's attitude and behaviour in a short time may require long efforts. However, it turns out that a phenomenon like fear plays an active role in reshaping all beliefs, attitudes and behaviours. However, even if the person has a lot of fear, he or she may not be convinced in a situation that is contrary to his or her desires and interests and may reject his or her illness or treatment.

Theme 2: Pessimism

Pessimism can be defined as the belief that one cannot achieve a goal and the expectation of negative outcomes in the future (Scheier and Carver, 1985). People believe that if they encounter something negative, that situation will persist. Therefore, the belief arises that the negative effects of these events or occurrences will not change. This belief has been shown to negatively affect people's well-being (Lyubomirsky, Caldwell and Nolen-Hoeksema, 1998). The person who views their negativity as a major obstacle and insurmountable problem tends to develop a more pessimistic attitude. Quoting Participant 4: "… If I tell an AI my symptoms now, it will probably say the same thing as a doctor". The expression may indicate that the participant has developed a strong belief that he or she cannot achieve the desired goal. It is very likely that a negative obstacle in developing this belief will become an insurmountable issue in his or her treatment. Another participant stated that "…if I did not have my family with me, I would be emotionally empty. In such a situation, I would probably expect to die". In his statement, the likelihood of him coming up with more pessimistic scenarios is high when it comes to his family. However, the interesting thing is that even a very realistic phenomenon like death loses its meaning with the disappearance of the family and even prevents the fear of the person himself.

Theme 3: Self-Conviction

Sociologists mention that persuasion is an effective method in directing people's thoughts, beliefs, opinions and behaviours in the desired way (Asna, 1969). People

enter a decision-making process after reviewing the benefits and potential risks they can expect from treatment. However, in this process, participant 9 said, "… On the one hand, it is expected personalized treatment and on the other hand, I want the treatment offered to my mother-in-law". As he stated in his statement, the fact that the treatment is both personal and the same treatment has benefited others before, shows that expectations play an important role in convincing the person himself. In addition, participant 9 said, "…at the same time, I want the treatment offered to my mother-in-law". In his statement, it seems possible to act, that is, to change his behaviour, once the person has convinced himself.

In the pre-test phase, a survey was conducted on the suitability of the formal and content features of the stimuli (posts), which were developed based on the insights gained from the online interviews. In this study with 120 participants, Dedeoğlu and Ventura's (2017) adapted Laros and Steenkamp's (2004) fear emotions scale to ensure that feelings of fear against two different stimuli (self and family-concern message contents) did not have a different effect. It was used in the form of a 9-point Likert scale. More than one fear emotion is measured in the fear emotions scale. These are afraid, panicky, scared, worried, nervous and tense.

In the survey study, factor analysis was conducted to assess the subdimensions of the scale. The resulting unidimensional factor structure is also consistent with previous studies. Cronbach's Alpha Coefficient Method was used. Generally, a value of 0.70 is accepted as the lower limit of the alpha number. However, in exploratory research, the lower bound may be above 0.60 (Hair et al., 1998). Values above 0.8 can be considered perfect (Büyüköztürk, 2002).

Table 5. Fear Emotions Reliability Statistics (Pre-Test)

Cronbach's Alpha	N of Items
.943	6

Table 6. Fear Emotions Total Variance Explained (Pre-Test)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	4.667	77.785	77.785	4.667	77.785	77.785
2	.525	8.746	86.531			
3	.291	4.851	91.382			
4	.238	3.970	95.352			
5	.171	2.847	98.199			
6	108	1.801	100.000			

Table 7. Fear Emotions Component Matrix (Pre-Test)

	Component
	1
Fear	.851
Panicky	.908
Scared	.877
Worried	.920
Nervous	.826
Tense	.906

As can be seen in Table 6, the fear feelings scale measures the fear feelings of 120 participants 77% of the time. From the table 7, the scale items consisting of 6 items (afraid, panicky, scared, worried, nervous and tense) are combined into a single component. Consequently, there is no significant difference between exposure to self and family-concern message stimulus in terms of fear feelings.

6.2. Experimental Research Findings

6.2.1. Sample Qualities

6.2.1.1. Demographic Characteristics

This section contains statistical tables on the demographic characteristics of the sample.

The questionnaire used during the experimental study phase included questions on demographic information about participants' age, gender, education level, employment status and social and economic status. (See Appendix B). These questions attempted to create sample groups that fit the profile of women and men living in Izmir who use the functional medicine service at IUE Medical Park Hospital, have income and are employed.

Table 8. Gender Distribution

	Gender		Total
	Female	Male	
Titled family-concern stimulus	64	46	110
Untitled family-concern stimulus	59	28	87
Titled self-concern stimulus	54	54	108
Untitled self-concern stimulus	54	41	95
Total	231	169	400

Table 8 shows that although the number of female participants (58%) is relatively higher than that of males (42%), it can be said that it is balanced since the ratios of males and females show a similar distribution between the groups.

Table 9. Age Distribution

	19-25	26-35	36-44	46-49	55-62
Age Distribution	27%	53%	7%	10%	2%

In this survey, in which participants over the age of 18 were included, 27% of the respondents were between the ages of 19-25, 53% between the ages of 26-35, 7%

between the ages of 36-44, 10% between the ages of 46-49 and finally 2% of them belong to the age group of 55 and above. It is possible to say that the age distribution is of a quality that will serve the purpose of the research.

Table 10. Income Level

Income Level	0 – 8000 TL	8001 – 16000	16001 – 24000	24001 – 32000	32001 and above
	5%	12%	55%	23%	4%

Table 10 indicates that 5% of participants have a low-income level, 12% have a lower-middle income level, 55% have a middle-income level, 23% have an upper-middle income level and 4% have a high-income level.

Table 11. Education Level

Education Level	High School	University	Master's and PhD
	11%	73%	15%

Based on the table 11 distribution of educational levels of the participants, 11% are in high school, 73% are in university and 15% are in master's and PhD.

Table 12. Marial Status

Marial Status	Single	Married
	64%	36%

The marital status in Table 12 indicates that 64% of the participants are single and 36% are married.

6.2.1.2. Matching Sample Analysis

In the experimental study, sample groups were matched to avoid the effects of demographic differences and emotional instability on the research results between the participants exposed to self and family-concern stimuli. The aim is to balance the demographic differences and levels of emotional stability for both groups. As shown in the table below, when matching self and family-concern sample groups, gender, age, household income, education level and being married were considered. In this

experimental study, in which the research data were analysed in the SPSS (Statistical Package for the Social Sciences) program, the Chi-Square Independence Test was applied to ensure that there was no difference between the participants in terms of demographic characteristics.

Table 13. Matching Sample

	Value	df	Asymp. Sig. (2-sided)
Gender	6,312[a]	3	,097
Age	12,159[a]	12	,433
Income Level	18,107[a]	12	,112
Education Level	17,547[a]	15	,287
Marial Status	2,270[a]	3	,518

The chi-square independence test resulted in a significant value which is shown in the table with p. Based on these values, the groups are not different ($\alpha = 0.05$).

Regression analysis (statistical analysis technique) makes predictions by establishing a cause-effect relationship between two or more variables. In this experimental study, regression analysis was used to find the relationship between message contents and personality traits (Ekinci, 2017). In this study, regression analysis was used to find the cause-effect relationship between the variables. Regression tests revealed that emotional stability was a potential confounding factor.

Table 14. Model Summary Emotional Stability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,192[a]	,037	,034	1,99382

a. Predictors: (Constant), Emotional Stability (total)

Table 15. ANOVA Emotional Stability

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60,684	1	60,684	15,265	,000[b]
	Residual	1590,132	400	3,975		
	Total	1650,817	401			

a. Dependent Variable: Fear Emotions
b. Predictors: (Constant), Emotional Stability (Total)

Table 16. Coefficients Emotional Stability

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant) Emotional Stability Total	4,178	,340		12,291	,000		
	-,402	,103	-,192	-3,907	,000	1,000	1,000

a. Dependent Variable: Fear Emotions

Emotional stability is the only personality trait (extraversion, agreeableness, conscientiousness and openness to experience) with a significance value below 0.05 because of regression analyses on personality traits in the study. Table 14 shows that 3.7% of emotional stability occurs due to the factors of predetermination and fear feelings. Since the significance value (p=0.000) in the emotional stability ANOVA table is below 0.05, the relationship between the variables is statistically significant (p<0.01). Other personality traits (extraversion, agreeableness, conscientiousness, and openness to experience) will be interpreted as meaningless or coincidental because they are above 0.05. Table 16 gives the regression coefficients and significance levels used for the regression equation. Table 16 shows that it can be concluded that emotional stability has an impact on fear feelings. Fear refers to an emotional state that is elicited by perceived dangerous stimuli (De Hoog et al., 2008). Emotional stability is a personality trait that includes the capacity to cope with difficulties (Costa and McCrae, 1992). It is also one of the fragility factors related to fear (Asmundson and Taylor, 2020). So emotional stability has the potential to affect fear emotions.

6.2.2. Reliability Analysis

Table 17. Reliability of Personality Traits, Fear Emotions, Attitude Towards the Ad and E-WOM

Scales	Cronbach Alfa	Number of Items
Personality Traits Extraversion (0,780) Agreeableness (0,725) Conscientiousness (0,772) Emotional stability (0,892) Openness to Experience (0,674)	,871	39
Fear Emotions	9,53	6

Table 17 (continued).

Attitude Towards the Ad	9,69	5
E-WOM	9,62	2

When the results of reliability analyse are examined in table 17, it is seen that all dimensions are generally reliable. A Cronbach alpha reliability result of .70 or higher is generally considered sufficient for the reliability of the test scores (Kuder and Richardson, 1937). Table 17 presents the reliability of the scales for the Big Five Personality Scale, fear emotions, attitude towards advertising and e-WOM respectively. As shown in Table 17, the reliability values obtained from all scales vary between 0.871 and 0.962. This indicates that the scales have a high internal consistency coefficient.

6.2.3. Findings Related to Factor Analysis

In this experimental study, the Big Five Personality Scale was used to determine that exposure to the content of the self and family-concern message was a factor in attitudes toward the message and personality traits in more than one fear.

Table 18. Personality Traits KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,852
Bartlett's Test of Sphericity	Approx. Chi-Square	5907,099
	df	741
	Sig.	0,000

As can be seen in Table 18, the Kaiser-Meyer-Olkin test (KMO) and the Bartlett sphericity test were applied to evaluate the suitability of the data obtained from the Big Five Personality Scale for factor analysis. The results were found to be suitable for factor analysis of the data set. A lower limit of 0.50 on the KMO test is unacceptable, 0.50 poor, 0.60 moderate, 0.70 good, 0.80 excellent, 0.90 excellent (Sharma, 1996).

Table 19. Personality Traits Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %	Total
1	7,231	18,542	18,542	7,231	18,542	18,542	5,565
2	4,413	11,316	29,858	4,413	11,316	29,858	4,994
3	3,004	7,702	37,560	3,004	7,702	37,560	4,166
4	2,030	5,205	42,765	2,030	5,205	42,765	4,114
5	1,680	4,307	47,072	1,680	4,307	47,072	3,387
6	1,439	3,690	50,762				
7	1,195	3,065	53,827				
8	1,096	2,809	56,636				
9	1,046	2,682	59,319				
10	,934	2,395	61,714				
11	,930	2,384	64,098				
12	,885	2,270	66,368				
13	,851	2,182	68,551				
14	,764	1,958	70,509				
15	,741	1,901	72,409				
16	,728	1,866	74,275				
17	,662	1,696	75,972				
18	,653	1,675	77,646				
19	,624	1,601	79,247				
20	,620	1,589	80,836				
21	,575	1,475	82,311				
22	,562	1,440	83,751				
23	,536	1,374	85,125				
24	,501	1,283	86,409				
25	,483	1,239	87,648				
26	,478	1,225	88,873				

Table 19 (continued).

27	,461	1,181	90,055				
28	,431	1,105	91,160				
29	,429	1,099	92,259				
30	,393	1,007	93,266				
31	,375	,962	94,228				
32	,362	,927	95,155				
33	,334	,857	96,012				
34	,318	,815	96,827				
35	,290	,744	97,572				
36	,285	,731	98,302				
37	,264	,678	98,981				
38	,229	,588	99,569				
39	,168	,431	100,000				

Table 20. Personality Traits Total Pattern Matrix

	Component				
	1	2	3	4	5
A39	,834				
A34	,820				
A24	,785				
A44	,772				
A29	,746				
A14	,682				
A49	,657				
A4	,570				
A36		,707			
A46		,653			
A16		,614			
A6		,610			
A26		,563			

Table 20 (continued).

A30		,523			
A10		,515			
A20		,461			
A8			,699		-,365
A28			,674		-,340
A3			,598		,358
A48			,596		
A43			,593		
A13			,575		
A23			,551		
A38			,508		
A15			,357		
A27				,696	
A37				,661	
A42				,639	
A22				,594	
A17				,591	
A32				,446	
A2				,362	
A9					,641
A21					,549
A11					,538
A41		,412			,521
A31		,321			,473
A40					,387
A19					,373

As can be seen in Table 19, the 50-item Big Five Personality Scale measures participants' personality sub-dimensions 47% of the time. To examine the Big Five Personality Scale tables, it examines which factor each item with the highest score falls under. As seen in the sample matrix Table 20, it appears to be Factor 1

Extraversion (1, 6, 11, 16, 21, 26, 31, 36, 41, 46), Factor 2 Agreeableness (2, 7, 12, 17, 22, 27, 32, 37, 42, 47), Factor 3 Conscientiousness (3, 8, 13, 18, 23, 28, 33, 38, 43, 48), Factor 4 Emotional Stability (4, 9, 14, 19, 24, 29, 34, 39, 44, 49) and Factor 5 Openness to Experience (5, 10, 15, 20, 25, 30, 35, 40, 45, 50).

Table 21. Fear Emotions KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,917
Bartlett's Test of Sphericity	Approx. Chi-Square	2552,72
	df	15
	Sig.	0,000

In Table 21, the suitability of the data obtained from the fear feelings scale for factor analysis was demonstrated by Kaiser-Meyer-Olkin (KMO) and Bartlett sphericity tests. While the KMO value was 0.917, the Bartlett sphericity test yielded a p-value of 0.000.

Table 22. Fear Emotions Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	4,872	81,193	81,193	4,872	81,193	81,193
2	,422	7,028	88,221			
3	,259	4,322	92,543			
4	,189	3,145	95,688			
5	,149	2,486	98,173			
6	,110	1,827	100,000			

Table 23. Fear Emotions Component Matrix

	Component
	1
Fear	,910
Panicky	,942
Scared	,916
Worried	,926
Nervous	,814
Tense	,893

Table 24. Fear Emotions Item Statistics

	Mean	Std. Deviation	N
Fear	2,94	2,292	402
Panicky	2,92	2,216	402
Scared	2,81	2,140	402
Worried	3,14	2,358	402
Nervous	2,64	2,186	402
Tense	3,00	2,2326	402

As can be seen in Table 22. The fear feelings scale measures the fear feelings of 402 participants at 81%. Table 23 shows that the 6 items of the scale (afraid, panicky, scared, worried, nervous and tense) are combined into a single component. In addition, Table 24 shows that the mean score of the participants in the fear feelings scale ranged from 2.64 to 3.14. Consequently, there is no difference between exposure to self and family-concern message stimuli in terms of fear feelings.

Table 25. Attitude Towards the Message KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,888
Bartlett's Test of Sphericity	Approx. Chi-Square	1555,33
	df	10
	Sig.	0,000

In Table 25, a KMO value of 0.888 was obtained for the content of the messages about attitude toward self and family-concerns. The significance value of Bartlett's test for sphericity was given as 0.000. Therefore, the data obtained were found to be suitable for factor analysis.

Table 26. Attitude Towards the Message Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	3,878	77,551	77,551	3.878	77.551	77.551
2	,418	8,355	85,907			
3	,280	5,590	91,497			
4	,237	4,748	96,245			
5	,188	3,755	100,000			

Table 27. Attitude Towards the Message Component Matrix

	Component
	1
Negative	,856
Boring	,874
Unpleasant	,887
Annoying	,920
Useless	,866

Table 28. Attitude Towards the Message Item Statistics

	Mean	Std. Deviation	N
Negative	5,86	2,385	402
Boring	5,23	2,332	402
Unpleasant	5,78	2,161	402
Annoying	6,09	2,139	402
Useless	5,39	2,358	402

The scale in which the feelings of fear are shown in Table 26 measures participants' attitudes toward messages containing self and family-concerns at 77%. Table 27 shows that scale items containing 5 adjectives are grouped under a single component. In addition, Table 28 shows that the mean of participants' attitude scale scores toward the message ranged from 5.23 to 6.09. Consequently, there is no significant difference between exposure to stimuli containing messages about self and family-concerns in terms of attitude toward the message.

Table 29. E-WOM KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,894
Bartlett's Test of Sphericity	Approx. Chi-Square	3514,24
	df	36
	Sig.	0,000

In Table 29, a KMO value of 0.894 was obtained for the content of the messages about e-WOM intentions toward self and family-concerns. The significance value of Bartlett's test for sphericity was given as 0.000. Therefore, the data obtained were found to be suitable for factor analysis.

Table 30. E-WOM Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1 Share with friends	1,925	96,260	96,260	1,925	96,260	96,260
2 Share with family	,075	3,740	100,000			

Table 31. E-WOM Component Matrix

	Component
	1
1 Share with friends	,982
2 Share with family	,982

In Table 30, the e-WOM scale measures the behavioural intentions of the participants towards messages containing self and family-concern at 96%. Table 31. On the other hand, two (share with friends, share with family) scale items show that they are gathered under a single component.

6.2.4. Findings Related to Research Hypotheses

In this experimental study, as mentioned in the methodology section, six basic hypotheses were developed. A t-test was used to compare the means of the two groups in the research data. T-tests are a type of parametric method; they can be used when the samples meet the conditions of normality, equal variance and independence (Yim et al., 2010). The skewness and kurtosis values of attitude towards ad, fear emotions, and e-WOM were examined to determine whether the data was normal distribution.

Table 32. The Skewness and Kurtosis Values of Attitude Towards Ad, Fear Emotions and E-WOM

	Attitude Towards Ad	Fear Feelings	E-WOM
Skewness	-,319	,979	,775
Std. Error of Skewness	,122	,122	,122
Kurtosis	-,523	,074	-,694

The table 32 shows that the skewness values ranged between -.319 and .979 and the kurtosis values ranged between -.694 and 0.74. If the skewness is between -2 and +2 and the kurtosis is between -7 and +7, the data is a normal distribution (Hair et al., 2010; Byrne, 2010)

Table 33. Titled Family and Untitled Family-Concern Messages Group Statistics

Titled Family (1) and Untitled Family (2) Concern Messages		N	Mean	Std. Deviation	Std. Mean
Attitude Towards Ad	1	111	6,0162	1,92574	,18278
	2	87	5,5954	2,02679	,21729
Fear Emotions	1	111	2,5375	1,86727	,17723
	2	87	2,7835	2,23088	,23918
E-WOM	1	111	3,5631	2,56738	,24368
	2	87	3,0402	2,33927	,25080

Table 34. Titled Family and Untitled Family-Concern Messages Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Difference
Attitude Towards Ad	Equal variances assumed	,275	,601	1,491	196	,137	,42081	,28219
	Equal variances not assumed			1,482	180,218	,140	,42081	,28395
Fear Emotions	Equal variances assumed	4,204	,042	-,844	196	,400	-,24599	,29137
	Equal variances not assumed			-,826	167,008	,410	-,24599	,29769
E-WOM	Equal variances assumed	2,279	,133	1,478	196	,141	,52283	,35366
	Equal variances not assumed			1,495	191,554	,137	,52283	,34969

The first hypothesis of the study predicts that exposure to titled family-concern message content will differ in its effect on attitude towards the message compared to exposure to untitled family concern message content. In the groups in Table 33, 1 represents titled family-concern messages and 2 represents untitled family-concern messages. The results are presented in Table 34.

Since the significance level of titled family-concern and untitled family-concern messages on attitude toward advertising is greater than 0.05 (p <0.05), there is no significant difference between titled family concern and untitled family-concern messages.

Table 35. Titled Self and Untitled Self-Concern Messages Group Statistics

Titled Self (3) and Untitled Self (4) Concern Messages		N	Mean	Std. Deviation	Std. Mean
Attitude Towards Ad	3	108	5,4130	2,12669	,20464
	4	96	5,6292	1,89047	,19295
Fear Emotions	3	108	3,0293	2,01292	,19369
	4	96	3,3125	1,97843	,20192
E-WOM	3	108	3,5694	2,74667	,26430
	4	96	3,3021	2,54277	,25952

Table 36. Titled Self and Untitled Self-Concern Messages Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Difference
Attitude Towards Ad	Equal variances assumed	2,458	,118	-,763	202	,446	-,21620	,28321
	Equal variances not assumed			-,769	202,000	,443	-,21620	,28126
Fear Emotions	Equal variances assumed	,424	,516	-1,011	202	,313	-,28318	,28009
	Equal variances not assumed			-1,012	199,953	,313	-,28318	,27980
E-WOM	Equal variances assumed	,244	,622	,719	202	,473	,26736	,37210
	Equal variances not assumed			,722	201,657	,471	,26736	,37041

The second hypothesis states that exposure to titled self-concern message content will differ in its effect on attitude towards the message compared to exposure to untitled self-concern message content. In the groups in the table 35, 3 represents titled self-concern message, 4 untitled represents a self-concern message. The results are shown in table 36.

Since the significance level of titled self-concern and untitled self-concern messages on attitude toward advertising exceeds 0.05 (p <0.05), there is no significant difference between titled self-concern and untitled self-concern messages.

Table 37. Titled Family and Titled Self-Concern Messages Group Statistics

Titled Family (1) and Titled Self (3) Concern Messages		N	Mean	Std. Deviation	Std. Mean
Attitude Towards Ad	1	111	6,0162	1,92574	,18278
	3	108	5,4130	2,12669	,20464
Fear Emotions	1	111	2,5375	1,86727	,17723
	3	108	3,0293	2,01292	,19369
E-EWOM	1	111	3,5631	2,56738	,24368
	3	108	3,5694	2,74667	,26430

Table 38. Titled Family and Titled Self-Concern Messages Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Difference
Attitude Towards Ad	Equal variances assumed	2,472	,117	2,202	217	,029	,60325	,27401
	Equal variances not assumed			2,199	213,592	,029	,60325	,27439
Fear Emotions	Equal variances assumed	,781	,378	-1,875	217	,062	-,49178	,26227
	Equal variances not assumed			-1,873	214,748	,062	-,49178	,26254
E-WOM	Equal variances assumed	,347	,556	-,018	217	,986	-,00638	,35916
	Equal variances not assumed			-,018	215,065	,986	-,00638	,35949

In the groups in the tables, 1 represents the titled family-concern and titled self-concern represents message 3. The results are shown in Table 38.

The third hypothesis of the experimental research is that the contents of titled family and titled self-concern messages will differ in terms of attitude toward the message and fear feelings when compared. Since the significance level of the titled family and titled self-concern messages on fear feelings and attitude toward the advertisement is less than 0.05 (p <0.05), it can be seen in this context that there is a significant difference between the titled self and family-concern messages. For this reason, it can

be assumed that the use of titles has a more positive effect on fear feelings and attitudes toward advertising for both concern messages.

Table 39. Untitled Family and Untitled Self-Concern Messages Group Statistics

Untitled Family (2) and Untitled Self (4) Concern Messages		N	Mean	Std. Deviation	Std. Mean
Attitude Towards Ad	2	87	5,5954	2,02679	,21729
	4	96	5,6292	1,89047	,19295
Fear Emotions	2	87	2,7835	2,23088	,23918
	4	96	3,3125	1,97843	,20192
E-WOM	2	87	3,0402	2,33927	,25080
	4	96	3,3021	2,54277	,25952

Table 40. Untitled Family and Untitled Self-Concern Messages Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Difference
Attitude Towards Ad	Equal variances assumed	,286	,594	-,117	181	,907	-,03376	,28960
	Equal variances not assumed			-,116	176,019	,908	-,03376	,29059
Fear Emotions	Equal variances assumed	,458	,499	-1,700	181	,091	-,52898	,31117
	Equal variances not assumed			-1,690	172,810	,093	-,52898	,31301
E-WOM	Equal variances assumed	2,550	,112	-,723	181	,471	-,26185	,36239
	Equal variances not assumed			-,726	180,956	,469	-,26185	,36090

The fourth hypothesis of the study is that when the untitled family and self-concern contents are compared, a) attitudes toward the message and b) fear emotions will differ. The results can be found in Table 39 and 40. In these tables, 2 represents untitled family-concerns and 4 represents untitled self-concerns. Because the significance level for both concern messages (untitled family-concern and untitled self-concern) exceeds

0.05 (p <0.05), there is no significant difference in fear feelings and attitudes toward advertising.

Table 41. Titled and Untitled Messages Group Statistics

Titled (5) and Untitled (6) Messages		N	Mean	Std. Deviation	Std. Mean
Attitude Towards Ad	5	219	5,719	2,0451	,1382
	6	183	5,613	1,9511	,1442
Fear Emotions	5	219	2,7804	1,95159	,13188
	6	183	3,0611	2,11291	,15619
E-WOM	5	219	3,566	2,6512	,1792
	6	183	3,178	2,4450	,1807

Table 42. Titled and Untitled Messages Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Difference
Attitude Towards Ad	Equal variances assumed	,941	,333	,526	400	,599	,1056	,2006
	Equal variances not assumed			,529	393,022	,597	,1056	,1998
Fear Emotions	Equal variances assumed	4,484	,035	-1,383	400	,167	-,28078	,20297
	Equal variances not assumed			-1,374	374,914	,170	-,28078	,20442
E-WOM	Equal variances assumed	1,738	,188	1,516	400	,130	,3886	,2563
	Equal variances not assumed			1,527	396,101	,128	,3886	,2545

The fifth hypothesis states that exposure to titled and untitled messages will have a different effect on fear feelings than exposure to the untitled messages. A titled messages appear in group 5, while untitled messages appear in group 6. Table 42 shows the results.

Since the significance level of titled and untitled messages on fear feelings is greater than 0.05 (p <0.05), there is no significant difference between titled family concern and untitled family-concern messages.

The last hypothesis of the study predicts that the effect of exposure to family-concern message contents on fear feelings will be different compared to exposure to self-concern message contents. In the groups in Table 43, 7 represents family-concern messages and 8 represents self-concern messages. The results are presented in Table 44.

Table 43. Family and Self-Concerns Group Statistics

Family (7) and Self (8) Concern Messages		N	Mean	Std. Deviation	Std. Mean
Attitude Towards Ad	7	198	5,831	1,9768	,1405
	8	204	5,515	2,0170	,1412
Fear Emotions	7	198	2,6458	2,03311	,14449
	8	204	3,1629	1,99692	,13981
E-WOM	7	198	3,333	2,4773	,1761
	8	204	3,444	2,6496	,1855

Table 44. Family and Self-Concern Messages Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Difference
Attitude Towards Ad	Equal variances assumed	,549	,459	1,589	400	,113	,3166	,1993
	Equal variances not assumed			1,589	399,961	,113	,3166	,1992
Fear Emotions	Equal variances assumed	,128	,721	-2,573	400	,010	-,51713	,20100
	Equal variances not assumed			-2,572	399,085	,010	-,51713	,20106
E-WOM	Equal variances assumed	1,643	,201	-,431	400	,667	-,1103	,2560
	Equal variances not assumed			-,431	399,446	,667	-,1103	,2557

Because the significance 2-tailed value of exposure to family and self-concern messages on fear feelings lower than 0.05 (p <0.05), there is a significant difference between family and self-concern messages on fear feelings.

There is a statistically significant difference between the mean of family (7) and the self-concern message (8) on fear feelings in the table. While family-concern message is 2,6458, self-concern message is 3,1629. For this reason, it can be said that the participants who were exposed to self-concern messages were more frightened.

6.2.5. Findings Summary

Summary findings regarding the hypotheses of this experimental research are given in Table 45.

Table 45. Findings Summary of Hypothesis

Hypotheses	Results
H1: Exposure to titled family-concern message content will differ in its effect on attitude towards the message compared to exposure to untitled family concern message content.	No difference
H2: Exposure to titled self-concern message content will differ in its effect on attitude towards the message compared to exposure to untitled self-concern message content.	No difference
H3: When the contents of the titled self and family-concern are compared, they will differ on a) attitudes towards the message and b) fear feelings c) e-WOM.	Difference
H4: When the untitled self and family-concern contents are compared, they will differ on a) attitude towards the message and b) fear feelings c) e-WOM.	No difference
H5: The effect of exposure to titled message contents on fear feelings will be different compared to exposure to untitled message contents.	No difference

Table 45 (continued).

H6: The effect of exposure to family-concern message content on fear feelings will be different compared to exposure to self-concern message content.	Difference

6.2.6. Findings Related to Semantic Network Analysis

With the semantic network analysis method, the findings regarding the answers to the 5th and 6th questions in the questionnaire were analysed in terms of k-core, click, degree, closeness, betweenness and articulation points. Semantic network analysis includes detailed analysis of questions; (a) titled and untitled self and family-concern messages, interesting or not? Are they effective or not? (b) titled self and family-concern messages, interesting or not? Are they effective or not? The following analyses include only the most intense results. Findings for each question are presented in a separate section for better comparison. In total, the findings of 16 network analyses are shown in the same section.

6.2.6.1. Analysis of Question 1: Titled and Untitled Family-Concern Messages are interesting? Please give at least three reasons.

6.2.6.1.1. Semantic Network Analysis Metrics of Interesting Titled and Untitled Family-Concern Messages

Table 46 shows the density and average degree of centralization of interesting titled and untitled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 51. The number of lines with a value in the network is 72 and the number of lines with more than one value is 8. Since the density of the network (0.06) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is three, that is, one adjective in networks connects other adjectives on average three times, respectively.

Table 46. Semantic Network Analysis Metrics of Interesting Titled and Untitled
Family-Concern Messages

	Interesting titled and untitled family-concern messages
Number of nodes	51
Total number of lines	80
Number of lines that have value 1	72
Number of lines that have value more than 1	8
Density2 [no loops allowed] =	0.06
Average degree centrality	3.14

6.2.6.1.2. K-Core Analysis

It is a commonly used metric to examine the relative importance of nodes in k-core graphs. It is the maximum subgraph so that each vertex in a graph has at least k-degrees. All points in the k-core have a degree equal to or greater than k (Scott, 2011). Table 47 depicts the highest and lowest levels of k-core in interesting titled and untitled family-concern message networks. According to the table, attributes of the interesting titled and untitled family-concern message networks are tied with at least 1 and at most 4 lines.

Table 47. All Max K-Core Values (Interesting Titled and Untitled Family-Concern Messages)

	Interesting titled and untitled family-concern messages
Dimension	51
The lowest value	1
The highest value	4

Table 48. Frequency Distribution of Cluster Values (Interesting Titled and Untitled Family-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	9	17.6471	9	17.6471	An awareness post
2	24	47.0588	33	64.7059	An informative post
3	13	25.4902	46	90.1961	The image used is remarkable
4	5	9.8039	51	100.0000	The image used creates a positive atmosphere
Sum	51	100.0000			

The perceived attributes in Table 49 are the most important interesting titled and untitled family-concern message networks in terms of values. This network is shown in Figure 2.

Table 49. Five Perceived Attributes of Interesting Titled and Untitled Family Concern Message Networks

	Cluster
The positive visual used increases the energy of the person	4
The positive image used gives the person a sense of comfort	4
The post that encourages people to be treated	4
A hopeful post	4
The image used creates a positive atmosphere	4
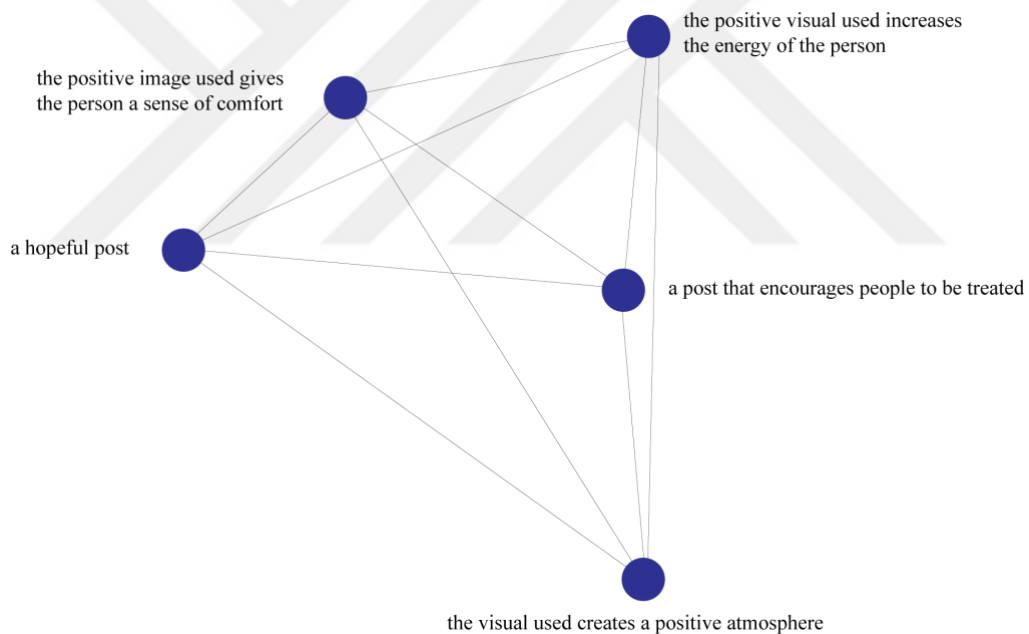
Figure 2. Network Between Values Tied with More Than Value 4 in Interesting Titled and Untitled Family-Concern Message Networks

6.2.6.1.3. Articulation Point Analysis

According to Tian et al. (2017), articulation points are nodes that disconnect the entire network due to its deletion from the network. There are five articulation points in the network: "the image used is remarkable", "a great post", "offers a treatment method ı can recommend to family and friends", "the post that evokes a sense of freedom" and "the title and image are compatible with each other". Removing these nodes will lead to the separation of networks.

6.2.6.1.4. Degree Analysis

Degree centrality is the most easily calculated measure of centrality. This criterion qualifies the sum of the direct ties a node has (Otte and Rousseau, 2002). Table 50 shows the degree of centralization of the nodes in the networks of the ten highest ranked interesting titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 50. Degrees in Interesting Titled and Untitled Family-Concern Message Networks

Interesting titled and untitled family-concern messages	
Value	Associations
2.90	The image used is remarkable
2.40	A great post
2.40	A remarkable post
1.91	The image used creates a positive atmosphere
1.91	A hopeful post
1.91	A trustworthy post
1.41	The post that evokes positive emotions
1.41	The title and image are compatible with each other
0.42	The positive image used gives the person a sense of comfort
0.42	The image used evokes a sense of unity
0.42	Offers a treatment method I can recommend to family and friends
0.42	The post that encourages people to be treated
0.42	An informative post

Table 50 (continued).

| 0.42 | The post that evokes a sense of freedom |
| 0.42 | The positive image used increases the energy of the person |

6.2.6.1.5. Closeness Analysis

Closeness centrality measures each node relative to its proximity to all other nodes in the network (Wasserman and Faust, 1994). Table 51 shows the degree of closeness of the nodes in the networks of the ten highest ranked interesting titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 51. Closeness Degrees in Interesting Titled and Untitled Family-Concern Message Networks

Interesting titled and untitled family-concern messages	
Value	Associations
1.78	A remarkable post
1.64	The post that evokes positive emotions
1.46	The image used is remarkable
1.26	A trustworthy post
1.22	A great post
1.08	Thanks to the image used, the post feels very sincere
1.02	A hopeful post
0.99	The image used creates a positive atmosphere
0.95	An informative post
0.89	The title and image are compatible with each other

6.2.6.1.6. Betweenness Analysis

Betweenness centrality is a measure of the centrality of the vertices in the graph. It aims to determine the level of a node being in a transition/bridge position between other nodes (Perez and Germon, 2016). It does this by determining the shortest paths between two nodes. The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked interesting titled and untitled family-concern

messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 52. Betweenness Degrees in Interesting Titled and Untitled Family-Concern Message Networks

Interesting titled and untitled family-concern messages	
Value	Associations
3.68	A remarkable post
2.67	The image used is remarkable
2.38	The post that evokes positive emotions
2.31	A hopeful post
1.76	An informative post
1.28	A trustworthy post
1.15	The title and image are compatible with each other
1.15	An intriguing post on functional medicine
0.97	A great post
0.86	The image used creates a positive atmosphere

6.2.6.1.7. Total Findings of 5 Dimensions

Perceived attributes of interesting titled and untitled family-concern message networks are analyzed based on five dimensions because of no clique (k-core, articulation point, degree, closeness and betweenness). All the results of the k-core and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 53 shows the number of repeats in each dimension in the interesting titled and untitled family-concern message networks.

Table 53. Summary of Semantic Network Analysis Findings of Interesting Titled and Untitled Family-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
A great post	5	k-core, articulation point, degree, closeness, betweenness
The image used is remarkable	5	k-core, articulation point, degree, closeness, betweenness
The title and image are compatible with each other	5	k-core, articulation point, degree, closeness, betweenness
A hopeful post	4	k-core, degree, closeness, betweenness
The image used creates a positive atmosphere	4	k-core, degree, closeness, betweenness
A remarkable post	4	k-core, degree, closeness, betweenness
The post that evokes positive emotions	4	k-core, degree, closeness, betweenness
A trustworthy post	4	k-core, degree, closeness, betweenness
An informative post	3	degree, closeness, betweenness
The positive image used gives the person a sense of comfort	2	k-core, degree
The post that encourages people to be treated	2	k-core, degree
The image used evokes a sense of unity	2	k-core, degree
The post that evokes a sense of freedom	2	articulation point, degree
Offers a treatment method I can recommend to family and friends	2	articulation point, degree
Thanks to the image used, the post feels very sincere	2	k-core, closeness
The positive visual used increases the energy of the person	1	k-core
An intriguing post on functional medicine	1	betweenness
Moral support is very important in hospitals	1	k-core
The positive image used increases the energy of the person	1	degree
The title used was interesting to me because I have knowledge about functional medicine treatment	1	k-core
The title is very well chosen	1	k-core
Inspiring image are used	1	k-core
An exciting post	1	k-core

In the interesting titled and untitled family-concern message networks, 23 values out of 51 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 53, since "the image used is remarkable", "a great post" and "the title and image are compatible with each other" are the most repeated ones, they are the most important perceived attributes in the interesting titled and untitled family-concern message networks.

6.2.6.2. Analysis of Question 2: Titled and Untitled Family-Concern Messages are uninteresting? Please give at least three reasons.

6.2.6.2.1. Semantic Network Analysis Metrics of Uninteresting Titled and Untitled Family-Concern Messages

Table 54 shows the density and average degree of centralization of uninteresting titled and untitled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 56. The number of lines with a value in the network is 79 and the number of lines with more than one value is 6. Since the density of the network (0.05) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is three, that is, one adjective in networks connects other adjectives on average three times, respectively.

Table 54. Semantic Network Analysis Metrics of Uninteresting Titled and Untitled Family-Concern Messages

	Uninteresting titled and untitled family-concern messages
Number of nodes	56
Total number of lines	85
Number of lines that have value 1	79
Number of lines that have value more than 1	6
Density2 [no loops allowed] =	0.05
Average degree centrality	3.03

6.2.6.2.2. K-Core Analysis

Table 55 depicts the highest and lowest levels of k-core in uninteresting titled and untitled family-concern message networks. According to the table, attributes of the uninteresting titled and untitled family-concern message networks are tied with at least 0 and at most 3 lines.

Table 55. All Max K-Core Values (Uninteresting Titled and Untitled Family-Concern Messages)

	Uninteresting titled and untitled family-concern messages
Dimension	56
The lowest value	0
The highest value	3

Table 56. Frequency Distribution of Cluster Values (Uninteresting Titled and Untitled Family-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	1	1.7857	1	1.7857	1
1	18	32.1429	19	33.9286	2
2	18	32.1429	37	66.0714	14
3	19	33.9286	56	100.0000	4
Sum	56	100.0000			

The perceived attributes in Table 57 are the most important uninteresting titled and untitled family-concern message networks in terms of values. This network is shown in Figure 3.

Table 57. Nineteen Perceived Attributes of Uninteresting Titled and Untitled Family-Concern Message Networks

	Cluster
It is not like a hospital post	3
An ordinary post	3
The image used is not remarkable	3
The image used is very ordinary	3
The image and share text used are incompatible	3

Table 57 (continued).

The image used does not reflect the hospital theme	3
The post is not understandable	3
The image used does not reflect the functional medicine	3
The post does not reflect the health theme	3
The colours used could have been more vibrant	3
Only the share text of the post is interesting	3
The image used does not reflect the health theme	3
The colours used are too cool	3
The post could have been an animated design	3
The hospital's technological capabilities could be highlighted	3
I do not find the health content shared on social media interesting	3
The image used is not creative	3
The image used creates a sense of calm before the storm	3
There is not enough information about functional medicine	3

Figure 3. Network Between Values Tied with More Than Value 3 in Uninteresting Titled and Untitled Family-Concern Message Networks

6.2.6.2.3. Clique Analysis

In social networks, the clique is a subgraph in which three or more nodes are maximally fully connected (Wasserman and Faust, 1994, p. 254). The other way to find the level of cohesion is through cliques of word groups that enable us to visualize semantic units such as concepts and experiences (Klebanov et al., 2010).

Table 58. Clique Undirected in Uninteresting Titled and Untitled Family-Concern Message Networks

	Uninteresting titled and untitled family-concern messages
Dimension	56
The lowest value	0
The highest value	5

As can be seen in Table 58, the number of cliques a value creates is five in uninteresting titled and untitled family-concern message networks.

Table 59. Cliques in Uninteresting Titled and Untitled Family-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	42	75.0000	42	75.0000	Functional medicine does not interest me
Sum	14	25.0000	56	25.000	It is not like a hospital post

There are fourteen perceived attributes in uninteresting untitled and titled family-concern message networks that are directly related. The attributes can be seen in Figure 4. The figure shows that fourteen attributes were identified in most cliques on four nodes.

90

the hospital's technological
capabilities could be highlighted

I do not find the health content
shared on social media interesting

the image used is very ordinary

only the share text of
the post is interesting

the post could have been an animated design

it is not like a hospital post

the image and share text used are incompatible

the image used is not attractive

the image used creates
a sense of calm before
the storm

the colors used could have been more vibrant

the image used does not reflect the health theme

the colors used are too cool

The colors used are not remarkable

an ordinary post

Figure 4. Undirected Cliques of Uninteresting Titled and Untitled Family-Concern Message Networks

91

6.2.6.2.4. Articulation Point Analysis

There is an articulation point in the network: "it is not like a hospital post". Removing this node will lead to the separation of networks.

6.2.6.2.5. Degree Analysis

Table 60 shows the degree of centralization of the nodes in the networks of the ten highest ranked uninteresting titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 60. Degrees in Uninteresting Titled and Untitled Family-Concern Message Networks

Uninteresting titled and untitled family-concern messages	
Value	Associations
4.42	It is not like a hospital post
2.57	An ordinary post
2.57	The image used is not remarkable
1.83	The image used is very ordinary
1.46	The image and share text used are incompatible
1.46	The image used does not reflect the hospital theme
1.09	The post is not understandable
0.72	The image used does not reflect the functional medicine
0.72	The post does not reflect the health theme
0.72	I do not find the health content shared on social media interesting

6.2.6.2.6. Closeness Analysis

Table 61 shows the degree of closeness of the nodes in the networks of the ten highest ranked uninteresting titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 61. Closeness Degrees in Uninteresting Titled and Untitled Family-Concern Message Networks

Uninteresting titled and untitled family-concern messages	
Value	Associations
2.03	It is not like a hospital post
1.55	The image used is not remarkable
1.41	An ordinary post
1.29	The image used is very ordinary
1.25	The image and share text used are incompatible
1.14	The image used does not reflect the hospital theme
0.97	The post is not understandable
0.93	The colors used could have been more vibrant
0.93	The post does not reflect the health theme
0.90	The image used doesn't make any sense

6.2.6.2.7. Betweenness Analysis

The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked uninteresting titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 62. Betweenness Degrees in Uninteresting Titled and Untitled Family-Concern Message Networks

Uninteresting titled and untitled family-concern messages	
Value	Associations
5.56	It is not like a hospital post
2.39	The image used is very ordinary
2.37	An ordinary post
1.71	The image used is not remarkable
1.02	The post is not understandable
1.01	The image used does not reflect the hospital theme
0.89	I do not find the health content shared on social media interesting

Table 62 (continued).

0.74	The image and share text used are incompatible
0.50	The post is not remarkable
0.24	I could not establish a relationship between the images and texts used

6.2.6.2.8. Total Findings of 6 Dimensions

Perceived attributes of uninteresting titled and untitled family-concern message networks are analysed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 63 shows the number of repeats in each dimension in the uninteresting titled and untitled family-concern message networks.

Table 63. Summary of Semantic Network Analysis Findings of Uninteresting Titled and Untitled Family-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
It is not like a hospital post	6	k-core, clique, articulation point, degree, closeness, betweenness
An ordinary post	5	k-core, clique, degree, closeness, betweenness
The image used is not remarkable	5	k-core, clique, degree, closeness, betweenness
The image used is very ordinary	5	k-core, clique, degree, closeness, betweenness
The image and share text used are incompatible	4	k-core, degree, closeness, betweenness
The image used does not reflect the hospital theme	4	k-core, degree, closeness, betweenness
The post is not understandable	4	k-core, degree, closeness, betweenness
The post does not reflect the health theme	4	k-core, clique, degree, closeness
The colors used could have been more vibrant	3	k-core, clique, closeness

Table 63 (continued).

The colours used are too cool	2	k-core, clique
Only the share text of the post is interesting	2	k-core, clique
I do not find the health content shared on social media interesting	2	degree, betweenness
The image used creates a sense of calm before the storm	2	k-core, clique
The image used does not reflect the functional medicine	2	k-core, degree
The hospital's technological capabilities could be highlighted	2	k-core, clique
The post could have been an animated design	2	k-core, clique
I do not find the health content shared on social media interesting	2	k-core, clique
The post is not remarkable	1	betweenness
The colours used are not remarkable	1	clique
The image used does not reflect the health theme	1	k-core
The image used doesn't make any sense	1	closeness
I could not establish a relationship between the images and texts used	1	betweenness
The image and shared text used are incompatible	1	clique
The image used is not creative	1	k-core
There is not enough information about functional medicine	1	k-core

In the uninteresting titled and untitled family-concern message networks, 25 values out of 56 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 63, since "it is not like a hospital post", "an ordinary post", "the image used is not remarkable" and "the image used is very ordinary" are the most repeated ones, they are the most important perceived attributes in the uninteresting titled and untitled family-concern message networks.

6.2.6.3. Analysis of Question 3: Titled and Untitled Family-Concern Messages are effective? Please give at least three reasons.

6.2.6.3.1. Semantic Network Analysis Metrics of Effective Titled and Untitled Family-Concern Messages

Table 64 shows the density and average degree of centralization of effective titled and untitled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 65. The number of lines with a value in the network is 0 and the number of lines with more than one value is 0. Since the density of the network (0.02) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is one, that is, one adjective in networks connects other adjectives on average one times, respectively.

Table 64. Semantic Network Analysis Metrics of Effective Titled and Untitled Family-Concern Messages

	Effective titled and untitled family-concern messages
Number of nodes	65
Total number of lines	60
Number of lines that have value 1	0
Number of lines that have value more than 1	0
Density2 [no loops allowed] =	0.02
Average degree centrality	1.84

6.2.6.3.2. K-Core Analysis

Table 65 depicts the highest and lowest levels of k-core in effective titled and untitled family-concern message networks. According to the table, attributes of the effective titled and untitled family-concern message networks are tied with at least 1 and at most 2 lines.

Table 65. All Max K-Core Values (Effective Titled and Untitled Family-Concern Messages)

	Effective titled and untitled family-concern messages
Dimension	65
The lowest value	1
The highest value	2

Table 66. Frequency Distribution of Cluster Values (Effective Titled and Untitled Family-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	27	41.5385	27	41.5385	The image used gives energy
2	38	58.4615	65	100.0000	The post that evokes positive emotions
Sum	65	100.0000			

The perceived attributes in Table 67 are the most important effective titled and untitled family-concern message networks in terms of values. This network is shown in Figure 5.

Table 67. Thirty-Eight Perceived Attributes of Effective Titled and Untitled Family-Concern Message Networks

	Cluster
The image used is remarkable	2
A great post	2
The image used does not reflect the functional medicine	2
A remarkable post	2
There is not enough information about functional medicine	2
A trustworthy post	2
I may prefer treatment because it is a post shared by a good hospital	2
The image used creates a sense of hope	2
The post that offers a cure for a health problem	2
The post that can reach a lot of audience on Instagram	2
It is interesting for me that it is a health-related post	2
Health is important to me so I was interested in the post	2
The fact that the hospital is celebrating its 10th anniversary shows that it provides good service in its field.	2

Table 67 (continued).

|	
I have a headache problem, so the post is impressive	2
I am a person who cares about the health of the people around me, so the post is interesting	2
An intriguing post	2
The post that evokes positive emotions	2
Headache can have many causes	2
A post that can be effective on people during the pandemic period	2
The post is not believable	2
I could not establish a relationship between the post and the hospital	2
The share text doesn't feel like a real person's complaint	2
There is no scientific research on the treatment offered for headache in the post	2
The title used was interesting to me because I have knowledge about functional medicine	2
The image used evokes a sense of unity	2
The post encouraging you to make an appointment with the hospital	2
Instagram is the right platform for sharing	2
The hospital is a known hospital in izmir	2
The image and the title used support each other	2
A useful post	2
The post is not understandable	2
An informative post	2
A more creative image can be used for functional medicine	2
The post is interesting because it was shared by a good hospital	2
The title used is intriguing	2
I like the design of the post	2
The image used could have been more creative	2
A sense of unity in the image used made us think about the strong doctor-patient relationship.	2
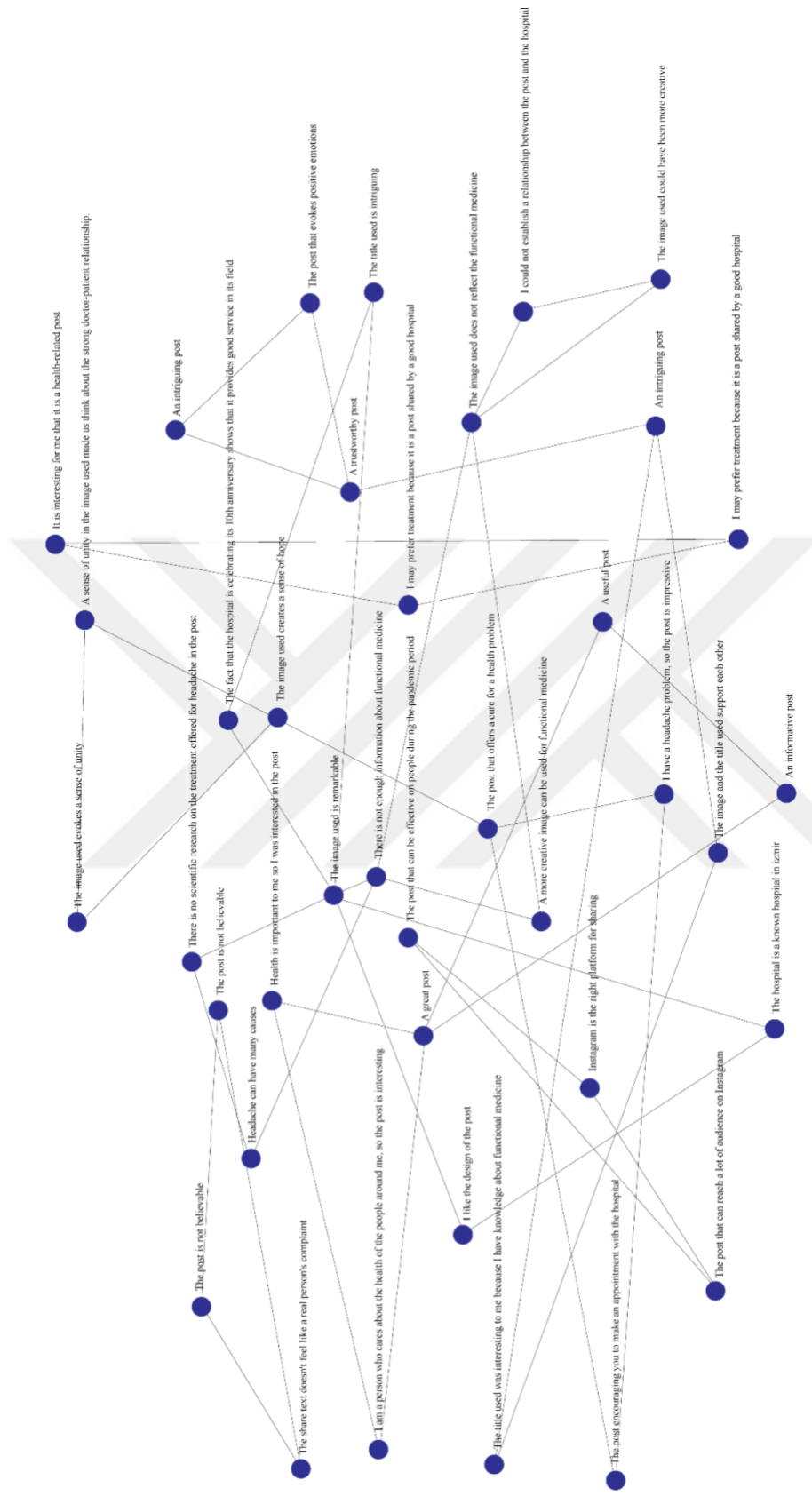
Figure 5. Network Between Values Tied with More Than Value 2 in Effective Titled and Untitled Family-Concern Message Networks

6.2.6.3.3. Articulation Point Analysis

There are four articulation points in the network: "a great post", "the image used is remarkable", "the image used does not reflect the functional medicine" and "there is not enough information about functional medicine". Removing this node will lead to the separation of networks.

6.2.6.3.4. Degree Analysis

Table 68 shows the degree of centralization of the nodes in the networks of the ten highest ranked effective titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 68. Degrees in Effective Titled and Untitled Family-Concern Message Networks

Effective titled and untitled family-concern messages	
Value	Associations
3.51	The image used is remarkable
2.39	A great post
2.39	The image used does not reflect the functional medicine
2.39	A remarkable post
2.39	There is not enough information about functional medicine
1.28	A trustworthy post
1.28	I may prefer treatment because it is a post shared by a good hospital
1.28	The image used creates a sense of hope
1.28	The post that offers a cure for a health problem
0.17	The post that can reach a lot of audience on Instagram
0.17	It is interesting for me that it is a health-related post
0.17	Health is important to me so I was interested in the post
0.17	The fact that the hospital is celebrating its 10th anniversary shows that it provides good service in its field.
0.17	I have a headache problem, so the post is impressive
0.17	I am a person who cares about the health of the people around me, so the post is interesting
0.17	An intriguing post
0.17	The post that evokes positive emotions

Table 68 (continued).

0.17	Headache can have many causes
0.17	The post that can be effective on people during the pandemic period
0.17	The post is not believable
0.17	I could not establish a relationship between the post and the hospital
0.17	The share text doesn't feel like a real person's complaint
0.17	There is no scientific research on the treatment offered for headache in the post
0.17	The title used was interesting to me because I have knowledge about functional medicine
0.17	The image used evokes a sense of unity
0.17	The image used gives an aesthetic impression
0.17	The post encouraging you to make an appointment with the hospital
0.17	The image and share text used are incompatible
0.17	Instagram is the right platform for sharing
0.17	The hospital is a known hospital in izmir
0.17	The image and the title used support each other
0.17	A useful post
0.17	The post is not understandable
0.17	An informative post
0.17	A more creative image can be used for functional medicine
0.17	The post is interesting because it was shared by a good hospital
0.17	The title used is intriguing
0.17	I like the design of the post
0.17	The image used could have been more creative
0.17	A sense of unity in the image used made us think about the strong doctor-patient relationship.

6.2.6.3.5. Closeness Analysis

Table 69 shows the degree of closeness of the nodes in the networks of the ten highest ranked effective titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 69. Closeness Degrees in Effective Titled and Untitled Family-Concern Message Networks

Effective titled and untitled family-concern messages	
Value	Associations
2.92	The image used is remarkable
2.17	The image used does not reflect the functional medicine
2.17	A remarkable post
2.17	There is not enough information about functional medicine
1.92	A great post
1.59	A trustworthy post
1.21	The image used creates a sense of hope
1.21	The post that offers a cure for a health problem
1.12	The image used gives an aesthetic impression
1.12	A more creative image can be used for functional medicine

6.2.6.3.6. Betweenness Analysis

Table 70 shows the degree of betweenness of the nodes in the networks of the ten highest ranked effective titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 70. Betweenness Degrees in Effective Titled and Untitled Family-Concern Message Networks

Effective titled and untitled family-concern messages	
Value	Associations
3.94	The image used is remarkable
3.58	A remarkable post
2.49	A trustworthy post
2.49	The image used does not reflect the functional medicine
2.49	There is not enough information about functional medicine
1.77	The image used creates a sense of hope
1.77	The post that offers a cure for a health problem
1.41	The image used gives an aesthetic impression
1.05	A great post
0.32	I may prefer treatment because it is a post shared by a good hospital

6.2.6.3.7. *Total Findings of 5 Dimensions*

Perceived attributes of effective titled and untitled family-concern message networks are analyzed based on five dimensions (k-core, articulation point, degree, closeness and betweenness). All the results of the k-core and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 71 shows the number of repeats in each dimension in the effective titled and untitled family-concern message networks.

Table 71. Summary of Semantic Network Analysis Findings of Effective Titled and Untitled Family-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
The image used is remarkable	5	k-core, articulation point, degree, closeness, betweenness
A great post	5	k-core, articulation point, degree, closeness, betweenness
The image used does not reflect the functional medicine	5	k-core, articulation point, degree, closeness, betweenness
There is not enough information about functional medicine	5	k-core, articulation point, degree, closeness, betweenness
A remarkable post	4	k-core, degree, closeness, betweenness
A trustworthy post	4	k-core, degree, closeness, betweenness
The image used creates a sense of hope	4	k-core, degree, closeness, betweenness
The post that offers a cure for a health problem	4	k-core, degree, closeness, betweenness
I may prefer treatment because it is a post shared by a good hospital	3	k-core, degree, betweenness
The image used gives an aesthetic impression	3	degree, closeness, betweenness

Table 71 (continued).

A more creative image can be used for functional medicine	3	k-core, degree, closeness
The post that can reach a lot of audience on Instagram	2	k-core, degree
It is interesting for me that it is a health-related post	2	k-core, degree
Health is important to me so I was interested in the post	2	k-core, degree
The fact that the hospital is celebrating its 10th anniversary shows that it provides good service in its field	2	k-core, degree
I have a headache problem, so the post is impressive	2	k-core, degree
I am a person who cares about the health of the people around me, so the post is interesting	2	k-core, degree
An intriguing post	2	k-core, degree
The post that evokes positive emotions	2	k-core, degree
Headache can have many causes	2	k-core, degree
A post that can be effective on people during the pandemic period	2	k-core, degree
The post is not believable	2	k-core, degree
I could not establish a relationship between the post and the hospital	2	k-core, degree
The share text doesn't feel like a real person's complaint	2	k-core, degree
There is no scientific research on the treatment offered for headache in the post	2	k-core, degree
The title used was interesting to me because I have knowledge about functional medicine	2	k-core, degree
The image used evokes a sense of unity	2	k-core, degree
The post encouraging you to make an appointment with the hospital	2	k-core, degree
Instagram is the right platform for sharing	2	k-core, degree
The hospital is a known hospital in izmir	2	k-core, degree
The image and the title used support each other	2	k-core, degree
A useful post	2	k-core, degree
The post is not understandable	2	k-core, degree
An informative post	2	k-core, degree
The title used is intriguing	2	k-core, degree

Table 71 (continued).

I like the design of the post	2	k-core, degree
The image used could have been more creative	2	k-core, degree
A sense of unity in the image used made us think about the strong doctor-patient relationship.	2	k-core, degree
The post is interesting because it was shared by a good hospital	1	degree
The image and share text used are incompatible	1	degree

In the effective titled and untitled family-concern message networks, 40 values out of 65 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 71 since "the image used is remarkable", "a great post", "the image used does not reflect the functional medicine" and "there is not enough information about functional medicine" are the most repeated ones, they are the most important perceived attributes in the effective titled and untitled family-concern message networks.

6.2.6.4. Analysis of Question 4: Titled and Untitled Family-Concern Messages are ineffective? Please give at least three reasons.

6.2.6.4.1. Semantic Network Analysis Metrics of Ineffective Titled and Untitled Family-Concern Messages

Table 72 shows the density and average degree of centralization of ineffective titled and untitled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 73. The number of lines with a value in the network is 82 and the number of lines with more than one value is 6. Since the density of the network (0.03) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 72. Semantic Network Analysis Metrics of Ineffective Titled and Untitled Family-Concern Messages

	Ineffective titled and untitled family-concern messages
Number of nodes	73
Total number of lines	88
Number of lines that have value 1	82
Number of lines that have value more than 1	6
Density2 [no loops allowed] =	0.03
Average degree centrality	2.41

6.2.6.4.2. K-Core Analysis

Table 73 depicts the highest and lowest levels of k-core in ineffective titled and untitled family-concern message networks. According to the table, attributes of the ineffective titled and untitled family-concern messages networks are tied with at least 0 and at most 3 lines.

Table 73. All Max K-Core Values (Ineffective Titled and Untitled Family-Concern Messages)

	Ineffective titled and untitled family-concern messages
Dimension	73
The lowest value	0
The highest value	3

Table 74. Frequency Distribution of Cluster Values (Ineffective Titled and Untitled Family-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	1	1.3699	1	1.3699	The image used evokes the feeling of vacation
1	36	49.3151	37	50.6849	I have not been to Medical Park Hospital before
2	21	28.7671	58	79.4521	There is not enough information about functional medicine
3	15	20.5479	73	100.0000	An ordinary post
Sum	65	100.0000			

The perceived attributes in Table 75 are the most important ineffective titled and untitled family-concern message networks in terms of values. This network is shown in Figure 6.

Table 75. Fifteen Perceived Attributes of Ineffective Titled and Untitled Family-Concern Message Networks

	Cluster
The image used is not remarkable	3
The shared text is very negative	3
The shared text does not encourage hospital to research	3
The title creates a negative feeling	3
There is not enough information about the hospital	3
It is not a post that gives hope to people who are looking for a cure for their diseases	3
The post that makes no difference	3
There is a contrast between the image used and the message	3
The title could have been more promising	3
The post is not for everyone	3
I could not establish a relationship between the images and texts used	3
It is not like a hospital post	3
The post does not provide any information about the disease	3
An ordinary post	3
The cause of the headache problem is not clear	3

The shared text does not encourage hospital to research

The post that makes no difference

It is not a post that gives hope to people who are looking for a cure for their diseases

The title could have been more promising

An ordinary post

It is not like a hospital post

The post does not provide any information about the disease

There is a contrast between the image used and the message

The post is not for everyone

There is not enough information about the hospital

The cause of the headache problem is not clear

I could not establish a relationship between the images and texts used

The title creates a negative feeling

The shared text is very negative

The image used is not remarkable

Figure 6. Network Between Values Tied with More Than Value 3 in Ineffective Titled and Untitled Family-Concern Message Networks

6.2.6.4.3. Clique Analysis

As can be seen in Table 76, the number of cliques a value creates is one in ineffective titled and untitled family-concern message networks.

Table 76. Clique Undirected in Ineffective Titled and Untitled Family-Concern Message Networks

	Ineffective titled and untitled family-concern messages
Dimension	73
The lowest value	0
The highest value	1

There are twelve perceived attributes in ineffective untitled and titled family-concern message networks that are directly related. The attributes can be seen in Figure 7. The figure shows that twelve attributes were identified in most cliques on four nodes.

Table 77. Cliques in Ineffective Titled and Untitled Family-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	61	83.5616	61	83.5616	1
1	12	16.4384	73	100.0000	7
Sum	73	100.0000			

Figure 7. Undirected Cliques of Ineffective Titled and Untitled Family-Concern Message Networks

The post does not provide any information about the disease

It is not like a hospital post

The title could have been more promising

The post is not for everyone

I could not establish a relationship between the images and texts used

The post that makes no difference

There is not enough information about the hospital

The title creates a negative feeling

The shared text does not encourage hospital to research

It is not a post that gives hope to people who are looking for a cure for their diseases

The image used is not remarkable

The shared text is very negative

6.2.6.4.4. Articulation Point Analysis

There are seven articulation points in the network: "the image used is not remarkable", "there is not enough information about functional medicine", "the shared text is very negative", "ı could not establish a relationship between the images and texts used", "the image used does not reflect the functional medicine", "the post is not understandable" and "the post that makes no difference". Removing this node will lead to the separation of networks.

6.2.6.4.5. Degree Analysis

Table 78 shows the degree of centralization of the nodes in the networks of the ten highest ranked ineffective titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 78. Degrees in Ineffective Titled and Untitled Family-Concern Message Networks

Ineffective titled and untitled family-concern messages	
Value	Associations
3.87	The image used is not remarkable
2.85	It is not like a hospital post
2.85	I could not establish a relationship between the images and texts used
1.83	There is a contrast between the image used and the message
1.83	There is not enough information about the hospital
1.32	There is not enough information about functional medicine
1.32	The shared text is very negative
1.32	The post does not provide any information about the disease
1.32	An ordinary post
1.32	The post is not for everyone
1.32	The image used does not reflect the functional medicine
1.32	The post is not understandable
1.32	The post that makes no difference

6.2.6.4.6. Closeness Analysis

Table 79 shows the degree of closeness of the nodes in the networks of the ten highest ranked ineffective titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 79. Closeness Degrees in Ineffective Titled and Untitled Family-Concern Message Networks

Ineffective titled and untitled family-concern messages	
Value	Associations
1.80	I could not establish a relationship between the images and texts used
1.64	There is not enough information about the hospital
1.59	The post is not for everyone
1.47	It is not like a hospital post
1.42	There is a contrast between the image used and the message
1.40	The cause of the headache problem is not clear
1.33	The post does not provide any information about the disease
1.25	The image used is not remarkable
1.12	An ordinary post
1.10	The shared text is very negative

6.2.6.4.7. Betweenness Analysis

The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked ineffective titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 80. Betweenness Degrees in Ineffective Titled and Untitled Family-Concern Message Networks

Ineffective titled and untitled family-concern messages	
Value	Associations
4.93	I could not establish a relationship between the images and texts used
3.45	The image used is not remarkable
2.83	It is not like a hospital post
2.31	There is not enough information about functional medicine
1.46	There is a contrast between the image used and the message
1.24	There is not enough information about the hospital
1.23	The image used does not reflect the functional medicine
1.16	The cause of the headache problem is not clear
1.04	An ordinary post
0.98	The post does not provide any information about the disease

6.2.6.4.8. Total Findings of 6 Dimensions

Perceived attributes of ineffective titled and untitled family-concern message networks are analysed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 81 shows the number of repeats in each dimension in the ineffective titled and untitled family-concern message networks.

Table 81. Summary of Semantic Network Analysis Findings of Ineffective Titled and Untitled Family-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
The image used is not remarkable	6	k-core, clique, articulation point, degree, closeness, betweenness
I could not establish a relationship between the images and texts used	6	k-core, clique, articulation point, degree, closeness, betweenness
The shared text is very negative	5	k-core, clique articulation point, degree, closeness
It is not like a hospital post	5	k-core, clique, degree, closeness, betweenness
There is not enough information about the hospital	5	k-core, clique, degree, closeness, betweenness
The post does not provide any information about the disease	5	k-core, clique, degree, closeness, betweenness
The post is not for everyone	4	k-core, clique, degree, closeness
The post that makes no difference	4	k-core, clique, articulation point, degree
There is a contrast between the image used and the message	4	k-core, degree, closeness, betweenness
An ordinary post	4	k-core, degree, closeness, betweenness
There is not enough information about functional medicine	3	articulation point, degree, betweenness
The image used does not reflect the functional medicine	3	articulation point, degree, betweenness
The cause of the headache problem is not clear	3	k-core, closeness, betweenness
The shared text does not encourage hospital to research	2	k-core, clique
The title creates a negative feeling	2	k-core, clique
The title could have been more promising	2	k-core, clique
It is not a post that gives hope to people who are looking for a cure for their diseases	2	k-core, clique
The post is not understandable	2	articulation point, degree

In the ineffective titled and untitled family-concern message networks, 18 values out of 73 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 81, since "the image used is not remarkable", "ı could not establish a relationship between the images and texts used", "the shared text is very negative", "it is not like a hospital post", "there is not enough information about the hospital" and "the post does not provide any information about the disease" are the

most repeated ones, they are the most important perceived attributes in the ineffective titled and untitled family-concern message networks.

6.2.6.5. Analysis of Question 5: Titled and Untitled Self-Concern Messages are interesting? Please give at least three reasons.

6.2.6.5.1. Semantic Network Analysis Metrics of Interesting Titled and Untitled Self-Concern Messages

Table 82 shows the density and average degree of centralization of interesting titled and untitled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 54. The number of lines with a value in the network is 72 and the number of lines with more than one value is 1. Since the density of the network (0.05) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 82. Semantic Network Analysis Metrics of Interesting Titled and Untitled Self-Concern Messages

	Interesting titled and untitled self-concern messages
Number of nodes	54
Total number of lines	73
Number of lines that have value 1	72
Number of lines that have value more than 1	1
Density2 [no loops allowed] =	0.05
Average degree centrality	2.70

6.2.6.5.2. K-Core Analysis

Table 83 depicts the highest and lowest levels of k-core in interesting titled and untitled self-concern message networks. According to the table, attributes of the interesting titled and untitled self-concern messages network are tied with at least 1 and at most 4 lines.

Table 83. All Max K-Core Values (Interesting Titled and Untitled Self-Concern Messages)

	Interesting titled and untitled self-concern messages
Dimension	54
The lowest value	1
The highest value	4

Table 84. Frequency Distribution of Cluster Values (Interesting Titled and Untitled Self-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	20	37.0370	20	37.0370	Functional medicine intrigued me
2	29	53.7037	49	90.7407	A remarkable post
4	5	9.2593	54	100.0000	Although the shared text is negative, it creates a positive feeling thanks to the title
Sum	54	100.0000			

The perceived attributes in Table 85 are the most important interesting titled and untitled self-concern message networks in terms of values. This network is shown in Figure 8.

Table 85. Five Perceived Attributes of Interesting Titled and Untitled Self-Concern Message Networks

	Cluster
The title is intriguing	4
The image used makes you feel that obstacles can be overcome	4
The image used evokes a sense of freedom	4
A solution-oriented post	4
Although the shared text is negative, it creates a positive feeling thanks to the title	4
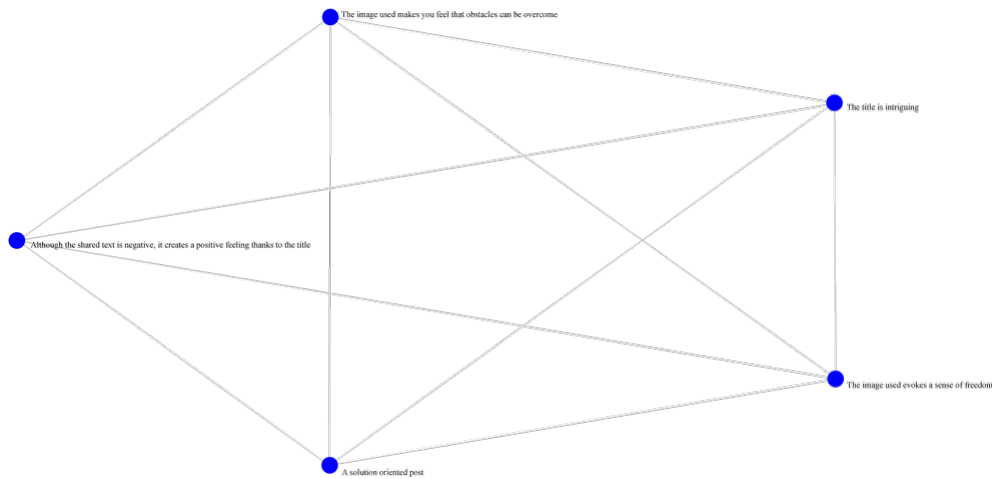
Figure 8. Network Between Values Tied with More Than Value 4 in Interesting Titled and Untitled Self-Concern Message Networks

6.2.6.5.3. Clique Analysis

As can be seen in Table 86, the number of cliques a value creates is one in interesting titled and untitled self-concern message networks.

Table 86. Clique Undirected in Interesting Titled and Untitled Self-Concern Message Networks

	Interesting titled and untitled self-concern messages
Dimension	54
The lowest value	0
The highest value	1

There are five perceived attributes in interesting untitled and titled self-concern message networks that are directly related. The attributes can be seen in Figure 9. The figure shows that five attributes were identified in most cliques on four nodes.

Table 87. Cliques in Interesting Titled and Untitled Self-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	49	90.7407	49	90.7407	1
1	5	9.2593	54	100.0000	2
Sum	54	100.0000			

The title is intriguing

The image used evokes a sense of freedom

The image used makes you feel that obstacles can be overcome

Although the shared text is negative, it creates a positive feeling thanks to the title

A solution oriented post

Figure 9. Undirected Cliques of Interesting Titled and Untitled Self-Concern Message Networks

118

6.2.6.5.4. Articulation Point Analysis

There are five articulation points in the network: "the image used evokes a sense of freedom", "the post that makes you feel that functional medicine can be beneficial", "the post gives a relaxing feeling", "images with nature intrigue me" and "the image used is remarkable". Removing these nodes will lead to the separation of networks.

6.2.6.5.5. Degree Analysis

Table 88 shows the degree of centralization of the nodes in the networks of the ten highest ranked interesting titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table

Table 88. Degrees in Interesting Titled and Untitled Self-Concern Message Networks

Interesting titled and untitled self-concern messages	
Value	Associations
3.59	The image used evokes a sense of freedom
3.16	The image used is remarkable
2.29	The image used makes you feel that obstacles can be overcome
1.86	The post gives a relaxing feeling
1.42	The post that evokes a sense of freedom
1.42	The image used is compatible with the subject
1.42	A solution-oriented post
0.99	A remarkable post for people with headache problems
0.99	The image used evokes a positive emotion
0.56	The title is intriguing
0.56	The post that makes you feel that functional medicine can be beneficial
0.56	Images with nature intrigue me
0.56	A hopeful post
0.56	Although the shared text is negative, it creates a positive feeling thanks to the title

6.2.6.5.6. Closeness Analysis

Table 89 shows the degree of closeness of the nodes in the networks of the ten highest ranked interesting titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 89. Closeness Degrees in Interesting Titled and Untitled Self-Concern Message Networks

Interesting titled and untitled self-concern messages	
Value	Associations
1.85	The image used evokes a sense of freedom
1.38	A hopeful post
1.34	A solution-oriented post
1.21	The image used makes you feel that obstacles can be overcome
1.21	The image used is compatible with the subject
1.15	The image used is remarkable
1.03	A remarkable post for people with headache problems
0.97	The title is intriguing
0.97	The post gives a relaxing feeling
0.97	Although the shared text is negative, it creates a positive feeling thanks to the title

6.2.6.5.7. Betweenness Analysis

The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked interesting titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 90. Betweenness Degrees in Interesting Titled and Untitled Self-Concern Message Networks

Interesting titled and untitled self-concern messages	
Value	Associations
4.08	The image used evokes a sense of freedom
2.53	The image used is remarkable
2.27	The post that evokes a sense of freedom
2.21	A hopeful post
2.18	The image used makes you feel that obstacles can be overcome
1.62	The post gives a relaxing feeling
1.23	The image used is compatible with the subject
1.07	A solution-oriented post
0.50	The post that makes you feel that functional medicine can be beneficial
0.50	Images with nature intrigue me
0.50	The title is intriguing

6.2.6.5.8. Total Findings of 6 Dimensions

Perceived attributes of interesting titled and untitled self-concern message networks are analyzed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 91 shows the number of repeats in each dimension in the interesting titled and untitled self-concern message networks.

Table 91. Summary of Semantic Network Analysis Findings of Interesting Titled and Untitled Self-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
The image used evokes a sense of freedom	6	k-core, clique, articulation point, degree, closeness, betweenness
The title is intriguing	5	k-core, clique, degree, closeness, betweenness
The image used makes you feel that obstacles can be overcome	5	k-core, clique, degree, closeness, betweenness
A solution-oriented post	5	k-core, clique, degree, closeness, betweenness
The image used is remarkable	4	articulation point, degree, closeness, betweenness
Although the shared text is negative, it creates a positive feeling thanks to the title	4	k-core, clique, degree, closeness
The post gives a relaxing feeling	4	articulation point, degree, closeness, betweenness
A hopeful post	3	degree, closeness, betweenness
The image used is compatible with the subject	3	degree, closeness, betweenness
The post that makes you feel that functional medicine can be beneficial	3	articulation point, degree, betweenness
Images with nature intrigue me	3	articulation point, degree, betweenness
The post that evokes a sense of freedom	2	degree, betweenness
A remarkable post for people with headache problems	2	degree, betweenness
The image used evokes a positive emotion	1	degree

In the interesting titled and untitled self-concern message networks, 15 values out of 54 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 91, since "the image used evokes a sense of freedom", "the title is intriguing", "the image used makes you feel that obstacles can be overcome" and "a solution-oriented post" are the most repeated ones, they are the most important perceived attributes in the interesting titled and untitled self-concern message networks.

6.2.6.6. Analysis of Question 6: Titled and Untitled Self-Concern Messages are uninteresting? Please give at least three reasons.

6.2.6.6.1. Semantic Network Analysis Metrics of Uninteresting Titled and Untitled Self-Concern Messages

Table 92 shows the density and average degree of centralization of uninteresting titled and untitled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 66. The number of lines with a value in the network is 86 and the number of lines with more than one value is 6. Since the density of the network (0.04) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 92. Semantic Network Analysis Metrics of Uninteresting Titled and Untitled Self-Concern Messages

	Uninteresting titled and untitled self-concern messages
Number of nodes	66
Total number of lines	94
Number of lines that have value 1	86
Number of lines that have value more than 1	6
Density2 [no loops allowed] =	0.04
Average degree centrality	2.84

6.2.6.6.2. K-Core Analysis

Table 93 depicts the highest and lowest levels of k-core in uninteresting titled and untitled self-concern message networks. According to the table, attributes of the uninteresting titled and untitled self-concern message networks are tied with at least 1 and at most 3 lines.

Table 93. All Max K-Core Values (Uninteresting Titled and Untitled Self-Concern Messages)

	Uninteresting titled and untitled self-concern messages
Dimension	66
The lowest value	1
The highest value	3

Table 94. Frequency Distribution of Cluster Values (Uninteresting Titled and Untitled Self-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	17	25.7576	17	25.7576	More persuasive images about health can be used.
2	37	56.0606	54	81.8182	The colors used are too cool
3	12	18.1818	66	100.0000	The image used is not remarkable
Sum	66	100.0000			

The perceived attributes in Table 95 are the most important uninteresting titled and untitled self-concern message networks in terms of values. This network is shown in Figure 10.

Table 95. Twelve Perceived Attributes of Uninteresting Titled and Untitled Self-Concern Message Networks

	Cluster
It is not like a hospital post	3
The shared text is very negative	3
The image used is not remarkable	3
The theme of the post is very simple	3
The title is not interesting	3
The shared text is not compatible with image and title	3
The post creates an impression of travel content	3
I could not establish a relationship between the images and title used	3
The image used is not compatible with the subject	3
The image used does not encourage reading the shared text	3
The image used creates a pessimistic mood	3
The colours used are not remarkable	3

The post creates an impression of travel content

The shared text is very negative

The image used creates a pessimistic mood

The shared text is not compatible with image and title

The title is not interesting

I could not establish a relationship between the images and title used

It is not like a hospital post

The theme of the post is very simple

The image used is not compatible with the subject

The colors used are not remarkable

The image used does not encourage reading the shared text

The image used is not remarkable

Figure 10. Network Between Values Tied with More Than Value 3 in Uninteresting Titled and Untitled Self-Concern Message Networks

125

6.2.6.6.3. Clique Analysis

As can be seen in Table 96, the number of cliques a value creates is one in uninteresting titled and untitled self-concern message networks.

Table 96. Clique Undirected in Uninteresting Titled and Untitled Self-Concern Message Networks

	Uninteresting titled and untitled self-concern messages
Dimension	66
The lowest value	0
The highest value	1

Table 97. Cliques in Uninteresting Titled and Untitled Self-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	54	81.8182	54	81.8182	1
1	12	18.1818	66	100.0000	2
Sum	66	100.0000			

There are twelve perceived attributes in uninteresting untitled and titled self-concern message networks that are directly related. The attributes can be seen in Figure 11. The figure shows that twelve attributes were identified in most cliques on four nodes.
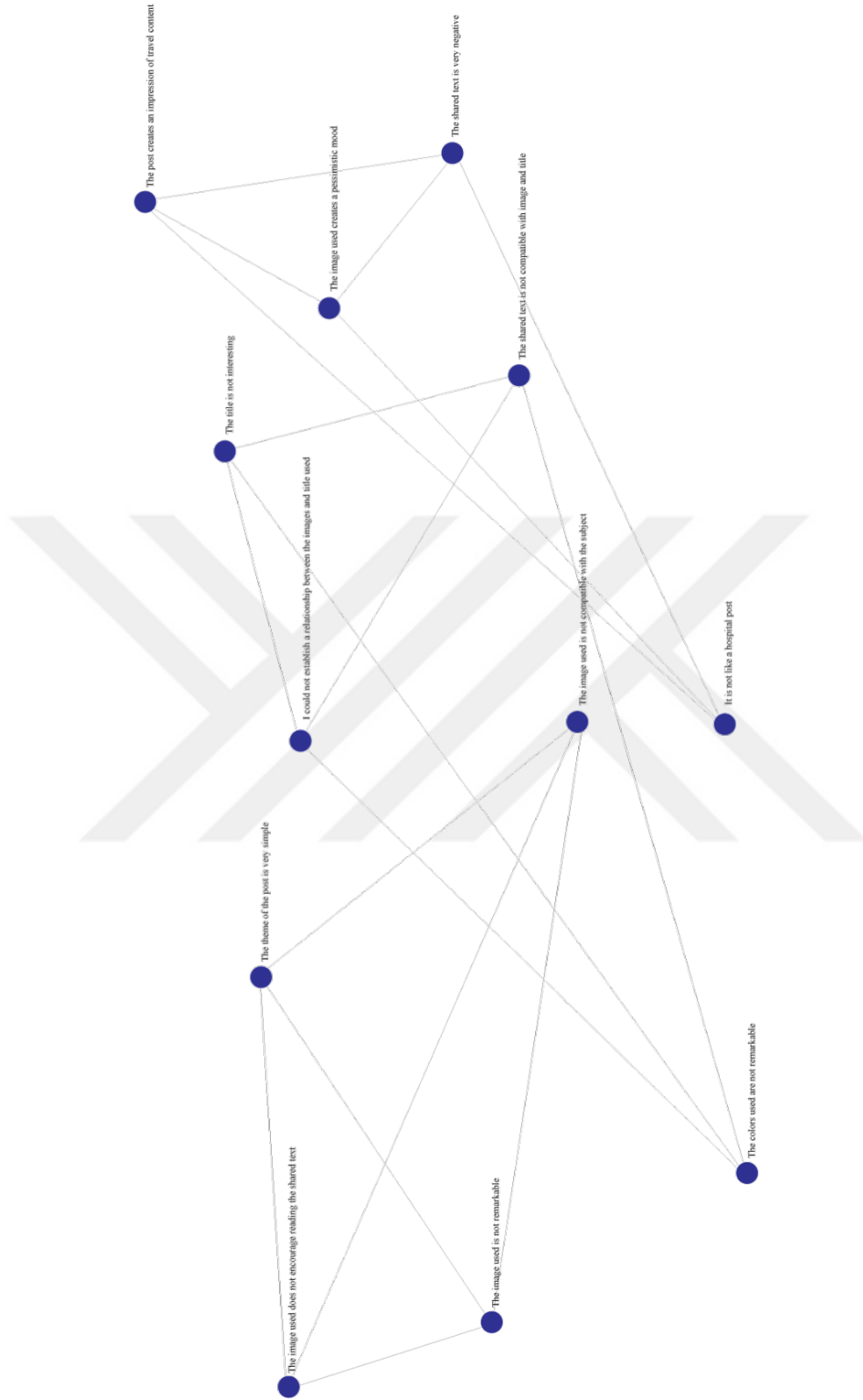
Figure 11. Undirected Cliques of Uninteresting Titled and Untitled Self-Concern Message Networks

The post creates an impression of travel content

The shared text is very negative

The image used creates a pessimistic mood

The shared text is not compatible with image and title

The title is not interesting

I could not establish a relationship between the images and title used

The image used is not compatible with the subject

It is not like a hospital post

The theme of the post is very simple

The colors used are not remarkable

The image used does not encourage reading the shared text

The image used is not remarkable

6.2.6.6.4. Articulation Point Analysis

There are five articulation points in the network: "the image used is not remarkable", "the shared text is very negative", "the colors used are not remarkable", "it is not like a hospital post" and "the image used is not compatible with the subject". Removing this node will lead to the separation of networks.

6.2.6.6.5. Degree Analysis

Table 98 shows the degree of centralization of the nodes in the networks of the ten highest ranked uninteresting titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 98. Degrees in Uninteresting Titled and Untitled Self-Concern Message Networks

Uninteresting titled and untitled self-concern messages	
Value	Associations
4.56	The image used is not compatible with the subject
3.81	The image used is not remarkable
3.43	It is not like a hospital post
1.93	I could not establish a relationship between the images and title used
1.18	The image and shared text used are not compatible
0.80	The shared text is very negative
0.80	The colors used are not remarkable
0.80	The theme of the post is very simple
0.43	The post does not reflect the headache problem
0.43	I do not think that functional medicine will cure my headache
0.43	The design of the post is very ordinary
0.43	There is no information on how to cure the headache
	The message to be given is not understandable

6.2.6.6.6. Closeness Analysis

Table 99 shows the degree of closeness of the nodes in the networks of the ten highest ranked uninteresting titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 99. Closeness Degrees in Uninteresting Titled and Untitled Self-Concern Message Networks

Uninteresting titled and untitled self-concern messages	
Value	Associations
1.73	The image used is not compatible with the subject
1.55	It is not like a hospital post
1.44	I could not establish a relationship between the images and title used
1.41	The image used is not remarkable
1.33	The theme of the post is very simple
1.16	The image and share text used are not compatible
0.92	The image used does not encourage reading the shared text
0.83	I like the harmony between the image used and the shared text
0.83	The post does not encourage visiting the hospital's profile page
0.79	Only the image used is remarkable

6.2.6.6.7. Betweenness Analysis

The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked uninteresting titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 100. Betweenness Degrees in Uninteresting Titled and Untitled Self-Concern Message Networks

Uninteresting titled and untitled self-concern messages	
Value	Associations
3.74	It is not like a hospital post
3.57	The image used is not compatible with the subject
3.26	The image used is not remarkable
2.46	The image and share text used are not compatible
1.94	I could not establish a relationship between the images and title used
1.57	The shared text is very negative
1.57	The image used is not hospital themed
1.26	The image used is insufficient
0.94	The image used evokes a negative feeling
0.63	The image used does not reflect the headache problem

6.2.6.6.8. Total Findings of 6 Dimensions

Perceived attributes of uninteresting titled and untitled self-concern message networks are analyzed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 101 shows the number of repeats in each dimension in the uninteresting titled and untitled self-concern message networks.

Table 101. Summary of Semantic Network Analysis Findings of Uninteresting Titled and Untitled Self-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
It is not like a hospital post	6	k-core, clique, articulation point, degree, closeness, betweenness

Table 101 (continued).

The image used is not remarkable	6	k-core, clique, articulation point, degree, closeness, betweenness
The image used is not compatible with the subject	6	k-core, clique, articulation point, degree, closeness, betweenness
The shared text is very negative	5	k-core, clique, articulation point, degree, closeness, betweenness
I could not establish a relationship between the images and title used	5	k-core, clique, degree, closeness, betweenness
The theme of the post is very simple	4	k-core, clique, degree, closeness
The colors used are not remarkable	4	k-core, clique, articulation point, degree
The image used does not encourage reading the shared text	3	k-core, clique, closeness
The title is not interesting	2	k-core, clique
The shared text is not compatible with image and title	2	k-core, clique
The post creates an impression of travel content	2	k-core, clique
The image used creates a pessimistic mood	2	k-core, clique
The image and share text used are not compatible	2	closeness, betweenness
The image and shared text used are not compatible	1	degree
The post does not reflect the headache problem	1	degree
I do not think that functional medicine will cure my headache	1	degree
The design of the post is very ordinary	1	degree
There is no information on how to cure the headache	1	degree
The message to be given is not understandable	1	degree
I like the harmony between the image used and the shared text	1	closeness
The post does not encourage visiting the hospital's profile page	1	closeness
Only the image used is remarkable	1	closeness
The image used is not hospital themed	1	betweenness
The image used is insufficient	1	betweenness
The image used evokes a negative feeling	1	betweenness
The image used does not reflect the headache problem	1	betweenness

In the uninteresting titled and untitled self-concern message networks, 26 values out of 66 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 101, since "it is not like a hospital post", "the image used is not remarkable", "the image used is not compatible with the subject ", "the shared text is very negative" and "ı could not establish a relationship between the images and title used" are the most repeated ones, they are the most important perceived attributes in the uninteresting titled and untitled self-concern message networks.

6.2.6.7. Analysis of Question 7: Titled and Untitled Self-Concern Messages are effective? Please give at least three reasons.

6.2.6.7.1. Semantic Network Analysis Metrics of Effective Titled and Untitled Self-Concern Messages

Table 102 shows the density and average degree of centralization of effective titled and untitled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 42. The number of lines with a value in the network is 0 and the number of lines with more than one value is 0. Since the density of the network (0.04) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is one, that is, one adjective in networks connects other adjectives on average one times, respectively.

Table 102. Semantic Network Analysis Metrics of Effective Titled and Untitled Self-Concern Messages

	Effective titled and untitled self-concern messages
Number of nodes	42
Total number of lines	40
Number of lines that have value 1	0
Number of lines that have value more than 1	0
Density2 [no loops allowed] =	0.04
Average degree centrality	1.90

6.2.6.7.2. K-Core Analysis

Table 103 depicts the highest and lowest levels of k-core in effective titled and untitled self-concern message networks. According to the table, attributes of the effective titled and untitled self-concern message networks are tied with at least 0 and at most 3 lines.

Table 103. All Max K-Core Values (Effective Titled and Untitled Self-Concern Messages)

	Effective titled and untitled self-concern messages
Dimension	42
The lowest value	0
The highest value	3

Table 104. Frequency Distribution of Cluster Values (Effective Titled and Untitled Self-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	2	4.7619	2	4.7619	The contrast between the image used and the shared text may attract attention
1	17	40.4762	19	45.2381	People can use social media to find solutions
2	19	45.2381	38	90.4762	The headline offers solution
3	4	9.5238	42	100.0000	I have a headache problem, so the post is impressive
Sum	65	100.0000			

The perceived attributes in Table 105 are the most important effective titled and untitled self-concern message networks in terms of values. This network is shown in Figure 12.

Table 105. Four Perceived Attributes of Effective Titled and Untitled Self-Concern Message Networks

	Cluster
A solution-oriented post	3
I have a headache problem, so the post is impressive	3
A post encouraging research into functional medicine	3
A post that offers a cure for those who have problems other than headaches	3
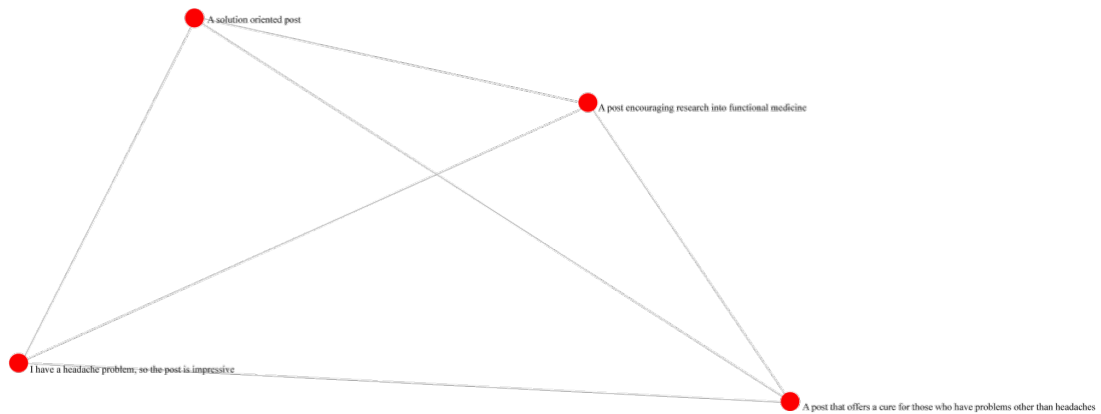
Figure 12. Network Between Values Tied with More Than Value 3 in Effective Titled and Untitled Self-Concern Message Networks

6.2.6.7.3. Clique Analysis

As can be seen in Table 106, the number of cliques a value creates is one in effective titled and untitled self-concern message networks.

Table 106. Clique Undirected in Effective Titled and Untitled Self-Concern Message Networks

	Effective titled and untitled self-concern messages
Dimension	42
The lowest value	0
The highest value	1

Table 107. Cliques in Effective Titled and Untitled Self-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	38	90.4762	38	90.4762	3
1	4	9.5238	42	100.0000	1
Sum	66	100.0000			

There are four perceived attributes in effective titled and untitled self-concern message networks that are directly related. The attributes can be seen in Figure 13. The figure shows that four attributes were identified in most cliques on four nodes.
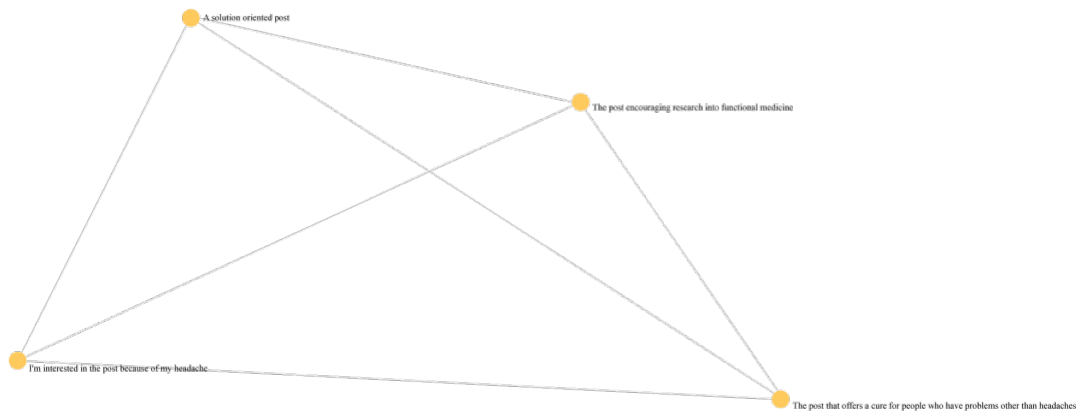
Figure 13. Undirected Cliques of Effective Titled and Untitled Self-Concern Message Networks

6.2.6.7.4. Articulation Point Analysis

There is an articulation point in the network: "a solution-oriented post". Removing this node will lead to the separation of networks.

6.2.6.7.5. Degree Analysis

Table 108 shows the degree of centralization of the nodes in the networks of the ten highest ranked effective titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 108. Degrees in Effective Titled and Untitled Self-Concern Message Networks

Effective titled and untitled self-concern messages	
Value	Associations
3.55	A solution oriented post
2.68	A post that offers a cure for those who have problems other than headaches
1.82	I have a headache problem, so the post is impressive
0.95	A hopeful post
0.95	A remarkable post
0.95	A post encouraging research into functional medicine
0.95	The image used emphasizes the achievement of the goal

Table 108 (continued).

0.95	Instagram is the right platform for sharing
0.08	The image reflecting the struggle
0.08	The colors of the image used are not remarkable
0.08	The post creates a positive feeling on people
0.08	The headline offers solution
0.08	The title and image are compatible with each other
0.08	The image used is remarkable
0.08	The post that can reach a lot of audience on Instagram
0.08	The share text is not understandable
0.08	The image used is insufficient for the desired message
0.08	It is a very right decision to capitalize the title used
0.08	A powerful post
0.08	The title used is very assertive
0.08	The title creates a negative feeling
0.08	The font used in the post is very successful
0.08	The image used makes you feel that obstacles can be overcome
0.08	The post that can be effective on the right target audience
0.08	The post makes you feel that obstacles can be overcome
0.08	The post that evokes a sense of freedom

6.2.6.7.6. Closeness Analysis

Table 109 shows the degree of closeness of the nodes in the networks of the ten highest ranked effective titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 109. Closeness Degrees in Effective Titled and Untitled Self-Concern Message Networks

Effective titled and untitled self-concern messages	
Value	Associations
2.92	A solution oriented post
1.95	A post that offers a cure for those who have problems other than headaches
1.76	I have a headache problem, so the post is impressive

Table 109 (continued).

1.59	A post encouraging research into functional medicine
1.59	Instagram is the right platform for sharing
1.44	A remarkable post
1.30	The title creates a negative feeling
0.83	A hopeful post
0.74	The headline offers solution
0.56	The post that can reach a lot of audience on Instagram
0.56	The post creates a positive feeling on people

6.2.6.7.7. Betweenness Analysis

Table 110 shows the degree of betweenness of the nodes in the networks of the ten highest ranked effective titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 110. Betweenness Degrees in Effective Titled and Untitled Self-Concern Message Networks

Effective titled and untitled self-concern messages	
Value	Associations
5.42	A solution oriented post
2.33	Instagram is the right platform for sharing
1.52	A post that offers a cure for those who have problems other than headaches
0.27	A remarkable post
-0.02	I have a headache problem, so the post is impressive
-0.02	The image and shared text used are compatible
-0.02	The image used is remarkable
-0.02	The image used emphasizes the achievement of the goal
-0.02	The post makes you feel that obstacles can be overcome
-0.02	A hopeful post

6.2.6.7.8. Total Findings of 6 Dimensions

Perceived attributes of effective titled and untitled self-concern message networks are analysed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 111 shows the number of repeats in each dimension in the effective titled and untitled self-concern message networks.

Table 111. Summary of Semantic Network Analysis Findings of Effective Titled and Untitled Self-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
A solution-oriented post	6	k-core, clique, articulation point, degree, closeness, betweenness
I have a headache problem, so the post is impressive	5	k-core, clique, degree, closeness, betweenness
A post that offers a cure for those who have problems other than headaches	5	k-core, clique, degree, closeness, betweenness
A post encouraging research into functional medicine	4	k-core, clique, degree, closeness
Instagram is the right platform for sharing	3	degree, closeness, betweenness
A hopeful post	3	degree, closeness, betweenness
A remarkable post	3	degree, closeness, betweenness
The headline offers solution	2	degree, closeness
The title creates a negative feeling	2	degree, closeness
The post creates a positive feeling on people	2	degree, closeness
The post that can reach a lot of audience on Instagram	2	degree, closeness
The image used emphasizes the achievement of the goal	2	degree, betweenness
The image used is remarkable	2	degree, betweenness
The post makes you feel that obstacles can be overcome	2	degree, betweenness

Table 111 (continued).

The image reflecting the struggle	1	degree
The colors of the image used are not remarkable	1	degree
The colors of the image used are not remarkable	1	degree
The title and image are compatible with each other	1	degree
The share text is not understandable	1	degree
The image used is insufficient for the desired message	1	degree
It is a very right decision to capitalize the title used	1	degree
A powerful post	1	degree
The title used is very assertive	1	degree
The font used in the post is very successful	1	degree
The image used makes you feel that obstacles can be overcome	1	degree
The post that can be effective on the right target audience	1	degree
The post that evokes a sense of freedom	1	degree
The image and shared text used are compatible	1	betweenness

In the effective titled and untitled self-concern message networks, 28 values out of 42 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 111, since "a solution oriented post", "ı have a headache problem, so the post is impressive" and "a post that offers a cure for those who have problems other than headaches" are the most repeated ones, they are the most important perceived attributes in the effective titled and untitled self-concern message networks.

6.2.6.8. Analysis of Question 8: Titled and Untitled Self-Concern Messages are ineffective? Please give at least three reasons.

6.2.6.8.1. Semantic Network Analysis Metrics of Ineffective Titled and Untitled Self-Concern Messages

Table 112 shows the density and average degree of centralization of ineffective titled and untitled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 82. The number of lines with a value in the network is 99 and the number of lines with more than one value is 5. Since the density of the network (0.03) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 112. Semantic Network Analysis Metrics of Ineffective Titled and Untitled Self-Concern Messages

	Ineffective titled and untitled self-concern messages
Number of nodes	82
Total number of lines	104
Number of lines that have value 1	99
Number of lines that have value more than 1	5
Density2 [no loops allowed] =	0.03
Average degree centrality	2.53

6.2.6.8.2. K-Core Analysis

Table 113 depicts the highest and lowest levels of k-core in ineffective titled and untitled self-concern message networks. According to the table, attributes of the ineffective titled and untitled self-concern message networks are tied with at least 1 and at most 4 lines.

Table 113. All Max K-Core Values (Ineffective Titled and Untitled Self-Concern Messages)

	Ineffective titled and untitled self-concern messages
Dimension	82
The lowest value	1
The highest value	4

Table 114. Frequency Distribution of Cluster Values (Ineffective Titled and Untitled Self-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	24	29.2683	24	29.2683	The colors used could have been more vibrant
2	42	51.2195	66	80.4878	I could not establish a relationship between the image and the content used
3	11	13.4146	77	93.9024	The image used is not live
4	5	6.0976	82	100.0000	The post is not effective because it is not interesting
Sum	82	100.0000			

The perceived attributes in Table 115 are the most important ineffective titled and untitled self-concern message networks in terms of values. This network is shown in Figure 14.

Table 115. Five Perceived Attributes of Ineffective Titled and Untitled Self-Concern Message Networks

	Cluster
I don't like this post	4
The shared text is not for everyone	4
The post is not effective because it is not interesting	4
I wouldn't share this post	4
Posts about health are usually commercial	4
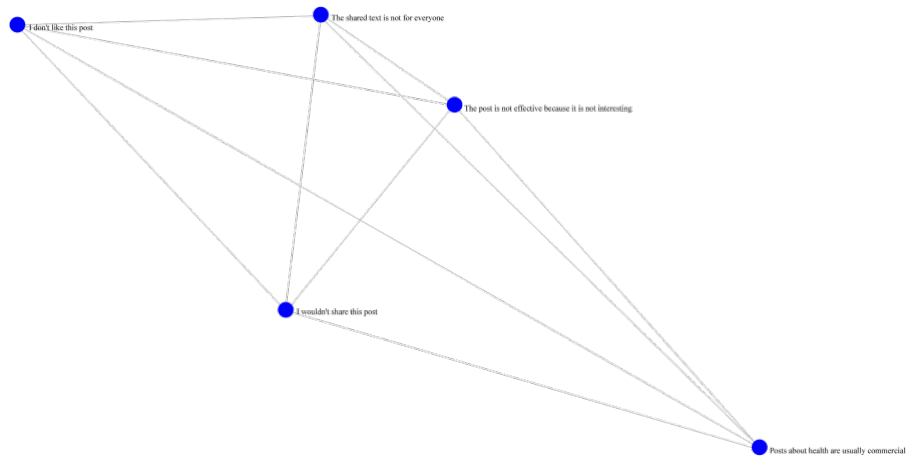
Figure 14. Network Between Values Tied with More Than Value 4 in Ineffective Titled and Untitled Self-Concern Message Networks

6.2.6.8.3. Clique Analysis

As can be seen in Table 116, the number of cliques a value creates is four in ineffective titled and untitled self-concern message networks.

Table 116. Clique Undirected in Ineffective Titled and Untitled Self-Concern Message Networks

	Ineffective titled and untitled self-concern messages
Dimension	82
The lowest value	0
The highest value	4

There are sixteen perceived attributes in ineffective untitled and titled self-concern message networks that are directly related. The attributes can be seen in Figure 15. The figure shows that sixteen attributes were identified in most cliques on four nodes.

Table 117. Cliques in Ineffective Titled and Untitled Self-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	66	80.4878	66	80.4878	1
1	10	12.1951	76	92.6829	28
2	1	1.2195	77	93.9024	2
4	5	6.0976	82	100.0000	7
Sum	82	100.0000			
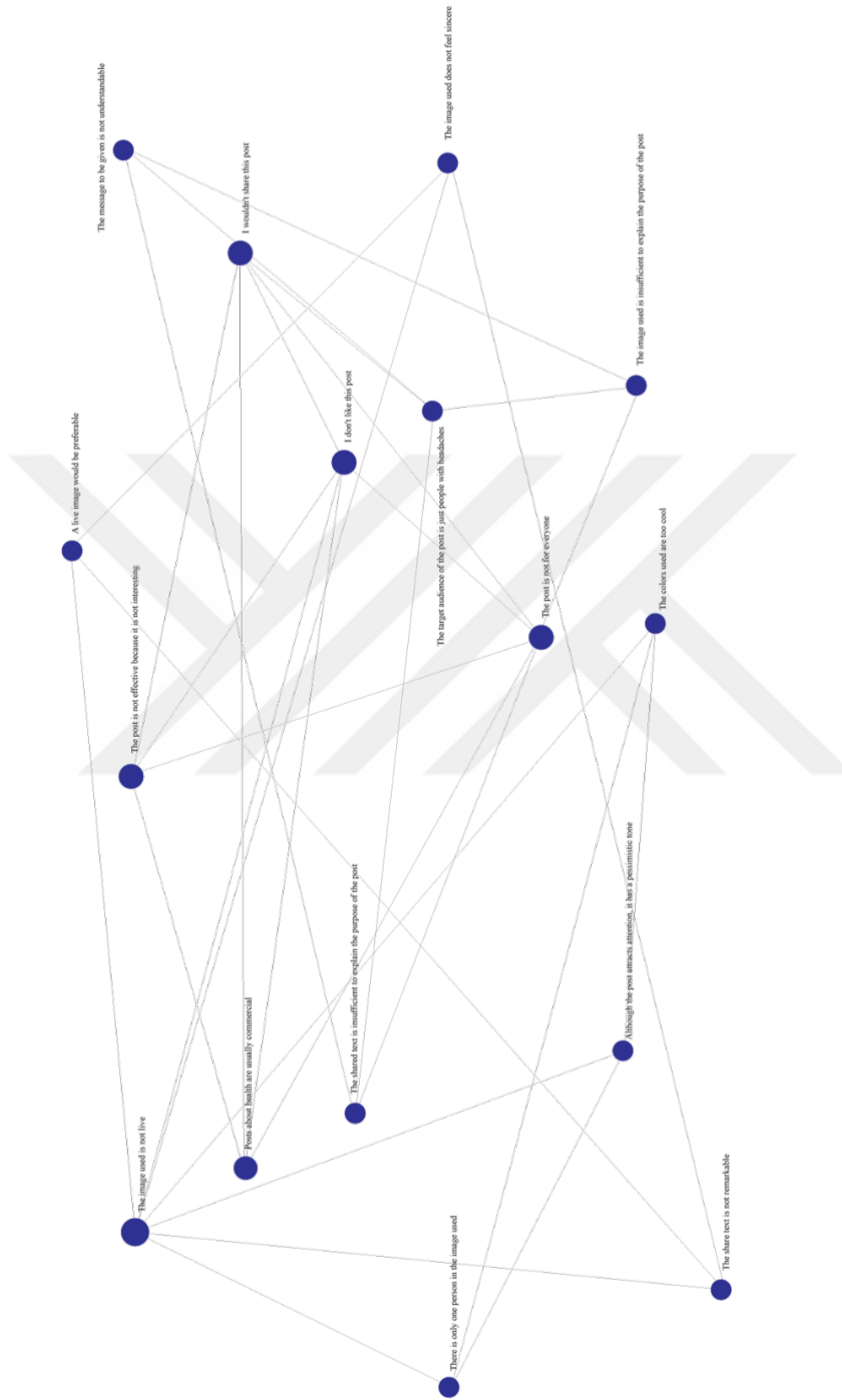
Figure 15. Undirected Cliques of Ineffective Titled and Untitled Self-Concern Message Networks

6.2.6.8.4. Articulation Point Analysis

There are eight articulation points in the network: "it is not like a hospital post", "health content on instagram does not give confidence", "there is not enough information about functional medicine", "the post does not encourage going to the hospital", "the post is not effective because it is not interesting", "the message to be given is not understandable", "the image used is not live" and "the post does not encourage to make an appointment with the hospital". Removing this node will lead to the separation of networks.

6.2.6.8.5. Degree Analysis

Table 118 shows the degree of centralization of the nodes in the networks of the ten highest ranked ineffective titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 118. Degrees in Ineffective Titled and Untitled Self-Concern Message Networks

Ineffective titled and untitled self-concern messages	
Value	Associations
6.78	It is not like a hospital post
3.03	There is not enough information about functional medicine
1.62	The post is not effective because it is not interesting
1.62	Health content on Instagram does not give confidence
1.62	The image used is not live
1.15	The message to be given is not understandable
0.68	The post does not encourage going to the hospital
0.68	The shared text is not for everyone
0.68	Posts about health are usually commercial
0.68	I wouldn't share this post
0.68	The post is not for everyone
0.68	The post does not encourage to make an appointment with the hospital

6.2.6.8.6. Closeness Analysis

Table 119 shows the degree of closeness of the nodes in the networks of the ten highest ranked ineffective titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 119. Closeness Degrees in Ineffective Titled and Untitled Self-Concern Message Networks

Ineffective titled and untitled self-concern messages	
Value	Associations
2.44	It is not like a hospital post
1.69	There is not enough information about functional medicine
1.41	The image used is not hospital themed
1.38	I could not establish a relationship between the image and content used
1.36	The image used is not compatible with the subject
1.29	The post is not effective because it is not interesting
1.21	The post does not encourage visiting the hospital's profile page
1.17	The image and shared text used are compatible
1.17	The image used does not clearly emphasize the headache
1.15	The design of the post is very ordinary

6.2.6.8.7. Betweenness Analysis

The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked ineffective titled and untitled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 120. Betweenness Degrees in Ineffective Titled and Untitled Self-Concern Message Networks

Ineffective titled and untitled self-concern messages	
Value	Associations
7.18	It is not like a hospital post
3.39	There is not enough information about functional medicine
1.92	The image used is not hospital themed
1.65	The image used is not compatible with the subject
1.41	Health content on Instagram does not give confidence
1.39	The image used is not remarkable
1.06	The post is not effective because it is not interesting
0.76	The post is not for everyone
0.74	The message to be given is not understandable
0.41	The post does not reflect the health theme

6.2.6.8.8. Total Findings of 6 Dimensions

Perceived attributes of ineffective titled and untitled self-concern message networks are analysed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 121 shows the number of repeats in each dimension in the ineffective titled and untitled self-concern message networks.

Table 121. Summary of Semantic Network Analysis Findings of Ineffective Titled and Untitled Self-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
The post is not effective because it is not interesting	6	k-core, clique, articulation point, degree, closeness, betweenness
The message to be given is not understandable	4	clique, articulation point, degree, betweenness

Table 121 (continued).

It is not like a hospital post	4	articulation point, degree, closeness, betweenness
There is not enough information about functional medicine	4	articulation point, degree, closeness, betweenness
The shared text is not for everyone	3	k-core, clique, degree
I wouldn't share this post	3	k-core, clique, degree
Posts about health are usually commercial	3	k-core, clique, degree
The image used is not live	3	clique, degree, articulation point
Health content on Instagram does not give confidence	3	articulation point, degree, betweenness
The image used is not hospital themed	2	closeness, betweenness
The post does not encourage going to the hospital	2	articulation point, degree
The post is not for everyone	2	degree, betweenness
The image used is not compatible with the subject	2	closeness, betweenness
I don't like this post	2	k-core, clique
The post does not encourage to make an appointment with the hospital	1	articulation point
The image used is not remarkable	1	betweenness
The post does not reflect the health theme	1	betweenness
The post does not encourage visiting the hospital's profile page	1	closeness
I could not establish a relationship between the image and the content used	1	closeness
The image and shared text used are compatible	1	closeness
The image used does not clearly emphasize the headache	1	closeness
The design of the post is very ordinary	1	closeness
The shared text is insufficient to explain the purpose of the post	1	clique
Although the post attracts attention, it has a pessimistic tone	1	clique
The share text is not remarkable	1	clique
The colors used are too cool	1	clique
The target audience of the post is just people with headaches	1	clique
The image used does not feel sincere	1	clique

Table 121 (continued).

A live image would be preferable	1	clique
The image used is insufficient to explain the purpose of the post	1	clique
There is only one person in the image used	1	clique

In the ineffective titled and untitled self-concern message networks, 31 values out of 82 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 121, since "the post is not effective because it is not interesting", "the message to be given is not understandable", "it is not like a hospital post" and "there is not enough information about the hospital" are the most repeated ones, they are the most important perceived attributes in the ineffective titled and untitled self-concern message networks.

6.2.6.9. Analysis of Question 9: Titled Family-Concern Messages are interesting? Please give at least three reasons.

6.2.6.9.1. Semantic Network Analysis Metrics of Interesting Titled Family-Concern Messages

Table 122 shows the density and average degree of centralization of interesting titled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 50. The number of lines with a value in the network is 69 and the number of lines with more than one value is 1. Since the density of the network (0.05) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 122. Semantic Network Analysis Metrics of Interesting Titled Family-Concern Messages

	Interesting titled family-concern messages
Number of nodes	50
Total number of lines	70
Number of lines that have value 1	69
Number of lines that have value more than 1	1
Density2 [no loops allowed] =	0.05
Average degree centrality	2.80

6.2.6.9.2. K-Core Analysis

Table 123 depicts the highest and lowest levels of k-core in interesting titled family-concern message networks. According to the table, attributes of the interesting titled family-concern message networks are tied with at least 1 and at most 4 lines.

Table 123. All Max K-Core Values (Interesting Titled Family-Concern Messages)

	Interesting titled family-concern messages
Dimension	50
The lowest value	1
The highest value	4

Table 124. Frequency Distribution of Cluster Values (Interesting Titled Family-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	7	17.6471	7	17.6471	a descriptive post
2	25	47.0588	32	64.7059	a post that evokes a sense of freedom
3	8	25.4902	40	90.1961	the title used was interesting to me because I have knowledge about functional medicine treatment
4	10	9.8039	50	100.0000	The image used turns negative content into a positive emotion
Sum	50	100.0000			

The perceived attributes in Table 125 are the most important interesting titled family-concern message networks in terms of values. This network is shown in Figure 16.

Table 125. Ten Perceived Attributes of Interesting Titled Family-Concern Message Networks

	Cluster
The positive visual used increases the energy of the person	4
The positive image used gives the person a sense of comfort	4
The post that encourages people to be treated	4
A hopeful post	4
Thanks to the image used, the post feels very sincere	4
A remarkable post	4
The image used turns negative content into a positive emotion	4
The image used is also interesting because it is a frame from life	4
A post that makes you feel the opposite of being in the hospital	4
The post is interesting because the doctor's face is not used	4
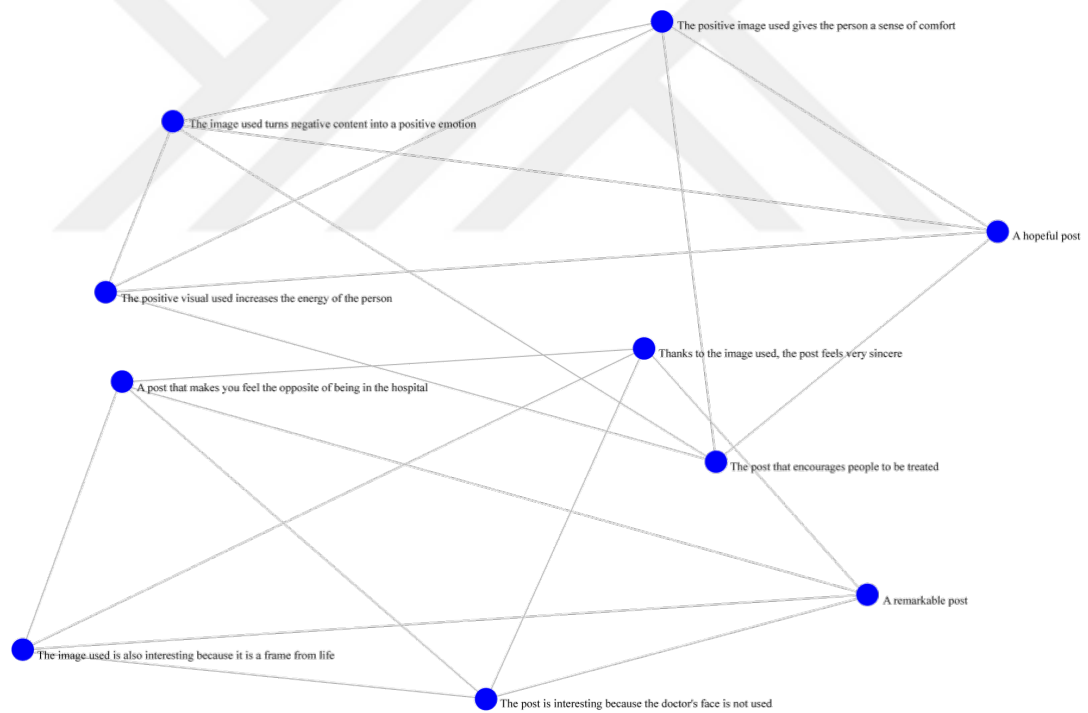
Figure 16. Network Between Values Tied with More Than Value 4 in Interesting Titled Family-Concern Message Networks

6.2.6.9.3. Clique Analysis

As can be seen in Table 126, the number of cliques a value creates is four in interesting titled family-concern message networks.

Table 126. Clique Undirected in Interesting Titled Family-Concern Message Networks

	Interesting titled family-concern messages
Dimension	50
The lowest value	0
The highest value	4

Table 127. Cliques in Interesting Titled Family-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	32	64.0000	32	64.0000	1
1	8	16.0000	40	80.0000	17
4	10	20.0000	50	100.0000	3
Sum	50	100.0000			

There are ten perceived attributes in interesting titled self-concern message networks that are directly related. The attributes can be seen in Figure 17. The figure shows that ten attributes were identified in most cliques on four nodes.
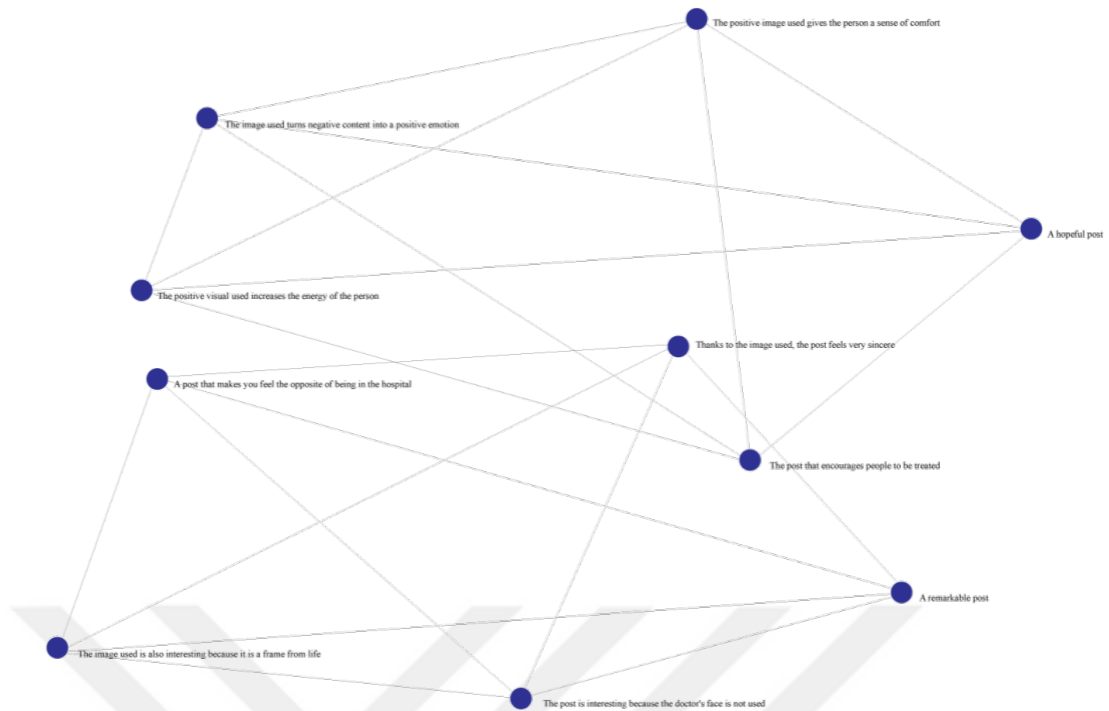
Figure 17. Undirected Cliques of Interesting Titled Family-Concern Message Networks

6.2.6.9.4. Articulation Point Analysis

There are five articulation points in the network: "the image used is remarkable", "the title is intriguing", "the post that evokes a sense of freedom", "a great post" and "a hopeful post". Removing these nodes will lead to the separation of networks.

6.2.6.9.5. Degree Analysis

Table 128 shows the degree of centralization of the nodes in the networks of the ten highest ranked interesting titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 128. Degrees in Interesting Titled Family-Concern Message Networks

Value	Associations
Interesting titled family-concern messages
Value	Associations
3.16	A hopeful post
1.65	The image used is remarkable
1.65	The title is intriguing
1.65	A great post
1.65	A remarkable post
0.90	The positive visual used increases the energy of the person
0.90	The post is attractive
0.90	The image used turns negative content into a positive emotion
0.90	A trustworthy post
0.90	The post is interesting because the doctor's face is not used
0.90	The post that encourages people to be treated
0.90	The post that evokes a sense of freedom
0.90	The positive image used gives the person a sense of comfort
0.90	The image used is also interesting because it is a frame from life
0.90	A post that makes you feel the opposite of being in the hospital
0.90	Thanks to the image used, the post feels very sincere

6.2.6.9.6. Closeness Analysis

Table 129 shows the degree of closeness of the nodes in the networks of the ten highest ranked interesting titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 129. Closeness Degrees in Interesting Titled Family-Concern Message Networks

Interesting titled family-concern messages	
Value	Associations
2.21	The post that evokes positive emotions
2.10	A trustworthy post
1.99	A hopeful post
1.52	A remarkable post
1.06	An intriguing post
1.06	The image used is remarkable
0.93	The title is intriguing
0.80	The post that evokes a sense of freedom
0.80	The positive visual used increases the energy of the person
0.80	The image used turns negative content into a positive emotion
0.80	The post that encourages people to be treated
0.80	The positive image used gives the person a sense of comfort
0.80	A post that builds faith

6.2.6.9.7. Betweenness Analysis

The Table 130 shows the degree of betweenness of the nodes in the networks of the ten highest ranked interesting titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 130. Betweenness Degrees in Interesting Titled Family-Concern Message Networks

Interesting titled family-concern messages	
Value	Associations
3.66	A hopeful post
3.31	A trustworthy post
3.12	The post that evokes positive emotions
2.85	A remarkable post
0.94	A great post
0.94	The post that evokes a sense of freedom
0.28	The image used is remarkable
0.20	The title is intriguing
-0.14	Health-related posts interest me
-0.14	I may prefer treatment because it is a post shared by a good hospital

6.2.6.9.8. Total Findings of 6 Dimensions

Perceived attributes of interesting titled family-concern message networks are analysed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 131 shows the number of repeats in each dimension in the interesting titled family-concern message networks.

Table 131. Summary of Semantic Network Analysis Findings of Interesting Titled Family-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
A hopeful post	6	k-core, clique, articulation point, degree, closeness, betweenness
A remarkable post	5	k-core, articulation point, degree, closeness, betweenness
The image used is remarkable	4	articulation point, degree, closeness, betweenness
The title is intriguing	4	articulation point, degree, closeness, betweenness
The post that evokes a sense of freedom	4	articulation point, degree, closeness, betweenness
The image used turns negative content into a positive emotion	4	k-core, clique, degree, closeness
The positive visual used increases the energy of the person	4	k-core, clique, degree, closeness
The positive image used gives the person a sense of comfort	4	k-core, clique, degree, closeness
The post that encourages people to be treated	4	k-core, clique, degree, closeness
Thanks to the image used, the post feels very sincere	3	k-core, clique, degree
The image used is also interesting because it is a frame from life	3	k-core, clique, degree
A post that makes you feel the opposite of being in the hospital	3	k-core, clique, degree
The post is interesting because the doctor's face is not used	3	k-core, clique, degree
A great post	3	articulation point, degree, betweenness
A trustworthy post	3	degree, closeness, betweenness
The post that evokes positive emotions	2	closeness, betweenness
The post is attractive	1	degree
A post that builds faith	1	closeness
An intriguing post	1	closeness
Health-related posts interest me	1	betweenness
I may prefer treatment because it is a post shared by a good hospital	1	betweenness

In the interesting titled family-concern message networks, 21 values out of 50 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 131, since "a hopeful post" and "a remarkable post" are the most repeated

ones, they are the most important perceived attributes in the interesting titled family-concern message networks.

6.2.6.10. Analysis of Question 10: Titled Family-Concern Messages are uninteresting? Please give at least three reasons

6.2.6.10.1. Semantic Network Analysis Metrics of Uninteresting Titled Family-Concern Messages

Table 132 shows the density and average degree of centralization of uninteresting titled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 30. The number of lines with a value in the network is 0 and the number of lines with more than one value is 0. Since the density of the network (0.06) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 132. Semantic Network Analysis Metrics of Uninteresting Titled Family-Concern Messages

	Uninteresting titled family-concern messages
Number of nodes	30
Total number of lines	30
Number of lines that have value 1	0
Number of lines that have value more than 1	0
Density2 [no loops allowed] =	0.06
Average degree centrality	2.00

6.2.6.10.2. K-Core Analysis

Table 133 depicts the highest and lowest levels of k-core in uninteresting titled family-concern message networks. According to the table, attributes of the uninteresting titled family-concern message networks are tied with at least 0 and at most 3 lines.

Table 133. All Max K-Core Values (Uninteresting Titled Family-Concern Messages)

	Uninteresting titled family-concern messages
Dimension	30
The lowest value	0
The highest value	3

Table 134. Frequency Distribution of Cluster Values (Uninteresting Titled Family-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	1	3.3333	1	3.3333	I am not interested in functional medicine
1	15	50.0000	16	53.3333	I have not a headache problem, so the post is not impressive
2	10	33.3333	26	86.6667	At first glance, the post doesn't seem to be about health
3	4	13.3333	30	100.0000	The colors used are too cool
Sum	30	100.0000			

The perceived attributes in Table 135 are the most important uninteresting titled family-concern message networks in terms of values. This network is shown in Figure 18.

Table 135. Four Perceived Attributes of Uninteresting Titled Family-Concern Message Networks

	Cluster
The colors used are too cool	3
Only the share text is interesting	3
The image used creates a sense of calm before the storm	3
The colors used could have been more vibrant	3
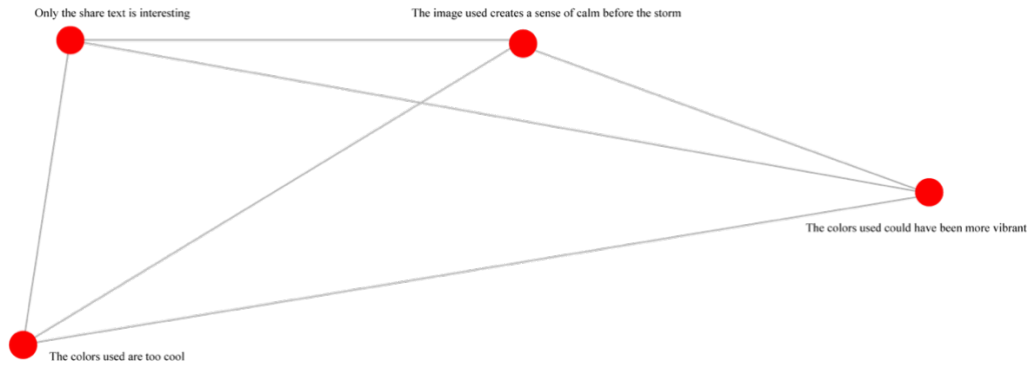
Figure 16. Network Between Values Tied with More Than Value 3 in Uninteresting Titled Family-Concern Message Networks

6.2.6.10.3. Clique Analysis

As can be seen in Table 136, the number of cliques a value creates is one in uninteresting titled family-concern message networks.

Table 136. Clique Undirected in Uninteresting Titled Family-Concern Message Networks

	Uninteresting titled family-concern messages
Dimension	30
The lowest value	0
The highest value	1

Table 137. Cliques in Uninteresting Titled Family-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	26	86.6667	26	86.6667	1
1	4	13.3333	30	80.0000	9
Sum	30	100.0000			

There are four perceived attributes in uninteresting titled family-concern message networks that are directly related. The attributes can be seen in Figure 19. The figure shows that ten attributes were identified in most cliques on four nodes.
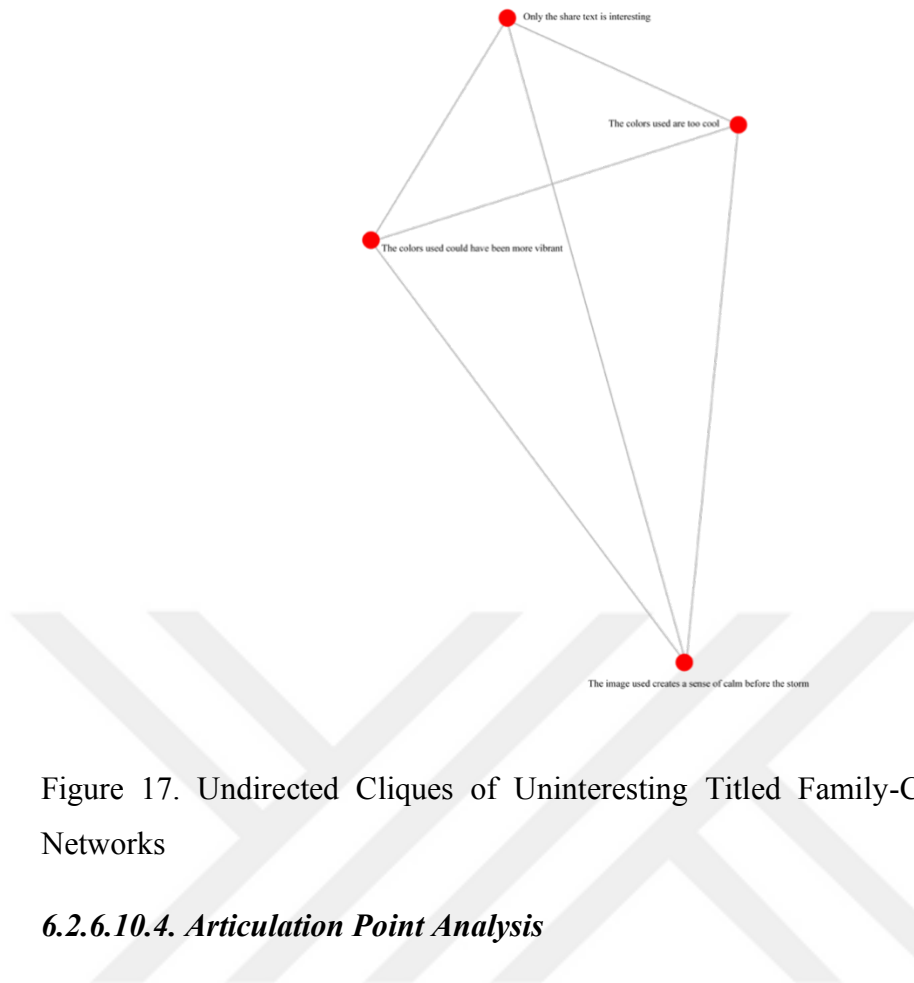
Figure 17. Undirected Cliques of Uninteresting Titled Family-Concern Message Networks

6.2.6.10.4. Articulation Point Analysis

There is an articulation point in the network: "the image used is not remarkable". Removing this node will lead to the separation of networks.

6.2.6.10.5. Degree Analysis

Table 138 shows the degree of centralization of the nodes in the networks of the ten highest ranked uninteresting titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 138. Degrees in Uninteresting Titled Family-Concern Message Networks

Uninteresting titled family-concern messages	
Value	Associations
4.61	The image used is not remarkable
0.57	Only the shared text is interesting
0.57	There is not enough information about functional medicine

160

Table 138 (continued).

0.57	An ordinary post
0.57	The colors used are too cool
0.57	The colors used could have been more vibrant
0.57	At first glance, the post doesn't seem to be about health
0.57	The image used creates a sense of calm before the storm
0.57	The post is not understandable
0.00	It is not like a hospital post
0.00	The title is not interesting
0.00	No intriguing post
0.00	The title and image are compatible with each other
0.00	The image used is insufficient
0.00	The image used does not reflect the functional medicine

6.2.6.10.6. Closeness Analysis

Table 139 shows the degree of closeness of the nodes in the networks of the ten highest ranked uninteresting titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 139. Closeness Degrees in Uninteresting Titled Family-Concern Message Networks

Uninteresting titled family-concern messages	
Value	Associations
2.40	The image used is not remarkable
1.43	There is not enough information about functional medicine
1.23	The post is not understandable
0.96	An ordinary post
0.89	It is not like a hospital post
0.89	The title and image are compatible with each other
0.81	The title is not interesting
0.81	The image used is insufficient
0.74	A purposeful post

Table 139 (continued).

0.74	The image used does not reflect the functional medicine
0.74	The post creates a feeling of tension

6.2.6.10.7. Betweenness Analysis

The Table 140 shows the degree of betweenness of the nodes in the networks of the ten highest ranked uninteresting titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 140. Betweenness Degrees in Uninteresting Titled Family-Concern Message Networks

Uninteresting titled family-concern messages	
Value	Associations
4.75	The image used is not remarkable
1.63	There is not enough information about functional medicine
1.07	At first glance, the post doesn't seem to be about health
0.40	It is not like a hospital post
0.40	An ordinary post
0.40	The post is not understandable
-0.36	The image used exhibits the image of camping
-0.36	A purposeful post
-0.36	The colors of the post are incompatible
-0.36	There is not enough information about functional medicine
-0.36	The post creates a feeling of tension
-0.36	The image used does not reflect the headache problem
-0.36	A remarkable post for people with headache problems
-0.36	The colors used could have been more vibrant
-0.36	The image used creates a sense of calm before the storm
-0.36	I have not a headache problem, so the post is not impressive
-0.36	The image used is not innovative
-0.36	The image used does not reflect the functional medicine
-0.36	The title and image are compatible with each other

Table 140 (continued).

-0.36	The image used is insufficient
-0.36	The image used is not related to functional medicine
-0.36	The post is not believable
-0.36	The colors used are too cool
-0.36	I am not interested in functional medicine
-0.36	Only the shared text is interesting
-0.36	The post is not interesting because it is the hospital's post about headaches
-0.36	The title is not interesting
-0.36	The title could have been different
-0.36	No intriguing post
-0.36	The post like a travel ad

6.2.6.10.8. Total Findings of 6 Dimensions

Perceived attributes of uninteresting titled family-concern message networks are analyzed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 141 shows the number of repeats in each dimension in the uninteresting titled family-concern message networks.

Table 141. Summary of Semantic Network Analysis Findings of Uninteresting Titled Family-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
A hopeful post	6	k-core, clique, articulation point, degree, closeness, betweenness
The colors used are too cool	4	k-core, clique, degree, betweenness
The image used creates a sense of calm before the storm	4	k-core, clique, degree, betweenness
The colors used could have been more vibrant	4	k-core, clique, degree, betweenness

Table 141 (continued).

The image used is not remarkable	4	articulation point, degree, closeness, betweenness
The post is not understandable	3	degree, closeness, betweenness
An ordinary post	3	degree, closeness, betweenness
There is not enough information about functional medicine	3	degree, closeness, betweenness
It is not like a hospital post	3	degree, closeness, betweenness
The title is not interesting	3	degree, closeness, betweenness
The title and image are compatible with each other	3	degree, closeness, betweenness
The image used is insufficient	3	degree, closeness, betweenness
The image used does not reflect the functional medicine	3	degree, closeness, betweenness
Only the shared text is interesting	2	degree, betweenness
At first glance, the post doesn't seem to be about health	2	degree, betweenness
Only the share text is interesting	2	k-core, clique
No intriguing post	2	degree, betweenness
A purposeful post	2	closeness, betweenness
The post creates a feeling of tension	2	closeness, betweenness
The image used exhibits the image of camping	1	betweenness
The colours of the post are incompatible	1	betweenness
The image used does not reflect the headache problem	1	betweenness
A remarkable post for people with headache problems	1	betweenness
The colours used could have been more vibrant	1	betweenness
I have not a headache problem, so the post is not impressive	1	betweenness
The image used is not innovative	1	betweenness
The image used is not related to functional medicine	1	betweenness
The post is not believable	1	betweenness
I am not interested in functional medicine	1	betweenness
The post is not interesting because it is the hospital's post about headaches	1	betweenness

Table 141 (continued).

The title could have been different	1	betweenness
The post like a travel ad	1	betweenness

In the uninteresting titled family-concern message networks, 21 values out of 50 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 141, since "a hopeful post" and "a remarkable post" are the most repeated ones, they are the most important perceived attributes in the uninteresting titled family-concern message networks.

6.2.6.11. Analysis of Question 11: Titled Family-Concern Messages are effective? Please give at least three reasons.

6.2.6.11.1. Semantic Network Analysis Metrics of Effective Titled Family-Concern Messages

Table 142 shows the density and average degree of centralization of effective titled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 44. The number of lines with a value in the network is 41 and the number of lines with more than one value is 1. Since the density of the network (0.04) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is one, that is, one adjective in networks connects other adjectives on average one times, respectively.

Table 142. Semantic Network Analysis Metrics of Effective Titled Family-Concern
Messages

	Effective titled family-concern messages
Number of nodes	44
Total number of lines	42
Number of lines that have value 1	41
Number of lines that have value more than 1	1
Density2 [no loops allowed] =	0.04
Average degree centrality	1.90

6.2.6.11.2. K-Core Analysis

Table 143 depicts the highest and lowest levels of k-core in effective titled family-concern message networks. According to the table, attributes of the effective titled family-concern message networks are tied with at least 1 and at most 2 lines.

Table 143. All Max K-Core Values (Effective Titled Family-Concern Messages)

	Effective titled family-concern messages
Dimension	44
The lowest value	1
The highest value	2

Table 144. Frequency Distribution of Cluster Values (Effective Titled Family-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	20	45.4545	20	45.4545	The image used gives energy
2	24	54.5455	44	100.0000	The post that evokes positive emotions
Sum	44	100.0000			

The perceived attributes in Table 145 are the most important effective titled family-concern message networks in terms of values. This network is shown in Figure 20.

166

Table 145. Twenty-Four Perceived Attributes of Effective Titled Family-Concern Message Networks

	Cluster
The image used is remarkable	2
A great post	2
The image used does not reflect the functional medicine	2
There is not enough information about functional medicine	2
A trustworthy post	2
I may prefer treatment because it is a post shared by a good hospital	2
It is interesting for me that it is a health-related post	2
Health is important to me so I was interested in the post	2
The fact that the hospital is celebrating its 10th anniversary shows that it provides good service in its field	2
I am a person who cares about the health of the people around me, so the post is interesting	2
An intriguing post	2
The post that evokes positive emotions	2
Headache can have many causes	2
The post is not believable	2
I could not establish a relationship between the post and the hospital	2
The share text doesn't feel like a real person's complaint	2
There is no scientific research on the treatment offered for headache in the post	2
A useful post	2
The post is not understandable	2
An informative post	2
A more creative image can be used for functional medicine	2
The post is interesting because it was shared by a good hospital	2
The title used is intriguing	2
The image used could have been more creative	2

A trustworthy post

An intriguing post

Headache can have many causes

There is not enough information about functional medicine

The title used is intriguing

I may prefer treatment because it is a post shared by a good hospital

The post is interesting because it was shared by a good hospital

Health is important to me so I was interested in the post

A more creative image can be used for functional medicine

The post that evokes positive emotions

There is no scientific research on the treatment offered for headache in the post

It is interesting for me that it is a health-related post

The image used is remarkable

The fact that the hospital is celebrating its 10th anniversary shows that it provides good service in its field

A great post

I am a person who cares about the health of the people around me, so the post is interesting

The post is not believable

The image used does not reflect the functional medicine

The post is not understandable

The share text doesn't feel like a real person's complaint

I could not establish a relationship between the post and the hospital

A useful post

An informative post

The image used could have been more creative

Figure 18. Network Between Values Tied with More Than Value 2 in Effective Titled Family-Concern Message Networks

6.2.6.11.3. Articulation Point Analysis

There are three articulation points in the network: "the post that evokes positive emotions", "there is not enough information about functional medicine" and "the image used does not reflect the functional medicine". Removing this node will lead to the separation of networks.

6.2.6.11.4. Degree Analysis

Table 146 shows the degree of centralization of the nodes in the networks of the ten highest ranked effective titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 146. Degrees in Effective Titled Family-Concern Message Networks

Effective titled family-concern messages	
Value	Associations
3.25	The post that evokes positive emotions
2.20	There is not enough information about functional medicine
2.20	The image used does not reflect the functional medicine
1.14	A great post
1.14	The image used is remarkable
1.14	A hopeful post
1.14	A trustworthy post
1.14	A remarkable post
1.14	I think it would be better to be treated in a good hospital.
0.09	The fact that the hospital is celebrating its 10th anniversary shows that it provides good service in its field.
0.09	The image used could have been more creative
0.09	It is interesting for me that it is a health-related post
0.09	The image and shared text used are compatible
0.09	An informative post
0.09	The post is interesting because it was shared by a good hospital
0.09	The title used is intriguing
0.09	Headache can have many causes

Table 146 (continued).

0.09	The post is not understandable
0.09	The post is not believable
0.09	A more creative image can be used for functional medicine
0.09	Health is important to me so I was interested in the post
0.09	There is no scientific research on the treatment offered for headache in the post
0.09	The share text doesn't feel like a real person's complaint
0.09	I could not establish a relationship between the post and the hospital
0.09	An intriguing post
0.09	I am a person who cares about the health of the people around me, so the post is interesting
0.09	A useful post

6.2.6.11.5. Closeness Analysis

Table 147 shows the degree of closeness of the nodes in the networks of the ten highest ranked effective titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 147. Closeness Degrees in Effective Titled Family-Concern Message Networks

Effective titled family-concern messages	
Value	Associations
2.47	The post that evokes positive emotions
2.23	A trustworthy post
1.59	There is not enough information about functional medicine
1.59	The image used does not reflect the functional medicine
1.44	An intriguing post
1.44	A remarkable post
1.28	A hopeful post
0.87	Health is important to me so I was interested in the post
0.87	I am a person who cares about the health of the people around me, so the post is interesting
0.77	A great post
0.77	The image used is remarkable

6.2.6.11.6. Betweenness Analysis

Table 148 shows the degree of betweenness of the nodes in the networks of the ten highest ranked effective titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 148. Betweenness Degrees in Effective Titled Family-Concern Message Networks

Effective titled family-concern messages	
Value	Associations
4.00	The post that evokes positive emotions
3.00	A trustworthy post
2.77	A remarkable post
0.91	A hopeful post
0.81	The image and shared text used are compatible
0.56	There is not enough information about functional medicine
0.56	The image used does not reflect the functional medicine
0.32	A great post
0.32	The image used is remarkable
-0.17	I think it would be better to be treated in a good hospital.

6.2.6.11.7. Total Findings of 5 Dimensions

Perceived attributes of effective titled family-concern message networks are analyzed based on five dimensions (k-core, articulation point, degree, closeness and betweenness). All the results of the k-core and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 149 shows the number of repeats in each dimension in the effective titled family-concern message networks.

171

Table 149. Summary of Semantic Network Analysis Findings of Effective Titled Family-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
The image used does not reflect the functional medicine	5	k-core, articulation point, degree, closeness, betweenness
There is not enough information about functional medicine	5	k-core, articulation point, degree, closeness, betweenness
The post that evokes positive emotions	5	k-core, articulation point, degree, closeness, betweenness
A trustworthy post	4	k-core, degree, closeness, betweenness
The image used is remarkable	4	k-core, degree, closeness, betweenness
A great post	4	k-core, degree, closeness, betweenness
A hopeful post	3	degree, closeness, betweenness
A remarkable post	3	degree, closeness, betweenness
An intriguing post	3	k-core, degree, closeness
Health is important to me so I was interested in the post	3	k-core, degree, closeness
I am a person who cares about the health of the people around me, so the post is interesting	3	k-core, degree, closeness
The image and shared text used are compatible	2	degree, betweenness
I think it would be better to be treated in a good hospital	2	degree, betweenness
The fact that the hospital is celebrating its 10th anniversary shows that it provides good service in its field	2	k-core, degree
It is interesting for me that it is a health-related post	2	k-core, degree
The image used could have been more creative	2	k-core, degree
An informative post	2	k-core, degree
Headache can have many causes	2	k-core, degree
The post is not believable	2	k-core, degree
The post is interesting because it was shared by a good hospital	2	k-core, degree
The title used is intriguing	2	k-core, degree
The post is not understandable	2	k-core, degree
I could not establish a relationship between the post and the hospital	2	k-core, degree

Table 149 (continued).

A more creative image can be used for functional medicine	2	k-core, degree
The share text doesn't feel like a real person's complaint	2	k-core, degree
There is no scientific research on the treatment offered for headache in the post	2	k-core, degree
A useful post	2	k-core, degree
I may prefer treatment because it is a post shared by a good hospital	1	k-core

In the effective titled family-concern message networks, 28 values out of 44 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 149, since "the image used does not reflect the functional medicine", "there is not enough information about functional medicine" and "the post that evokes positive emotions" are the most repeated ones, they are the most important perceived attributes in the effective titled family-concern message networks.

6.2.6.12. Analysis of Question 12: Titled Family-Concern Messages are ineffective? Please give at least three reasons.

6.2.6.12.1. Semantic Network Analysis Metrics of Ineffective Titled Family-Concern Messages

Table 150 shows the density and average degree of centralization of ineffective titled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 34. The number of lines with a value in the network is 28 and the number of lines with more than one value is 2. Since the density of the network (0.05) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is one, that is, one adjective in networks connects other adjectives on average one times, respectively.

Table 150. Semantic Network Analysis Metrics of Ineffective Titled Family-Concern Messages

	Ineffective titled family-concern messages
Number of nodes	34
Total number of lines	30
Number of lines that have value 1	28
Number of lines that have value more than 1	2
Density2 [no loops allowed] =	0.05
Average degree centrality	1.76

6.2.6.12.2. K-Core Analysis

Table 151 depicts the highest and lowest levels of k-core in ineffective titled family-concern message networks. According to the table, attributes of the ineffective titled family-concern messages networks are tied with at least 0 and at most 2 lines.

Table 151. All Max K-Core Values (Ineffective Titled Family-Concern Messages)

	Ineffective titled family-concern messages
Dimension	34
The lowest value	0
The highest value	2

Table 152. Frequency Distribution of Cluster Values (Ineffective Titled Family-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	3	8.8235	3	8.8235	I have no idea about Medical Park Hospital
1	12	35.2941	15	44.1176	The post is not interesting because it is the hospital's post about headaches
2	19	55.8824	34	100.0000	An ordinary post like the posts I've seen before
Sum	34	100.0000			

The perceived attributes in Table 153 are the most important ineffective titled family-concern message networks in terms of values. This network is shown in Figure 21.

Table 153. Nineteen Perceived Attributes of Ineffective Titled Family-Concern Message Networks

	Cluster
It is not like a hospital post	2
There is not enough information about functional medicine	2
The image used is not remarkable	2
An ordinary post	2
The post that makes no difference	2
The post is not understandable	2
An ordinary post like the posts I've seen before	2
Headache can have many causes	2
There is not enough information about functional medicine	2
The shared text makes me feel nervous	2
The shared text is very negative	2
Not a memorable title	2
The image used limits the target audience	2
There is no scientific research on the treatment offered for headache in the post	2
I think there is a gender discrimination in the image used	2
The image used does not arouse curiosity	2
The shared text got me worried	2
The image used does not reflect the functional medicine	2
The shared text evokes a negative feeling	2
Not a memorable post	2

The post that makes no difference

The shared text makes me feel nervous

The shared text is very negative

The post is not understandable

Headache can have many causes

The image used does not reflect the functional medicine

There is not enough information about functional medicine

An ordinary post like the posts I've seen before

Not a memorable title

The image used limits the target audience

The image used is not remarkable

The shared text got me worried

There is no scientific research on the treatment offered for headache in the post

There is not enough information about functional medicine

Not a memorable post

The image used does not arouse curiosity

It is not like a hospital post

I think there is a gender discrimination in the image used

An ordinary post

Figure 19. Network Between Values Tied with More Than Value 2 in Ineffective Titled Family-Concern Message Networks

6.2.6.12.3. Articulation Point Analysis

There are two articulation points in the network: "the image used is not remarkable" and "there is not enough information about functional medicine". Removing these nodes will lead to the separation of networks.

6.2.6.12.4. Degree Analysis

Table 154 shows the degree of centralization of the nodes in the networks of the ten highest ranked ineffective titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 154. Degrees in Ineffective Titled Family-Concern Message Networks

Ineffective titled family-concern messages	
Value	Associations
3.13	There is not enough information about functional medicine
2.16	The image used is not remarkable
2.16	It is not like a hospital post
0.22	An ordinary post
0.22	The image used limits the target audience
0.22	There is no scientific research on the treatment offered for headache in the post
0.22	There is not enough information about functional medicine
0.22	The image used does not reflect the functional medicine
0.22	The image and share text used are not compatible
0.22	The shared text evokes a negative feeling
0.22	An ordinary post like the posts I've seen before
0.22	The image does not reflect the health theme
0.22	Headache can have many causes
0.22	The shared text makes me feel nervous
0.22	Not a memorable title
0.22	I think there is a gender discrimination in the image used
0.22	The post is not understandable
0.22	I don't find health-related posts convincing
0.22	The image used does not arouse curiosity

Table 154 (continued).

0.22	The post that makes no difference
0.22	The shared text got me worried
0.22	Not a memorable post

6.2.6.12.5. Closeness Analysis

Table 155 shows the degree of closeness of the nodes in the networks of the ten highest ranked ineffective titled and untitled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 155. Closeness Degrees in Ineffective Titled Family-Concern Message Networks

Ineffective titled -concern messages	
Value	Associations
2.44	There is not enough information about functional medicine
1.65	The image used is not remarkable
1.38	It is not like a hospital post
1.01	The image does not reflect the health theme
0.65	There is no scientific research on the treatment offered for headache in the post
0.65	The image used does not reflect the functional medicine
0.65	Headache can have many causes
0.65	The image used does not arouse curiosity
0.32	A hopeful post
0.32	There is not enough information about functional medicine
0.32	I think there is a gender discrimination in the image used
0.32	The post is not understandable
0.32	An ordinary post

6.2.6.12.6. Betweenness Analysis

The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked ineffective titled family-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 156. Betweenness Degrees in Ineffective Titled Family-Concern Message Networks

Ineffective titled family-concern messages	
Value	Associations
3.64	It is not like a hospital post
2.54	There is not enough information about functional medicine
2.54	The image does not reflect the health theme
1.44	The image and share text used are not compatible
1.07	The image used is not remarkable
-0.03	I don't find health-related posts convincing
-0.40	The image used does not reflect the functional medicine
-0.40	It is not interesting for me that it is a health-related post
-0.40	I wouldn't share this post with people around me.
-0.40	The shared text evokes a negative feeling
-0.40	Social media is the entertainment area, so health-related posts are not taken seriously
-0.40	The image does not reflect the headache problem
-0.40	The shared text makes me feel nervous
-0.40	Not a memorable title
-0.40	I think there is a gender discrimination in the image used
-0.40	The post is not understandable
-0.40	The image used does not arouse curiosity
-0.40	The post that makes no difference
-0.40	Not a friendly post
-0.40	Not a memorable post
-0.40	A hopeful post
-0.40	The shared text got me worried
-0.40	The post is not interesting because it is the hospital's post about headaches
-0.40	There is a contrast between the image used and the message

Table 156 (continued).

-0.40	Headache can have many causes
-0.40	Images taken by the hospital should have been used
-0.40	The image used does not reflect the functional medicine
-0.40	I think that the post should be news in order to be effective
-0.40	An ordinary post
-0.40	I have no idea about Medical Park Hospital
-0.40	At first glance, the post doesn't seem to be about health
-0.40	The image used limits the target audience
-0.40	There is no scientific research on the treatment offered for headache in the post
-0.40	There is not enough information about functional medicine

6.2.6.12.7. Total Findings of 5 Dimensions

Perceived attributes of ineffective titled family-concern message networks are analyzed based on five dimensions (k-core, articulation point, degree, closeness and betweenness). All the results of the k-core and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 157 shows the number of repeats in each dimension in the ineffective titled family-concern message networks.

Table 157. Summary of Semantic Network Analysis Findings of Ineffective Titled Family-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
There is not enough information about functional medicine	5	k-core, articulation point, degree, closeness, betweenness
The image used is not remarkable	5	k-core, articulation point, degree, closeness, betweenness
There is not enough information about functional medicine	4	k-core, degree, closeness, betweenness
The post is not understandable	4	k-core, degree, closeness, betweenness
An ordinary post	4	k-core, degree, closeness, betweenness

Table 157 (continued).

There is no scientific research on the treatment offered for headache in the post	4	k-core, degree, closeness, betweenness
I think there is a gender discrimination in the image used	4	k-core, degree, closeness, betweenness
The image used does not arouse curiosity	4	k-core, degree, closeness, betweenness
Headache can have many causes	4	k-core, degree, closeness, betweenness
The image used does not reflect the functional medicine	4	k-core, degree, closeness, betweenness
The shared text got me worried	3	k-core, degree, betweenness
The shared text evokes a negative feeling	3	k-core, degree, betweenness
The post that makes no difference	3	k-core, degree, betweenness
The shared text makes me feel nervous	3	k-core, degree, betweenness
Not a memorable title	3	k-core, degree, betweenness
The image used limits the target audience	3	k-core, degree, betweenness
The image does not reflect the health theme	3	degree, closeness, betweenness
An ordinary post like the posts I've seen before	2	k-core, degree
The image and share text used are not compatible	2	degree, betweenness
I don't find health-related posts convincing	2	degree, betweenness
Not a memorable post	2	degree, betweenness
A hopeful post	2	closeness, betweenness
It is not interesting for me that it is a health-related post	1	betweenness
I wouldn't share this post with people around me.	1	betweenness
Social media is the entertainment area, so health-related posts are not taken seriously	1	betweenness
The image does not reflect the headache problem	1	betweenness
Not a friendly post	1	betweenness
The post is not interesting because it is the hospital's post about headaches	1	betweenness
There is a contrast between the image used and the message	1	betweenness
Images taken by the hospital should have been used	1	betweenness

Table 157 (continued).

I think that the post should be news in order to be effective	1	betweenness
I have no idea about Medical Park Hospital	1	betweenness
At first glance, the post doesn't seem to be about health	1	betweenness
The shared text is very negative	1	k-core

In the ineffective titled family-concern message networks, 34 values out of 34 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 157, since "there is not enough information about functional medicine", "the image used is not remarkable", "there is not enough information about functional medicine", "the post is not understandable", "an ordinary post there is no scientific research on the treatment offered for headache in the post", "ı think there is a gender discrimination in the image used", "the image used does not arouse curiosity", "headache can have many causes" and "the image used does not reflect the functional medicine" are the most repeated ones, they are the most important perceived attributes in the ineffective titled and untitled family-concern message networks.

6.2.6.13. Analysis of Question 13: Titled Self-Concern Messages are interesting? Please give at least three reasons.

6.2.6.13.1. Semantic Network Analysis Metrics of Interesting Titled Self-Concern Messages

Table 158 shows the density and average degree of centralization of interesting titled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 34. The number of lines with a value in the network is 0 and the number of lines with more than one value is 0. Since the density of the network (0.06) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 158. Semantic Network Analysis Metrics of Interesting Titled Self-Concern Messages

	Interesting titled self-concern messages
Number of nodes	34
Total number of lines	38
Number of lines that have value 1	0
Number of lines that have value more than 1	0
Density2 [no loops allowed] =	0.06
Average degree centrality	2.23

6.2.6.13.2. K-Core Analysis

Table 159 depicts the highest and lowest levels of k-core in interesting titled self-concern message networks. According to the table, attributes of the interesting titled self-concern message networks are tied with at least 1 and at most 4 lines.

Table 159. All Max K-Core Values (Interesting Titled Family-Concern Messages)

	Interesting titled self-concern messages
Dimension	34
The lowest value	1
The highest value	4

Table 160. Frequency Distribution of Cluster Values (Interesting Titled Self-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	12	35.2941	12	35.2941	Functional medicine is interesting
2	17	50.0000	29	85.2941	A remarkable post
4	5	9.8039	34	100.0000	Although the shared text is negative, it creates a positive feeling thanks to the title
Sum	34	100.0000			

The perceived attributes in Table 161 are the most important interesting titled self-concern message networks in terms of values. This network is shown in Figure 22.

Table 161. Five Perceived Attributes of Interesting Titled Self-Concern Message Networks

	Cluster
A solution-oriented post	4
The title is intriguing	4
The image used evokes a sense of freedom	4
The image used makes you feel that diseases can be overcome	4
Although the shared text is negative, it creates a positive feeling thanks to the title	4
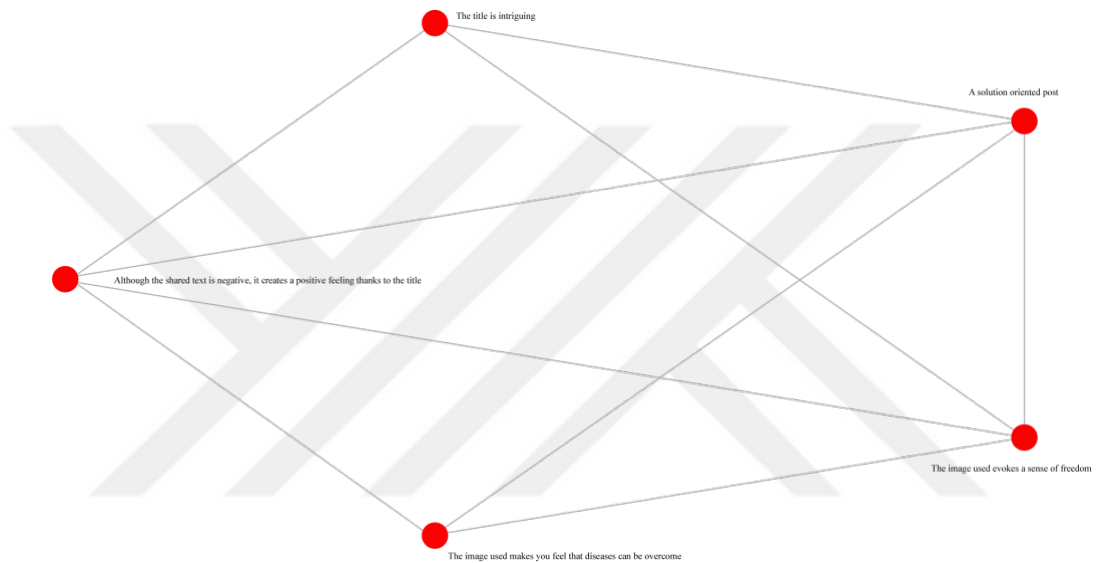
Figure 20. Network Between Values Tied with More Than Value 4 in Interesting Titled Self-Concern Message Networks

6.2.6.13.3. Clique Analysis

As can be seen in Table 162, the number of cliques a value creates is one in interesting titled self-concern message networks.

Table 162. Clique Undirected in Interesting Titled Self-Concern Message Networks

	Interesting titled self-concern messages
Dimension	34
The lowest value	0
The highest value	1

Table 163. Cliques in Interesting Titled Self-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	29	85.2941	29	85.2941	1
1	5	14.7059	34	100.0000	2
Sum	34	100.0000			

There are five perceived attributes in interesting titled self-concern message networks that are directly related. The attributes can be seen in Figure 23. The figure shows that five attributes were identified in most cliques on four nodes.
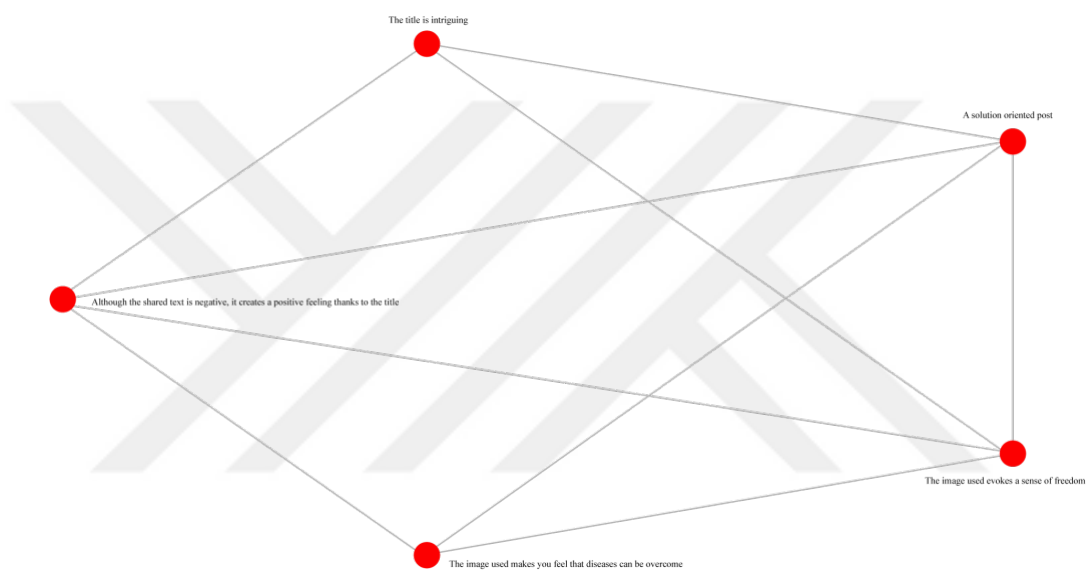
Figure 21. Undirected Cliques of Interesting Titled Self-Concern Message Networks

6.2.6.13.4. Articulation Point Analysis

There are four articulation points in the network: "the post that evokes a sense of freedom", "the post gives a sense of comfort", "a solution oriented post" and "the title is intriguing". Removing these nodes will lead to the separation of networks.

6.2.6.13.5. Degree Analysis

Table 164 shows the degree of centralization of the nodes in the networks of the ten highest ranked interesting titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 164. Degrees in Interesting Titled Self-Concern Message Networks

Interesting titled self-concern messages	
Value	Associations
3.18	The title is intriguing
2.51	A solution-oriented post
1.84	The post gives a sense of comfort
1.17	The post evokes a sense of freedom
1.17	The image used evokes a sense of freedom
1.17	Although the shared text is negative, it creates a positive feeling thanks to the title
1.17	The image used makes you feel that diseases can be overcome
-0.15	The image used creates a positive impression
-0.15	The post makes you think that the future can coexist with health
-0.15	Easy to read as the share text is short
-0.15	Images with nature intrigue me
-0.15	Although the shared text is negative, it creates a positive feeling thanks to the image
-0.15	The colors used make people feel comfortable
-0.15	A remarkable post
-0.15	The image used is remarkable
-0.15	The message to be given is understandable
-0.15	The post makes me think that health is the most valuable thing in life
-0.15	The post made me question my excuses that I listed in my life
-0.15	The image used gives hope
-0.15	The short title is catchy
-0.15	The image used is remarkable
-0.15	The post makes you feel that obstacles can be overcome

6.2.6.13.6. Closeness Analysis

Table 165 shows the degree of closeness of the nodes in the networks of the ten highest ranked interesting titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 165. Closeness Degrees in Interesting Titled Self-Concern Message Networks

Interesting titled self-concern messages	
Value	Associations
2.23	A solution-oriented post
1.90	The post gives a sense of comfort
1.62	The title is intriguing
1.27	Although the shared text is negative, it creates a positive feeling thanks to the title
1.27	The image used evokes a sense of freedom
1.27	A remarkable post
1.27	The image used makes you feel that diseases can be overcome
0.09	The post gives a sense of comfort
0.08	The post makes you feel that obstacles can be overcome
0.06	A calming post

6.2.6.13.7. Betweenness Analysis

The Table 166 shows the degree of betweenness of the nodes in the networks of the ten highest ranked interesting titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 166. Betweenness Degrees in Interesting Titled Self-Concern Message Networks

Interesting titled self-concern messages	
Value	Associations
3.37	The post gives a sense of comfort
3.37	A solution-oriented post
2.31	The title is intriguing
1.47	The post evokes a sense of freedom

Table 166 (continued).

-0.35	The post makes you think that the future can coexist with health
-0.35	Easy to read as the share text is short
-0.35	Images with nature intrigue me
-0.35	Medical Park is a good hospital
-0.35	Functional medicine arouses curiosity as it is a new term
-0.35	The post that can reach a lot of audience on Instagram
-0.35	The image used evokes a sense of freedom
-0.35	I researched functional medicine thanks to the post
-0.35	The image used evokes a sense of freedom
-0.35	The image used is remarkable
-0.35	The message to be given is understandable
-0.35	The post makes me think that health is the most valuable thing in life
-0.35	The image used gives hope
-0.35	The short title is catchy
-0.35	The colors used make people feel comfortable
-0.35	A trustworthy post
-0.35	A calming post
-0.35	It is a quality that offers a solution to the visual health problem used
-0.35	A remarkable post for people looking for a new treatment method
-0.35	A remarkable post for people with headache problems
-0.35	Functional medicine is interesting
-0.35	A useful post
-0.35	The post made me question my excuses that I listed in my life
-0.35	The image used is remarkable
-0.35	A remarkable post
-0.35	Although the shared text is negative, it creates a positive feeling thanks to the image
-0.35	Although the shared text is negative, it creates a positive feeling thanks to the title
-0.35	The image used makes you feel that diseases can be overcome
-0.35	The image used creates a positive impression
-0.35	The post makes you feel that obstacles can be overcome

6.2.6.13.8. Total Findings of 6 Dimensions

Perceived attributes of interesting titled self-concern message networks are analyzed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 167 shows the number of repeats in each dimension in the interesting titled self-concern message networks.

Table 167. Summary of Semantic Network Analysis Findings of Interesting Titled Self-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
The image used evokes a sense of freedom	6	k-core, clique, articulation point, degree, closeness, betweenness
The title is intriguing	6	k-core, clique, articulation point, degree, closeness, betweenness
The image used evokes a sense of freedom	5	k-core, clique, degree, closeness, betweenness
The image used makes you feel that diseases can be overcome	5	k-core, clique, degree, closeness, betweenness
The post gives a sense of comfort	4	articulation point, degree, closeness, betweenness
Although the shared text is negative, it creates a positive feeling thanks to the title	4	k-core, clique, degree, closeness,
The post evokes a sense of freedom	3	articulation point, degree, betweenness
A remarkable post	3	degree, closeness, betweenness
The post makes you feel that obstacles can be overcome	3	degree, closeness, betweenness
The title is intriguing	2	degree, closeness
The image used creates a positive impression	2	degree, betweenness
The post makes you think that the future can coexist with health	2	degree, betweenness
Easy to read as the share text is short	2	degree, betweenness
Images with nature intrigue me	2	degree, betweenness

Table 167 (continued).

Although the shared text is negative, it creates a positive feeling thanks to the image	2	degree, betweenness
The colors used make people feel comfortable	2	degree, betweenness
The image used is remarkable	2	degree, betweenness
The message to be given is understandable	2	degree, betweenness
The post makes me think that health is the most valuable thing in life	2	degree, betweenness
The post made me question my excuses that I listed in my life	2	degree, betweenness
The image used gives hope	2	degree, betweenness
The short title is catchy	2	degree, betweenness
A calming post	2	closeness, betweenness
Medical Park is a good hospital	2	closeness, betweenness
Functional medicine arouses curiosity as it is a new term	2	closeness, betweenness
The post that can reach a lot of audience on Instagram	2	closeness, betweenness
I researched functional medicine thanks to the post	2	closeness, betweenness

In the interesting titled self-concern message networks, 27 values out of 34 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 167, since "the image used evokes a sense of freedom", "the title is intriguing", "the image used evokes a sense of freedom", the image used makes you feel that diseases can be overcome", "the post gives a sense of comfort" and "although the shared text is negative, it creates a positive feeling thanks to the title" are the most repeated ones, they are the most important perceived attributes in the interesting titled self-concern message networks.

6.2.6.14. Analysis of Question14: Titled Self-Concern Messages are uninteresting?
Please give at least three reasons.

6.2.6.14.1. Semantic Network Analysis Metrics of Uninteresting Titled Self-Concern
Messages

Table 168 shows the density and average degree of centralization of uninteresting titled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 44. The number of lines with a value in the network is 51 and the number of lines with more than one value is 1. Since the density of the network (0.05) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 168. Semantic Network Analysis Metrics of Uninteresting Titled and Untitled Self-Concern Messages

	Uninteresting titled self-concern messages
Number of nodes	44
Total number of lines	52
Number of lines that have value 1	51
Number of lines that have value more than 1	1
Density2 [no loops allowed] =	0.05
Average degree centrality	2.36

6.2.6.14.2. K-Core Analysis

Table 169 depicts the highest and lowest levels of k-core in uninteresting titled self-concern message networks. According to the table, attributes of the uninteresting titled self-concern message networks are tied with at least 1 and at most 3 lines.

Table 169. All Max K-Core Values (Uninteresting Titled Self-Concern Messages)

	Uninteresting titled and untitled self-concern messages
Dimension	44
The lowest value	1
The highest value	3

Table 170. Frequency Distribution of Cluster Values (Uninteresting Titled Self-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	17	38.6364	17	38.6364	The colors used are too cool
2	19	43.1818	36	81.8182	I don't even trust alternative medicine very much
3	8	18.1818	44	100.0000	The image used is not remarkable
Sum	44	100.0000			

The perceived attributes in Table 171 are the most important uninteresting titled self-concern message networks in terms of values. This network is shown in Figure 24.

Table 171. Eight Perceived Attributes of Uninteresting Titled Self-Concern Message Networks

	Cluster
An ordinary post	3
The image used is not remarkable	3
The image used does not encourage reading the shared text	3
I could not establish a relationship between the images and title used	3
The title is not interesting	3
The shared text is not compatible with image and title	3
The colors used are not remarkable	3
The image used is not compatible with the subject	3

The colors used are not remarkable

The image used is not compatible with the subject

The title is not interesting

I could not establish a relationship between the images and title used

The shared text is not compatible with image and title

An ordinary post

The image used does not encourage reading the shared text

The image used is not remarkable
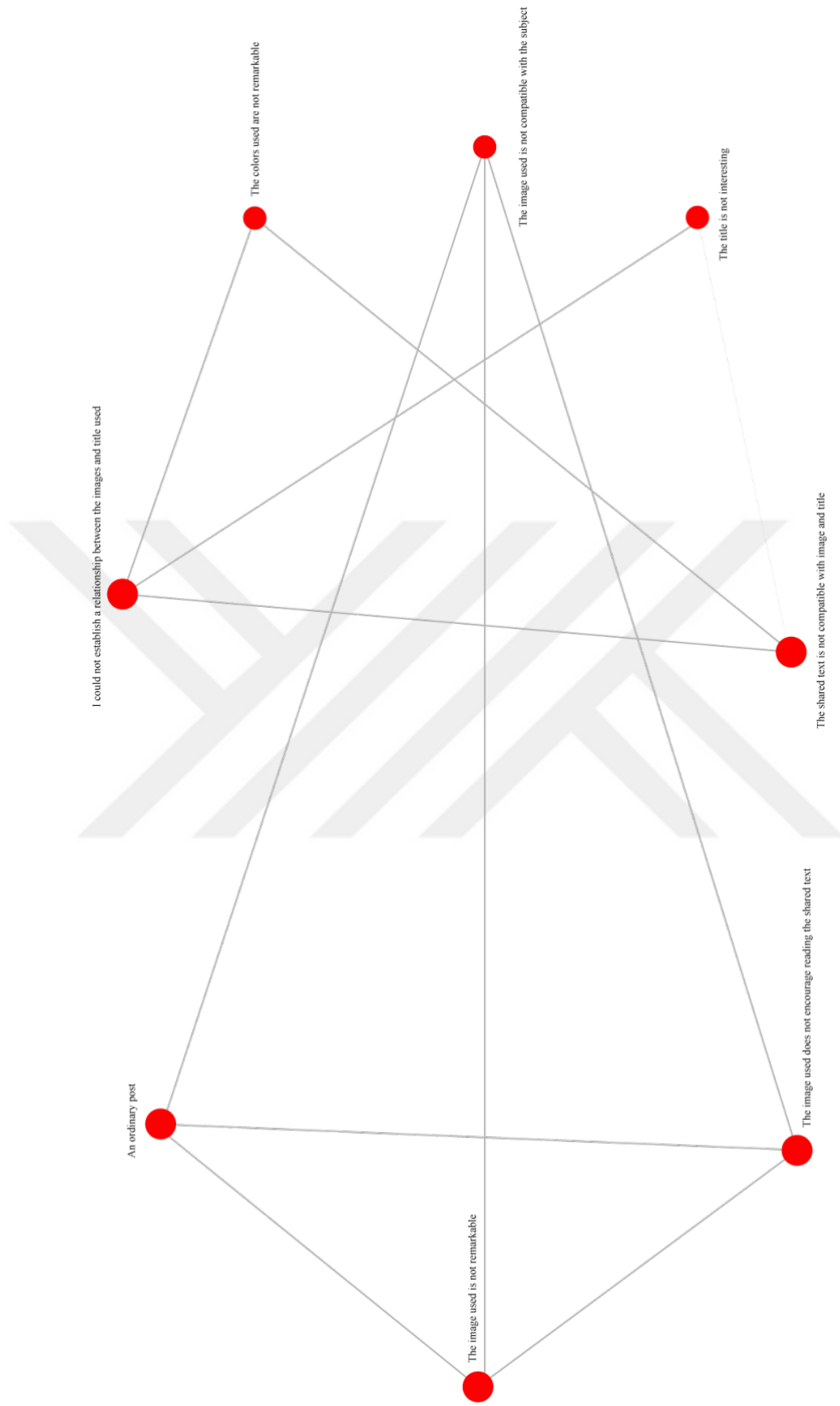
Figure 22. Network Between Values Tied with More Than Value 3 in Uninteresting Untitled Self-Concern Message Networks

6.2.6.14.3. Clique Analysis

As can be seen in Table 172, the number of cliques a value creates is one in uninteresting titled self-concern message networks.

Table 172. Clique Undirected in Uninteresting Titled Self-Concern Message Networks

	Uninteresting titled self-concern messages
Dimension	44
The lowest value	0
The highest value	1

Table 173. Cliques in Uninteresting Titled Self-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	36	81.8182	36	81.8182	1
1	8	18.1818	44	100.0000	2
Sum	44	100.0000			

There are eight perceived attributes in uninteresting titled self-concern message networks that are directly related. The attributes can be seen in Figure 25. The figure shows that eight attributes were identified in most cliques on four nodes.

The colors used are not remarkable

The image used is not compatible with the subject

The title is not interesting

I could not establish a relationship between the images and title used

The shared text is not compatible with image and title

An ordinary post

The image used does not encourage reading the shared text

The image used is not remarkable
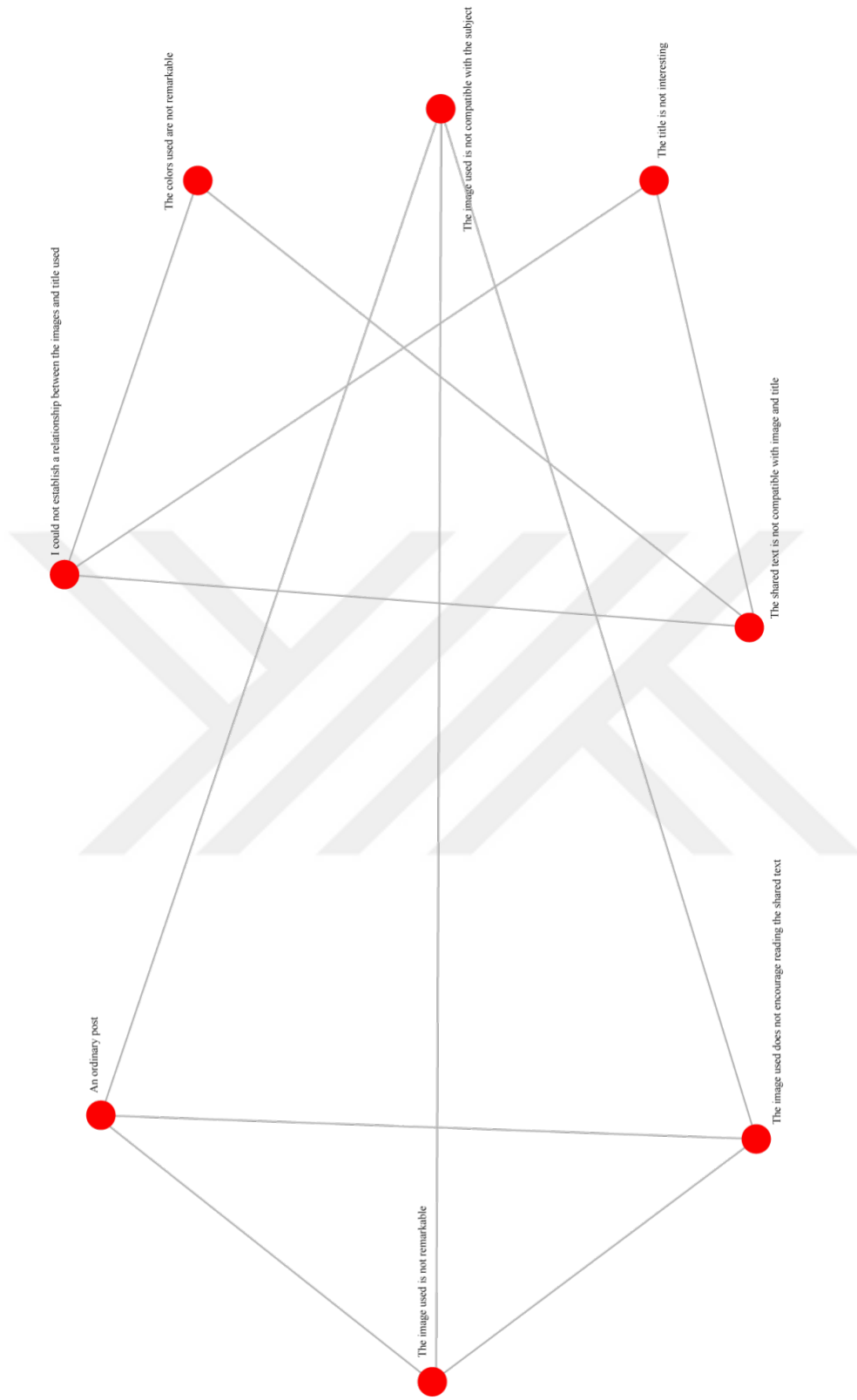
Figure 23. Undirected Cliques of Uninteresting Titled Self-Concern Message Networks

6.2.6.14.4. Articulation Point Analysis

There are four articulation points in the network: "the image used is not remarkable", "the image used is not compatible with the subject", "I could not establish a relationship between the images and title used" and "it is not like a hospital post". Removing these nodes will lead to the separation of networks.

6.2.6.14.5. Degree Analysis

Table 174 shows the degree of centralization of the nodes in the networks of the ten highest ranked uninteresting titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 174. Degrees in Uninteresting Titled Self-Concern Message Networks

Uninteresting titled self-concern messages	
Value	Associations
5.05	The image used is not remarkable
1.90	An ordinary post
1.38	The image used is not compatible with the subject
1.38	I could not establish a relationship between the images and title used
0.33	It is not like a hospital post
0.33	I could not establish a relationship between the images and title used
0.33	The message to be given is not understandable
0.33	The image does not reflect the headache problem
0.33	The title is not interesting
0.33	The image used does not encourage reading the shared text
0.33	The image and shared text used are not compatible
0.33	The colors used are not remarkable

6.2.6.14.6. Closeness Analysis

Table 175 shows the degree of closeness of the nodes in the networks of the ten highest ranked uninteresting titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 175. Closeness Degrees in Uninteresting Titled Self-Concern Message Networks

Uninteresting titled self-concern messages	
Value	Associations
2.14	The image used is not remarkable
1.90	The image used is not compatible with the subject
1.55	An ordinary post
1.37	The image used does not encourage reading the shared text
1.20	It is not like a hospital post
0.92	I like the harmony between the image used and the shared text
0.84	The colors used are too cool
0.84	The post does not reflect the health theme
0.80	I don't even trust alternative medicine very much
0.80	I have not a headache problem, so the post is not impressive
0.80	Only title is interesting
0.80	I wouldn't comment on this post
0.80	I could not establish a relationship between the images and title used
0.80	Health-related posts not interest me

6.2.6.14.7. Betweenness Analysis

The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked uninteresting titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 176. Betweenness Degrees in Uninteresting Titled Self-Concern Message Networks

Uninteresting titled self-concern messages	
Value	Associations
4.46	The image used is not remarkable
2.98	The image used is not compatible with the subject
2.47	It is not like a hospital post
1.33	An ordinary post

Table 176 (continued).

0.79	I could not establish a relationship between the images and title used
0.22	The image used is not compatible with the subject
0.22	The message to be given is not understandable
0.22	The post does not reflect the health theme
-0.31	The colors used are too cool
-0.31	The image used does not reflect the headache problem
-0.31	The image used is insufficient
-0.36	I have not a health problem, so the post is not impressive
-0.36	The post does not cause any concern for my health
-0.36	It is not understood as a post that offers a solution to a headache
-0.36	An untrustworthy post
-0.36	A solution-oriented post
-0.36	The image used is like an image covering the mountaineering area
-0.36	The post is too weak for marketing
-0.36	More persuasive texts on health could have been used
-0.36	I could not establish a relationship between the image and hospital
-0.36	The colors used are not pleasing to the eye
-0.36	The title is not interesting
-0.36	The image used does not even reflect that there is a problem
-0.36	The post makes it feel like obstacles can be overcome
-0.36	Only image used is remarkable
-0.36	The image used does not reflect the headache problem
-0.36	I have not a headache problem, so the post is not impressive
-0.36	The image used does not encourage reading the shared text
-0.36	The content texts are not attention-grabbing
-0.36	Health-related posts not interest me
-0.36	The post does not reflect the health theme
-0.36	I could not establish a relationship between the images and title used
-0.36	It could be a post based on scientific data
-0.36	I don't even trust alternative medicine very much
-0.36	I like the harmony between the image used and the shared text
-0.36	The image used only emphasizes the sense of freedom
-0.36	The image used feels like sharing with nature content

Table 176 (continued).

-0.36	The shared text is not compatible with image and title
-0.36	The image used is not hospital themed
-0.36	More persuasive images about health could have been used
-0.36	I wouldn't share this post with people around me
-0.36	Only the title is interesting
-0.36	The colors used are not remarkable
-0.36	I wouldn't comment on this post
-0.36	I could not establish a relationship between the images and title used

6.2.6.14.8. Total Findings of 6 Dimensions

Perceived attributes of uninteresting titled self-concern message networks are analyzed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 177 shows the number of repeats in each dimension in the uninteresting titled self-concern message networks.

Table 177. Summary of Semantic Network Analysis Findings of Uninteresting Titled Self-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
It is not like a hospital post	6	k-core, clique, articulation point, degree, closeness, betweenness
The image used is not remarkable	6	k-core, clique, articulation point, degree, closeness, betweenness
I could not establish a relationship between the images and title used	6	k-core, clique, articulation point, degree, closeness, betweenness
The image used is not compatible with the subject	6	k-core, clique, articulation point, degree, closeness, betweenness
An ordinary post	5	k-core, clique, degree, closeness, betweenness

Table 177 (continued).

The image used does not encourage reading the shared text	5	k-core, clique, degree, closeness, betweenness
The title is not interesting	4	k-core, clique, degree, betweenness
The colors used are not remarkable	4	k-core, clique, degree, betweenness
It is not like a hospital post	4	articulation point, degree, closeness, betweenness
The shared text is not compatible with image and title	3	k-core, clique, betweenness
I wouldn't comment on this post	2	degree, betweenness
I have not a headache problem, so the post is not impressive	2	degree, betweenness
I don't even trust alternative medicine very much	2	degree, betweenness
The message to be given is not understandable	2	degree, betweenness
I like the harmony between the image used and the shared text	2	closeness, betweenness
The colors used are too cool	2	closeness, betweenness
The post does not reflect the health theme	2	closeness, betweenness
Health-related posts not interest me	2	closeness, betweenness
The image does not reflect the headache problem	1	degree
The image and shared text used are not compatible	1	degree
Only title is interesting	1	closeness
The image used does not reflect the headache problem	1	betweenness
The image used is insufficient	1	betweenness
I have not a health problem, so the post is not impressive	1	betweenness
The post does not cause any concern for my health	1	betweenness
It is not understood as a post that offers a solution to a headache	1	betweenness
An untrustworthy post	1	betweenness
A solution-oriented post	1	betweenness
The image used is like an image covering the mountaineering area	1	betweenness
The post is too weak for marketing	1	betweenness

Table 177 (continued).

More persuasive texts on health could have been used	1	betweenness
The colors used are not pleasing to the eye	1	betweenness
The image used does not even reflect that there is a problem	1	betweenness
The post makes it feel like obstacles can be overcome	1	betweenness
Only image used is remarkable	1	betweenness
The image used does not reflect the headache problem	1	betweenness
The content texts are not attention-grabbing	1	betweenness
It could be a post based on scientific data	1	betweenness
The image used only emphasizes the sense of freedom	1	betweenness
The image used feels like sharing with nature content	1	betweenness
The image used is not hospital themed	1	betweenness
More persuasive images about health could have been used	1	betweenness
I wouldn't share this post with people around me	1	betweenness
Only the title is interesting	1	betweenness

In the uninteresting titled self-concern message networks, 44 values out of 44 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 177, since "it is not like a hospital post", "the image used is not remarkable", "ı could not establish a relationship between the images and title used", "the image used is not compatible with the subject", "an ordinary post", "the image used does not encourage reading the shared text", "the title is not interesting", "the colors used are not remarkable" and "it is not like a hospital post" are the most repeated ones, they are the most important perceived attributes in the uninteresting titled self-concern message networks.

6.2.6.15. Analysis of Question 15: Titled Self-Concern Messages are effective? Please give at least three reasons.

6.2.6.15.1. Semantic Network Analysis Metrics of Effective Titled Self-Concern Messages

Table 178 shows the density and average degree of centralization of effective titled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 27. The number of lines with a value in the network is 0 and the number of lines with more than one value is 0. Since the density of the network (0.07) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is one, that is, one adjective in networks connects other adjectives on average one times, respectively.

Table 178. Semantic Network Analysis Metrics of Effective Titled Self-Concern Messages

	Effective titled self-concern messages
Number of nodes	27
Total number of lines	25
Number of lines that have value 1	0
Number of lines that have value more than 1	0
Density2 [no loops allowed] =	0.07
Average degree centrality	1.85

6.2.6.15.2. K-Core Analysis

Table 179 depicts the highest and lowest levels of k-core in effective titled self-concern message networks. According to the table, attributes of the effective titled self-concern message networks are tied with at least 1 and at most 3 lines.

Table 179. All Max K-Core Values (Effective Titled and Untitled Self-Concern Messages)

	Effective titled self-concern messages
Dimension	27
The lowest value	1
The highest value	3

Table 180. Frequency Distribution of Cluster Values (Effective Titled Self-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	12	44.4444	12	44.4444	I have a headache problem, so the post is impressive
2	11	40.7407	23	85.1852	A solution oriented post
3	4	14.8148	27	100.0000	I have a headache problem, so the title impressed me
Sum	27	100.0000			

The perceived attributes in Table 181 are the most important effective titled self-concern message networks in terms of values. This network is shown in Figure 26.

Table 181. Four Perceived Attributes of Effective Titled Self-Concern Message Networks

	Cluster
A solution oriented post	3
I have a headache problem, so the title impressed me	3
A post encouraging research into functional medicine	3
A post that offers a cure for those who have problems other than headaches	3
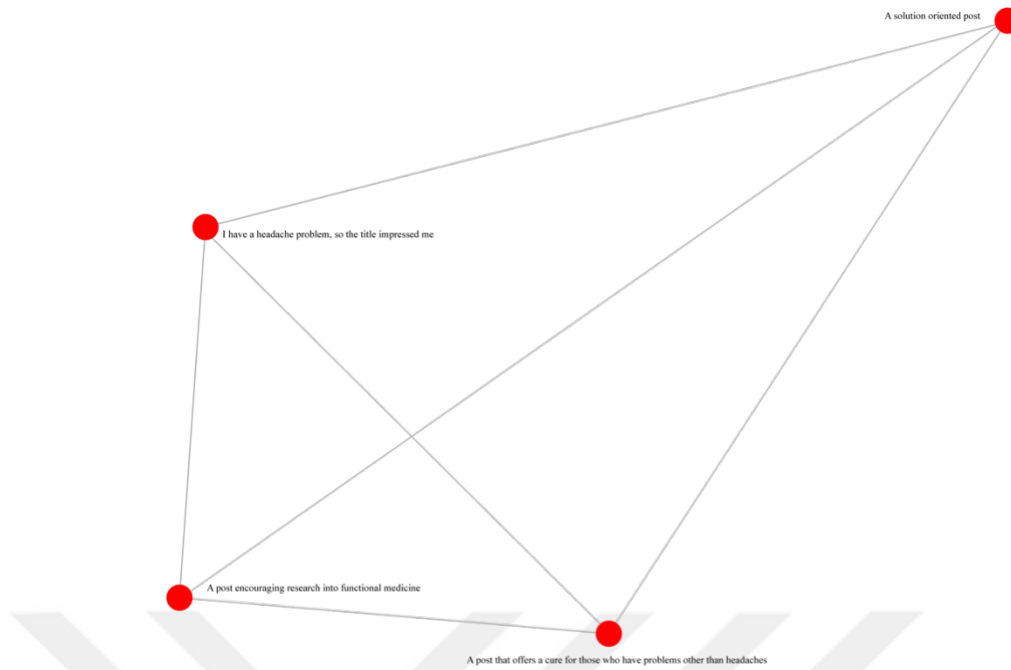
Figure 24. Network Between Values Tied with More Than Value 3 in Effective Titled Self-Concern Message Networks

6.2.6.15.3. Clique Analysis

As can be seen in Table 182, the number of cliques a value creates is one in effective titled self-concern message networks.

Table 182. Clique Undirected in Effective Titled Self-Concern Message Networks

	Effective titled self-concern messages
Dimension	27
The lowest value	0
The highest value	1

Table 183. Cliques in Effective Titled Self-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	23	85.1852	23	85.1852	1
1	4	14.8148	27	100.0000	7
Sum	27	100.0000			

There are four perceived attributes in effective titled self-concern message networks that are directly related. The attributes can be seen in Figure 25. The figure shows that four attributes were identified in most cliques on four nodes.
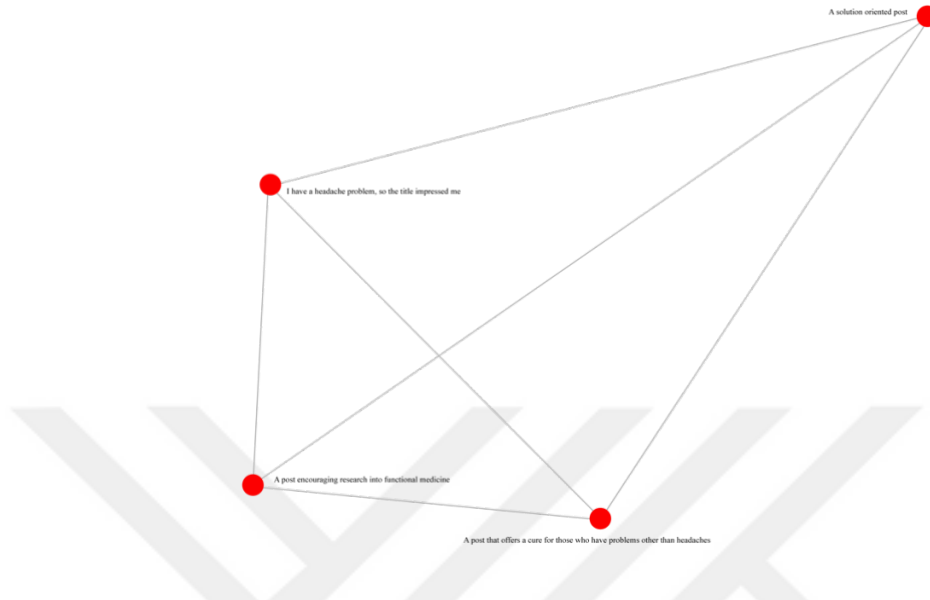
Figure 25. Undirected Cliques of Effective Titled Self-Concern Message Networks

6.2.6.15.4. Articulation Point Analysis

There is an articulation point in the network: "a post that offers a cure for those who have problems other than headaches". Removing this node will lead to the separation of networks.

6.2.6.15.5. Degree Analysis

Table 184 shows the degree of centralization of the nodes in the networks of the ten highest ranked effective titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 184. Degrees in Effective Titled Self-Concern Message Networks

Effective titled self-concern messages	
Value	Associations
3.24	A post that offers a cure for those who have problems other than headaches
2.21	A solution oriented post
1.18	I have a headache problem, so the post is impressive
1.18	A post encouraging research into functional medicine
1.82	I have a headache problem, so the post is impressive
0.15	The post that evokes a sense of freedom
0.15	The post that can be effective on the right target audience
0.15	A remarkable post
0.15	It is a very right decision to capitalize the title used
0.15	The title creates a negative feeling
0.15	The headline offers solution
0.15	There is a contrast between the image used and the shared text
0.15	A powerful post
0.15	The title used is very assertive
0.15	A hopeful post
0.15	A solution oriented post
0.15	The font used in the post is very successful

6.2.6.15.6. Closeness Analysis

Table 185 shows the degree of closeness of the nodes in the networks of the ten highest ranked effective titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 185. Closeness Degrees in Effective Titled Self-Concern Message Networks

Effective titled self-concern messages	
Value	Associations
2.78	A post that offers a cure for those who have problems other than headaches
2.08	A solution oriented post
1.53	I have a headache problem, so the post is impressive

Table 185 (continued).

1.53	A post encouraging research into functional medicine
0.74	The headline offers solution
0.74	A hopeful post
0.19	Instagram is the right platform for sharing
-0.01	The post that evokes a sense of freedom
-0.01	A remarkable post
-0.01	It is a very right decision to capitalize the title used
-0.01	The post that can be effective on the right target audience
-0.01	The title creates a negative feeling
-0.01	There is a contrast between the image used and the shared text
-0.01	The title used is very assertive
-0.01	A powerful post
-0.01	A solution oriented post
-0.01	The font used in the post is very successful

6.2.6.15.7. Betweenness Analysis

Table 186 shows the degree of betweenness of the nodes in the networks of the ten highest ranked effective titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 186. Betweenness Degrees in Effective Titled Self-Concern Message Networks

Effective titled self-concern messages	
Value	Associations
4.27	A post that offers a cure for those who have problems other than headaches
2.56	A solution oriented post
0.27	There is a contrast between the image used and the shared text
-0.29	The post that can be effective on the right target audience
-0.29	The post that evokes a sense of freedom
-0.29	A hopeful post
-0.29	A remarkable post
-0.29	Instagram is the right platform for sharing
-0.29	The post that makes you feel like you can reach your goal

Table 186 (continued).

-0.29	The contrast between the image and the sharing text used can be effective in reaching a wide audience
-0.29	The share text made me feel like it got rid of my headaches
-0.29	I think social media is an effective tool in finding remedies for health.
-0.29	Functional medicine therapy can be a salvation for me
-0.29	A remarkable post
-0.29	It is a very right decision to capitalize the title used
-0.29	A powerful post
-0.29	The headline offers solution
-0.29	The title used is very assertive
-0.29	A creative post
-0.29	The font used in the post is very successful
-0.29	The post makes you feel that obstacles can be overcome
-0.29	I have a headache problem, so the post is impressive
-0.29	I have a headache problem, so the title impressed me
-0.29	People can use social media to find solutions
-0.29	A solution oriented post
-0.29	The title creates a negative feeling
-0.29	A post encouraging research into functional medicine

6.2.6.15.8. Total Findings of 6 Dimensions

Perceived attributes of effective titled self-concern message networks are analyzed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 187 shows the number of repeats in each dimension in the effective titled self-concern message networks.

Table 187. Summary of Semantic Network Analysis Findings of Effective Titled Self-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
A solution-oriented post	6	k-core, clique, articulation point, degree, closeness, betweenness
A post that offers a cure for those who have problems other than headaches	6	k-core, clique, articulation point, degree, closeness, betweenness
A solution-oriented post	5	k-core, clique, degree, closeness, betweenness
A post encouraging research into functional medicine	5	k-core, clique, degree, closeness, betweenness
I have a headache problem, so the post is impressive	4	clique, degree, closeness, betweenness
The post that evokes a sense of freedom	3	degree, closeness, betweenness
The post that can be effective on the right target audience	3	degree, closeness, betweenness
A remarkable post	3	degree, closeness, betweenness
It is a very right decision to capitalize the title used	3	degree, closeness, betweenness
The title creates a negative feeling	3	degree, closeness, betweenness
The headline offers solution	3	degree, closeness, betweenness
A hopeful post	3	degree, closeness, betweenness
There is a contrast between the image used and the shared text	3	degree, closeness, betweenness
A powerful post	3	degree, closeness, betweenness
The font used in the post is very successful	3	degree, closeness, betweenness
I have a headache problem, so the title impressed me	2	k-core, betweenness
Instagram is the right platform for sharing	2	closeness, betweenness
The title used is very assertive	2	degree, betweenness
The post that makes you feel like you can reach your goal	1	betweenness
The contrast between the image and the sharing text used can be effective in reaching a wide audience	1	betweenness
The share text made me feel like it got rid of my headaches	1	betweenness
I think social media is an effective tool in finding remedies for health.	1	betweenness
Functional medicine therapy can be a salvation for me	1	betweenness

Table 187 (continued).

A creative post	1	betweenness
People can use social media to find solutions	1	betweenness

In the effective titled self-concern message networks, 25 values out of 27 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 187, since "a solution-oriented post", "a post that offers a cure for those who have problems other than headaches", "a solution-oriented post", "a post encouraging research into functional medicine" and "ı have a headache problem, so the post is impressive" are the most repeated ones, they are the most important perceived attributes in the effective titled self-concern message networks.

6.2.6.16. Analysis of Question 16: Titled Self-Concern Messages are ineffective? Please give at least three reasons.

6.2.6.16.1. Semantic Network Analysis Metrics of Ineffective Titled Self-Concern Messages

Table 188 shows the density and average degree of centralization of ineffective titled messages, nodes in networks, lines as well as networks. The number of nodes, that is, the number of answers given by the participants, is 44. The number of lines with a value in the network is 49 and the number of lines with more than one value is 4. Since the density of the network (0.05) can be one at most, it can be said that it is not a dense network. A lower intensity means higher variation in respondents' responses. The average degree of centralization is two, that is, one adjective in networks connects other adjectives on average two times, respectively.

Table 188. Semantic Network Analysis Metrics of Ineffective Titled Self-Concern Messages

	Ineffective titled self-concern messages
Number of nodes	44
Total number of lines	53
Number of lines that have value 1	49
Number of lines that have value more than 1	4
Density2 [no loops allowed] =	0.05
Average degree centrality	2.40

6.2.6.16.2. K-Core Analysis

Table 189 depicts the highest and lowest levels of k-core in ineffective titled self-concern message networks. According to the table, attributes of the ineffective titled self-concern message networks are tied with at least 1 and at most 4 lines.

Table 189. All Max K-Core Values (Ineffective Titled Self-Concern Messages)

	Ineffective titled self-concern messages
Dimension	44
The lowest value	1
The highest value	4

Table 190. Frequency Distribution of Cluster Values (Ineffective Titled Self-Concern Messages)

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
1	16	36.3636	16	36.3636	The colors used could have been more vibrant
2	19	43.1818	35	79.5455	I could not establish a relationship between the image and the content used
3	4	9.0909	39	88.6364	The image used is not live
4	5	11.3636	44	100.0000	The post is not effective because it is not interesting
Sum	44	100.0000			

The perceived attributes in Table 191 are the most important ineffective titled self-concern message networks in terms of values. This network is shown in Figure 28.

Table 191. Five Perceived Attributes of Ineffective Titled Self-Concern Message Networks

	Cluster
I don't like this post	4
The shared text is not for everyone	4
The post is not effective because it is not interesting	4
I wouldn't share this post	4
Posts about health are usually commercial	4
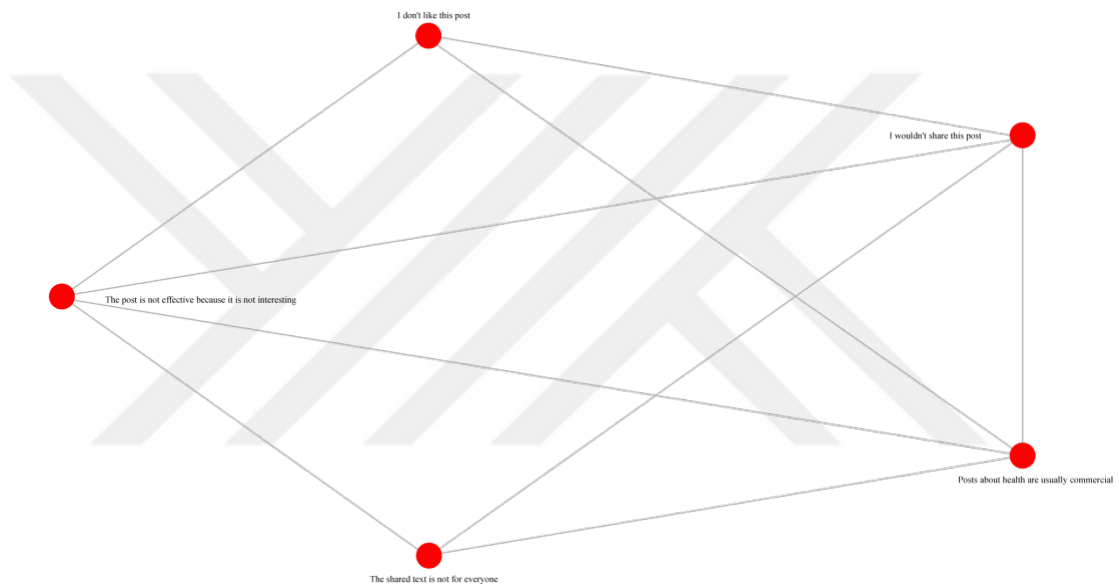
Figure 26. Network Between Values Tied with More Than Value 4 in Ineffective Titled Self-Concern Message Networks

6.2.6.16.3. Clique Analysis

As can be seen in Table 192, the number of cliques a value creates is four in ineffective titled self-concern message networks.

Table 192. Clique Undirected in Ineffective Titled Self-Concern Message Networks

	Ineffective titled self-concern messages
Dimension	44
The lowest value	0
The highest value	4

There are five perceived attributes in ineffective titled self-concern message networks that are directly related. The attributes can be seen in Figure 29. The figure shows that five attributes were identified in most cliques on four nodes.

Table 193. Cliques in Ineffective Titled Self-Concern Message Networks

Cluster	Freq	Freq%	CumFreq	CumFreq%	Representative
0	35	79.5455	35	79.5455	1
1	4	9.0909	39	88.6364	2
4	5	11.3636	44	100.0000	7
Sum	44	100.0000			
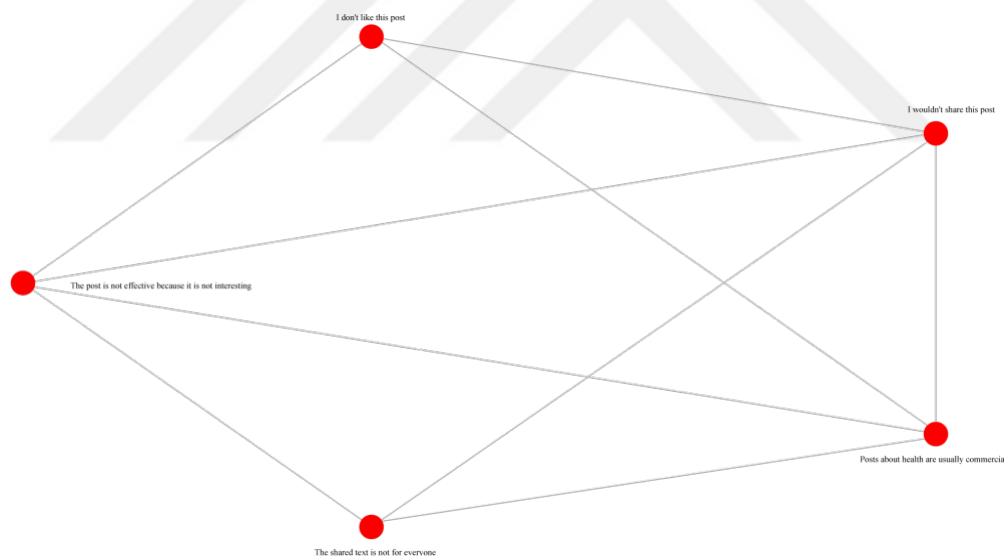
Figure 27. Undirected Cliques of Ineffective Titled Self-Concern Message Networks

6.2.6.16.4. Articulation Point Analysis

There are five articulation points in the network: "the post is not effective because it is not interesting", "the shared text is not for everyone", "health content on instagram

213

does not give confidence", "there is not enough information about functional medicine" and "it is not like a hospital post".

6.2.6.16.5. Degree Analysis

Table 194 shows the degree of centralization of the nodes in the networks of the ten highest ranked ineffective titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 194. Degrees in Ineffective Titled Self-Concern Message Networks

Ineffective titled self-concern messages	
Value	Associations
2.44	The post is not effective because it is not interesting
2.44	The shared text is not for everyone
2.44	There is not enough information about functional medicine
2.44	It is not like a hospital post
1.08	Health content on Instagram does not give confidence
1.08	Posts about health are usually commercial
1.08	I wouldn't share this post
1.08	I don't like this post
0.40	The image used does not feel sincere
0.40	The shared text is not remarkable
0.40	The image used is not live
0.40	I don't think Instagram is a suitable platform for posting health-related content
0.40	A live image would be preferable
0.40	The image used is remarkable
0.40	The image does not reflect the health theme
0.40	The post does not reflect the health theme

6.2.6.16.6. Closeness Analysis

Table 195 shows the degree of closeness of the nodes in the networks of the ten highest ranked ineffective titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

214

Table 195. Closeness Degrees in Ineffective Titled Self-Concern Message Networks

	Ineffective titled self-concern messages
Value	Associations
2.43	It is not like a hospital post
1.94	The post is not effective because it is not interesting
1.94	There is not enough information about functional medicine
1.38	I could not establish a relationship between the image and the content used
1.38	The post does not encourage visiting the hospital's profile page
1.07	The shared text is not for everyone
0.94	Posts about health are usually commercial
0.94	I wouldn't share this post
0.94	I don't like this post
0.94	The post does not reflect the health theme

6.2.6.16.7. Betweenness Analysis

The following table shows the degree of betweenness of the nodes in the networks of the ten highest ranked ineffective titled self-concern messages. Since the tenth value goes to the eleventh or more associations, they are also included in the table.

Table 196. Betweenness Degrees in Ineffective Titled Self-Concern Message Networks

	Ineffective titled self-concern messages
Value	Associations
4.05	It is not like a hospital post
3.32	There is not enough information about functional medicine
2.90	The post is not effective because it is not interesting
1.07	The shared text is not for everyone
1.07	The post does not reflect the health theme
0.38	The post is not remarkable
0.29	Health content on Instagram does not give confidence
0.29	The image used is not hospital themed
0.19	The image used is not remarkable
-0.07	I don't think Instagram is a suitable platform for posting health-related content

6.2.6.16.8. Total Findings of 6 Dimensions

Perceived attributes of ineffective titled self-concern message networks are analyzed based on six dimensions (k-core, clique, articulation point, degree, closeness and betweenness). All the results of the k-core, clique and articulation points are given in the relevant sections above. However, in the tables showing the results of degree, closeness and betweenness centralities, the centrality values that are ranked as the highest ten have been provided. If the tenth value went on to the eleventh or further ranked attributes, these rows have been included in the related tables as well. Table 197 shows the number of repeats in each dimension in the ineffective titled self-concern message networks.

Table 197. Summary of Semantic Network Analysis Findings of Ineffective Titled Self-Concern Message Networks

Associations	Number of Repeat	Repeated Dimensions
The shared text is not for everyone	6	k-core, clique, articulation point, degree, closeness, betweenness
The post is not effective because it is not interesting	6	k-core, clique, articulation point, degree, closeness, betweenness
I don't like this post	4	k-core, clique, degree, closeness
I wouldn't share this post	4	k-core, clique, degree, closeness
Posts about health are usually commercial	4	k-core, clique, degree, closeness
There is not enough information about functional medicine	4	articulation point, degree, closeness, betweenness
It is not like a hospital post	4	articulation point, degree, closeness, betweenness
The post does not reflect the health theme	3	degree, closeness, betweenness
Health content on Instagram does not give confidence	3	articulation point, degree, betweenness
I don't think Instagram is a suitable platform for posting health-related content	2	degree, betweenness
The post is not remarkable	1	betweenness
The image used is not hospital themed	1	betweenness
The image used is not remarkable	1	betweenness
The post does not encourage visiting the hospital's profile page	1	closeness

Table 197 (continued).

Images taken by the hospital should have been used	1	betweenness
The image used does not feel sincere	1	degree
The shared text is not remarkable	1	degree
The image used is not live	1	degree
A live image would be preferable	1	degree
The image used is remarkable	1	degree
The image does not reflect the health theme	1	degree

In the ineffective titled self-concern message networks, 21 values out of 44 are listed as at least one time in the tables of associations with maximum values. As can be seen in Table 197, since "the shared text is not for everyone", "the post is not effective because it is not interesting", "ı don't like this post", "ı wouldn't share this post", "posts about health are usually commercial" and "there is not enough information about functional medicine" are the most repeated ones, they are the most important perceived attributes in the ineffective titled self-concern message networks.

6.2.7. Comparison of the Results of The Semantic Network Analysis

The analysis of semantic network analyses based on six different dimensions revealed significant results. The findings of the research aim to answer two questions:

a) Self and family-concern messages interesting or not? Are they effective or not?

b) Titled and untitled self and family-concern messages interesting or not?
Are they effective or not?

Table 198 shows the most important perceived values of interesting titled and untitled self and family-concern messages that are repeated at least four times; "a great post", "the image used is remarkable", "the title and image are compatible with each other", "a hopeful post", "the image used creates a positive atmosphere", "a remarkable post", "the post that evokes positive emotions", "a trustworthy post", "the image used evokes

a sense of freedom", "the title is intriguing", "the image used makes you feel that obstacles can be overcome", "a solution-oriented post", "although the shared text is negative, it creates a positive feeling thanks to the title", "the post gives a relaxing feeling".

Table 198. Perceived Attributes in Interesting Titled and Untitled Self and Family-Concern Messages

Interesting Titled and Untitled Family-Concern	Number of Repeat	Interesting Titled and Untitled Self-Concern	Number of Repeat
A great post	5	The image used evokes a sense of freedom	6
The image used is remarkable	5	The title is intriguing	5
The title and image are compatible with each other	5	The image used makes you feel that obstacles can be overcome	5
A hopeful post	4	A solution-oriented post	5
The image used creates a positive atmosphere	4	The image used is remarkable	4
A remarkable post	4	Although the shared text is negative, it creates a positive feeling thanks to the title	4
The post that evokes positive emotions	4	The post gives a relaxing feeling	4
A trustworthy post	4		

By using semantic network analysis, it can be measured the relationships between units; therefore, it can be concluded that values repeated at least four times are indispensable in interesting titled and untitled self and family-concern messages. In interesting titled and untitled family-concern messages, the perceived attribute "a trustworthy post" is important because it can be said that the image contains more than one person so that the participants are not feeling alone. Trust is one of the basic components of the family concept. It is possible to say that this situation was approved by the expression of "a trustworthy post" by the participants. Because trust is a mutually developing feeling and there is no one-way trust. In addition, being a part of in-group collectivism has a great impact on familial anxiety messages, creating a strong sense of trust.

In Table 198, there are perceived values that include answers such as "a great post", "the image used is remarkable", "the title and image are compatible with each other" and "a hopeful post". Based on these answers, it can say that the participants' attitudes and intentions towards both the formal features and the content of titled and untitled self and family-concern messages are generally positive, pleasant and interesting. In addition, it is possible to understand from the "a trustworthy post", "the post that evokes positive emotions", "the post gives a relaxing feeling", "a hopeful post" answers that the titled and untitled self and family-concern messages cause more positive, hope and reliable feelings instead of creating feelings such as fear, anxiety and panic on the participants. However, there are some differences between the interesting titled and untitled self and family-concern messages. In titled and untitled self-concern messages, the perceived attribute "although the shared text is negative, it creates a positive feeling thanks to the title" shows that title is an important point to create hopeful. In addition to the positive perception of the title, the statement of the participants "the title is intriguing" reveals the more emotional effects of the self-concern messages. The fact that the participants found the title intriguing reveals the more stimulating aspect of self-concern messages. The perception that the post is solution-oriented may mean that the participants accepted the solutions suggested in the message, which means that the self-concern messages created an impulse situation on the participants

The use of a single human image in self-titled messages revealed the participants' perception of feeling free. This is confirmed by the phrase "the image used evokes a sense of freedom". However, although it creates a sense of visual freedom, it reveals the feeling of fear. Because fear can give the message that a person's values such as life and health are in danger. Most people fear freedom because they think of freedom as doing what you want alone. This situation may cause more anxiety as it leads to the perception of loneliness.

Table 199. Perceived Attributes in Uninteresting Titled and Untitled Self and Family-Concern Messages

Uninteresting Titled and Untitled Family-Concern	Number of Repeat	Uninteresting Titled and Untitled Self-Concern	Number of Repeat
It is not like a hospital post	6	It is not like a hospital post	6
An ordinary post	5	The image used is not remarkable	6
The image used is very ordinary	5	The shared text is very negative	5
The image and share text used are incompatible	4	I could not establish a relationship between the images and title used	5
The image used does not reflect the hospital theme	4	The theme of the post is very simple	4
The post is not understandable	4	The colors used are not remarkable	4

Table 199 shows the most important perceived values of uninteresting titled and untitled self and family-concern messages that are repeated at least four times. The messages (titled and untitled self and family-concern message content) were not found interesting in either group. When looking at the perceived features separately, it seems that there is too much focus on formal features. On the other hand, when considering the perceived attributes in general, negative emotional differences such as "The shared text is very negative", "ı could not establish a relationship between the images and title used" have emerged rather than formal features in titled and untitled self-concern message contents.

Table 200. Perceived Attributes in Effective Titled and Untitled Self and Family-Concern Messages

Effective Titled and Untitled Family-Concern	Number of Repeat	Effective Titled and Untitled Self-Concern	Number of Repeat
The image used is remarkable	5	A solution-oriented post	6
A great post	5	I have a headache problem, so the post is impressive	5
The image used does not reflect the functional medicine	5	The post that offers a cure for those who have problems other than headaches	5
There is not enough information about functional medicine	5	A post encouraging research into functional medicine	4

Table 200 (continued).

A remarkable post	4		
A trustworthy post	4		
The image used creates a sense of hope	4		
The post that offers a cure for a health problem	4		

As seen in Table 200, "the post that offers a cure for a health problem" is a common perceived attribute in both groups. A method that benefits participants is effective in their eyes features in titled and untitled self-concern message contents. When the perceived features in the table are examined separately, it is seen that the formal features are again focused on much more in titled and untitled family-concern message contents. The reason for this is that they do not have enough information about functional medicine treatment as stated by the participants. This leads them to more technical details. Participants in family-concern messages say that the image used does not reflect functional medicine treatment. However, the sense of unity created by the presence of more than one person in the image made them feel hope and confidence in the message. Based on this, people can display strong positive emotions and attitudes towards negative emotions and situations when they do not feel alone. According to the Table 200, in self-concern messages, it can be that the participants behave more solution-oriented due to loneliness. The statement "a solution oriented post" confirms this. They are more open to methods that will benefit them and take action more quickly.

Table 201. Perceived Attributes in Ineffective Titled and Untitled Self and Family-Concern Messages

Ineffective Titled and Untitled Family-Concern	Number of Repeat	Ineffective Titled and Untitled Self-Concern	Number of Repeat
The image used is not remarkable	6	The post is not effective because it is not interesting	6
I could not establish a relationship between the images and texts used	6	The message to be given is not understandable	4
The shared text is very negative	5	It is not like a hospital post	4
It is not like a hospital post	5	There is not enough information about functional medicine	4
There is not enough information about the hospital	5		
The post does not provide any information about the disease	5		
The post is not for everyone	4		
The post that makes no difference	4		
There is a contrast between the image used and the message	4		
An ordinary post	4		

Table 201 shows that messages (titled and untitled self and family-related message content) were not found to be effective in either group. However, when looking at the generally perceived attributes, it can be deduced that the participants exposed to self-concern messages question the content more. The statement " the message to be given is not understandable " confirms this. When looking at both groups separately, it seems that those who are exposed to family-concern messages focus too much on formal features. It is possible to say that the lack of a title has a great effect on this. Because the title causes more positive emotional differences and action towards the messages.

Table 202. Perceived Attributes in Interesting Titled Self and Family-Concern Messages

Interesting Titled Family-Concern	Number of Repeat	Interesting Titled Self-Concern	Number of Repeat
A hopeful post	6	The image used evokes a sense of freedom	6
A remarkable post	5	The title is intriguing	6
The image used is remarkable	4	The image used makes you feel that diseases can be overcome	5
The title is intriguing	4	The post gives a sense of comfort	4
The post that evokes a sense of freedom	4	Although the shared text is negative, it creates a positive feeling thanks to the title	4
The image used turns negative content into a positive emotion	4		
The positive visual used increases the energy of the person	4		
The positive image used gives the person a sense of comfort	4		
The post that encourages people to be treated	4		

Table 202 shows that emotions, attitudes, and intentions towards both the formal features and the content of interesting, titled self and family-concern are generally positive, pleasant and interesting. In particular, the title plays an important role in creating a positive perception. "The title is intriguing" and "although the shared text is negative, it creates a positive feeling thanks to the title statements" show that the title leads to more emotional differences and action towards messages.

Table 203. Perceived Attributes in Uninteresting Titled Self and Family-Concern Messages

Uninteresting Titled Family-Concern	Number of Repeat	Uninteresting Titled Self-Concern	Number of Repeat
A hopeful post	6	It is not like a hospital post	6
The colors used are too cool	4	The image used is not remarkable	6
The image used creates a sense of calm before the storm	4	I could not establish a relationship between the images and title used	6

Table 203 (continued).

The colors used could have been more vibrant	4	The image used is not compatible with the subject	6
The image used is not remarkable	4	An ordinary post	5
		The image used does not encourage reading the shared text	5
		The title is not interesting	4
		The colors used are not remarkable	4

The perceived attributes show in Table 203 that the messages (titled self and family-concern message content) were not found interesting in either group. When looking at the perceived features separately, it seems that there is too much focus on formal features. On the other hand, when considering the perceived attributes in general, negative emotional differences such as "ı could not establish a relationship between the images and title used", "the image used does not encourage reading the shared text" have emerged rather than formal features in titled self-concern message contents.

Table 204. Perceived Attributes in Effective Titled Self and Family-Concern Messages

Effective Titled Family-Concern	Number of Repeat	Effective Titled Self-Concern	Number of Repeat
The image used does not reflect the functional medicine	5	A solution-oriented post	6
There is not enough information about functional medicine	5	A post that offers a cure for those who have problems other than headaches	6
The post that evokes positive emotions	5	A post encouraging research into functional medicine	5
A trustworthy post	4	I have a headache problem, so the post is impressive	4
The image used is remarkable	4		
A great post	4		

In Table 204, there is no common perceived feature in effective titled self and family-concern contents. When evaluated separately, however, the "a solution-oriented post" explains that the participants behaved more solution-oriented due to loneliness. Based on this, it can be said that participants who are exposed to self-concern messages are

more open to methods that will benefit them and take faster action. In addition, the perception that the post is solution-oriented may mean that the participants accept the solutions suggested in the message, which can create an impulsive situation for the self-concern messages on the participants.

Respondents to title family-concern messages say, "the image used does not reflect functional medicine". However, the sense of unity created by the presence of more than one person in the image enables them to have hope and confidence in the message. Based on this, when people do not feel alone, they can exhibit strong positive emotions and attitudes towards negative emotions and situations. In addition, in-group collectivism has an impact on family-concern messages and creates a strong sense of trust. Because families and communities play a central role in-group collectivism.

Table 205. Perceived Attributes in Ineffective Titled Self and Family-Concern Messages

Ineffective Titled Family-Concern	Number of Repeat	Ineffective Titled Self-Concern	Number of Repeat
There is not enough information about functional medicine	5	The shared text is not for everyone	6
The image used is not remarkable	5	The post is not effective because it is not interesting	6
There is not enough information about functional medicine	4	I don't like this post	4
The post is not understandable	4	I wouldn't share this post	4
An ordinary post	4	Posts about health are usually commercial	4
There is no scientific research on the treatment offered for headache in the post	4	There is not enough information about functional medicine	4
I think there is a gender discrimination in the image used	4	It is not like a hospital post	4
The image used does not arouse curiosity	4		6
Headache can have many causes	4		6
The image used does not reflect the functional medicine	4		4

Table 205 shows that when both groups are looked at in general, it is seen that different emotional differences emerge in ineffective titled family-concern. Formal features are

not focused on perceived qualities. Unlike previous network analyses, it is seen that there are different emotional differences on functional medicine such as "there is not enough information about functional medicine", "the image used does not reflect the functional medicine". The fact that the treatment is new and not very well known is an important factor in this. In addition, the fact that the post does not reflect the hospital reflects the expectations of the participants for the usual health advertisements.

CHAPTER 7: DISCUSSION AND CONCLUSION

The last part of the experimental study contains the conclusion of the study and suggestions for future research.

In the rapidly changing, developing new world order, the concept of fear appeal has taken on even more importance with the marketing activities carried out on social media platforms, which have become the mainstream media. The fear appeal method, which has become an effective method of persuading people, is being used by many people and organizations as a strategic method. Therefore, it has found the chance to spread over a wide area from health to marketing.

Today, the understanding of health has evolved towards a patient-centered approach. In this context, the proactive feature of functional medicine, which targets the root causes of the disease, parallels this approach (Austin et al., 2020). Personalities and lifestyles of patients are as important as their competencies in functional medicine. The personal motivation and belief of the target audience is necessary for the application in question. To create this, a persuasion process applied with the right messages from the right source, and therefore a successful communication is required. Fear appeal, which is frequently used in health-related campaigns today, has the potential to change risky behaviors and give individuals healthier attitudes and behaviors.

One of the points to be considered in the use of the fear appeal is that responses to fear may differ in-group collectivism and individual society. According to House and Javidan, 2004, p. 2) in-group collectivism is defined as:

"The degree to which individuals express pride, loyalty, and cohesiveness in their organizations or families".

In-group collectivism, threats to the family are found to be more frightening, while in an individualistic society they may not be taken very seriously. For this reason, it is important to know how to create the desired attitude and emotional impact in a message based on fear appeal (Elden and Bakır, 2010). Based on all these points, in

this experimental study, it is aimed to measure the effects of exposure to self and family-concern message contents on the attitude towards the message and fear emotions in functional medicine communication with an experimental study.

Functional medicine is a treatment method that examines the root causes of diseases on scientific grounds, provides personalized treatment by carefully collecting the genetic, biochemical and lifestyle data of each patient and aims to keep the whole body healthy (Kresser, 2017). In this experimental study, it was necessary to show the stimuli with different messages and formal features designed over functional medicine communication to appear natural and more realistic (Oschatz, Niederdeppe and Liu, 2021) as if they were shared from the Instagram account of a real hospital. In this context, Medical Park Hospital, a well-known health care organization in Izmir, was deemed suitable for research in terms of providing comprehensive services in the field of functional medicine.

The research was designed as a mixed method, were used a qualitative and quantitative methods. With this method, it was both detected something and investigated the cause of the detected thing.

Confidence is the prominent perceived attribute in interesting titled and untitled family-concern messages. The feeling of trust is an important reserve based on social relations. In our daily life, in great turns of our lives, in difficult times and in many other ordinary and extraordinary situations, trust can become the main determining force that regulates social relations (Can, 2018). Trust is one of the basic components of the concept of family (De Carlo and Widmer, 2011). It is possible to say that this situation was approved by the participants with the expression "a trustworthy post". Although family is a part of our life, it can also be defined as people we know personally and have strong ties. This bond has a great effect on the person to stand stronger in the face of negative situations and not feel alone. In interesting titled and untitled family-concern messages, the fact that the image used includes more than one person plays an important role in the emergence of a sense of trust on the participants. Because trust is a mutually developing feeling and there is no one-way trust. Also, being part of in-group collectivism has an impact on family-concern messages and creates a strong sense of trust. There are perceived values that include answers such as

"a great post", "the image used is remarkable", "the title and image are compatible with each other" and "a hopeful post" in interesting titled and untitled self and family-concern messages. Based on these answers, it can be said that the participants' attitudes and intentions towards both the formal features and the content of titled and untitled self and family-concern messages are generally positive, pleasant and interesting. In addition, it is possible to understand from the "a trustworthy post", "the post that evokes positive emotions", "the post gives a relaxing feeling", "a hopeful post" answers that the titled and untitled self and family-concern messages cause more positive, hope and reliable feelings instead of creating feelings such as fear, anxiety, and panic on the participants. However, looking at the messages separately, there are some differences between the interesting titled and untitled self and family-concern messages. In titled and untitled self-concern messages, the perceived attribute "although the shared text is negative, it creates a positive feeling thanks to the title" shows that title is an important point to create hope. In addition, the positive perception created by the title on the participants who are exposed to self-concern messages plays a big role in turning their negative feelings into positive ones.

Thanks to the title, it is possible to say that they do not focus much on formal features, unlike the participants who are exposed to family-concern messages. Because the title can lead to more emotional differences and action toward the messages. People often act with their emotions and their behaviour patterns are realized through emotions. Therefore, the link between emotions and behaviour is very intense (Lukic, 2009). To the positive perception of the title, the participants' statement "the title is intriguing" indicates that self-concern messages lead to more emotional effects. The fact that the participants found the title interesting reveals the more stimulating aspect of self-concern messages. This situation can be explained by the questioning perception of being alone. As a subjective emotion, loneliness reflects different patterns of people's thinking, behaviour, and response to situational factors. This, in turn, is affected by personality, which is defined as a person's predisposition characteristics and adaptations to the environment, therefore, personality and perceptions can have a significant impact on coping with the feeling of loneliness (Wang and Dong, 2018). The fact that the participants found the title intriguing reveals the more stimulating aspect of self-concern messages.

The perception that the post is solution-oriented may mean that the participants accepted the solutions suggested in the message, which means that the self-concern messages created an impulse situation in the participants. In interesting titled and untitled self-concern messages, the use of a single human image reveals the participants' perception of feeling free. This is confirmed by the phrase "the image used evokes a sense of freedom". However, although it creates a sense of image freedom, it reveals the fear feeling. Because fear evokes the feeling that a bad event is about to happen. It is an unpleasant and undesirable experience. It can act as alarm and therefore protect us from dangers. Most people fear freedom because they think of freedom as doing what they want alone. This situation may cause more anxiety as it leads to the perception of loneliness. Akhtar (2014) also argued that fear and anxiety have common features. Fear that something bad is going to happen activates us and helps us to be prepared for danger. But fear and difference are two different experiences. Fear is defined as a response to external danger, while anxiety is a response to internal danger.

The messages (titled and untitled self and family-concern message content) were not found interesting in either group. When looking at the perceived features separately, it seems that there is too much focus on formal features. On the other hand, when looking at the generally perceived qualities, negative emotional differences such as "the shared text is very negative", "ı could not establish a relationship between the images and title used" have emerged rather than formal features is titled and untitled self-concern message contents.

Ineffective titled and untitled self and family-concern messages, "the post that offers a cure for a health problem" is a commonly perceived attribute in both groups. A method that benefits participants are effective in their eyes, features in titled and untitled self-concern message contents. When the perceived features are examined separately, it is seen that the formal features are again focused on much more in titled and untitled family-concern message contents. This is because they do not have enough information about functional medicine treatment as stated by the participants. This leads them to focus on more technical details. Participants in family-concern messages say that the image used does not reflect functional medicine treatment. However, the sense of unity created by the presence of more than one person in the

230

image makes them feel hope and confidence in the message. It is thought that the elements of unity and togetherness make the advertisements remarkable and help create an emotional bond towards the advertisement (Baştürk and Eken, 2020; Cılızoğlu, Dondurucu and Çetinkaya, 2020). Based on this, people can display strong positive emotions and attitudes towards negative emotions and situations when they do not feel alone. In addition, in self-concern messages, the participants behave more solution-oriented due to loneliness. The expression "a solution-oriented post" confirms this. They are more open to methods that will benefit them and act more quickly.

Titled and untitled self and family-related message contents were not found to be effective in either group. However, the participants exposed to self-concern messages question the content more. The statement "the message to be given is not understandable" approves of this. The focus on formal features is too much on the participants who are exposed to family-concern messages. It is possible to say that the lack of a title has a great effect on this. Because the title plays an important role in creating more positive attitudes and emotional reactions towards messages. In addition, the fact that self and family-concern message contents are not effective is similar to the reasons why they are not interesting.

Perceptions of both form and content are generally positive, pleasant, and interesting in titled self and family message contents. In particular, the title plays an important role in creating a positive perception in both groups. The statements "the title is intriguing" and "although the shared text is negative, it creates a positive feeling thanks to the title statements" prove that the negative perception turns into a more positive attitude thanks to the title. Based on this, the title can change attitudes and behaviors or lead to new attitudes and behaviors as desired.

In uninteresting titled self and family-concern message contents, perceived attributes show negative emotional differences such as "ı could not establish a relationship between the images used and the title used", "the image used does not encourage reading the shared text". In addition, it is seen that there is too much focus on formal features.

Ineffective titled self and family-concern message contents, the statement "the image used does not reflect functional medicine" of the participants exposed to family-concern messages suggests that they initially had a negative perception. But the phrase "a trustworthy post", proves that they exhibit positive emotions and attitudes even in the face of negative emotions and situations. In this perception, it is the sense of unity created by the presence of more than one person in the image. In this way, they feel hope and confidence in the message. From this point of view, when people do not feel alone, they can display strong positive emotions and attitudes in the face of difficulties. Also, in-group collectivism has a major impact on family-concern messages. Because families and communities play a central role in-group collectivism.

In ineffective titled self and family-concern message contents, there are different emotional differences such as "there is not enough information about functional medicine", "the image used does not reflect the functional medicine". It can be said that the fact that the treatment is new and not well known is an important factor in the formation of these perceptions. However, this situation should not be perceived as not creating a change in perception or behaviour. Because knowing a subject is not enough to create behaviour change. In addition, having knowledge about a subject and having a set of rules on that subject may not be enough to create a change in behaviour. Many factors cause behaviour change. Behaviour change is a slow period in which people go through many stages (Kelly and Barker, 2016). "It is not like a hospital post" reveals the attitudes and behaviours of the participants towards health advertisements. The participants want to see advertisements with symbols of health, such as stethoscopes, doctors, and hospitals. Advertising applications in the health sector also aim to inform and persuade, as in other advertisements. However, the purpose of changing a behaviour, revealing a new behaviour, or eliminating an existing attitude or behaviour is more dominant. With its interactive structure, health advertisements provide benefits such as communicating health promotion initiatives, recognizing the issues that pose a health risk, creating the right attitude and behaviour with social awareness (Taşkıran and Yıldız, 2019).

In this experimental study, it can be considered as evidence that the self and family-concern message contents differ in attitudes towards the message and fear feelings. Based on the results of the research, the title creates emotional differences in the self

and family-concern message contents. It can be said that in-group collectivism is one of the emotional differences. This construct investigates whether individuals perceive their family as an autonomous identity, or as embedded responsibilities towards their family. There is an emotional commitment toward family, group, community, and nation associated with it (Triandis et al. 1988). Therefore, it is also known as family collectivism. In-group collectivism promotes a unified sense of purpose and identity that leads to positive emotional differences as it promotes internal harmony among members. Therefore, it is possible to think that different cultural structures have a significant impact on creating attitudes and feelings towards message contents.

When looking at the studies on fear appeal in Turkey, there are very few studies showing the effect of different message contents (Fırat, 2013; Aydoğan, 2018). Unlike other studies on fear attraction, this thesis aims to measure the effects of exposure to different stimuli on fear emotions and behavioural responses, rather than measuring the effect of fear. The important contribution of this thesis study is to reveal that using headlines in the content of fear appeals, which are widely used for various purposes such as prevention of harmful habits in the field of health communication, developing of certain health behaviours, creates more positive emotions and attitudes on fear feelings and attitudes towards advertising. In addition, the differences between exposure to self and family-related message contents in functional medicine communication with the mixed-method including qualitative and quantitative methods on attitude towards the message and fear emotions were revealed and the reason for these differences was determined through semantic network analysis. There is no analysis by semantic network analysis in the studies conducted in the field of fear appeals in Turkey.

7.1. Theoretical and Practical Implications

This research sought to measure the effects of exposure to the content of messages about self and family concerns on attitudes toward the message and fear feelings in communication about functional medicine with an experimental study. This study, which focuses on the effects of messages containing self and family-concerns on attitudes and fear feelings in functional medicine communication, is intended to

contribute to theory by bringing a different perspective to the field of health communication.

In addition, editing four different posts as if they were shared on the Instagram account of IUE Medical Park Hospital can support the theory by showing the differences between fiction and reality. Therefore, it is believed that the experimental research makes a new and original contribution to the field of experimental studies in the field of communication by comprehensively covering the stages of the entire research design.

This worksheet can also be an excellent tool for professionals working in health communication and advertising. Health care facilities and organizations or hospitals can effectively evaluate the impact of the attitude or sense of fear they want to create in their target audience. They can use these assessments to differentiate themselves from their competitors. Most importantly, this study can inspire different solutions to create and sustain desired attitudes and emotions toward different message content in advertising appeals and health communications. Moreover, it should contribute to the realization that the same goal can be achieved with moderate fear messages instead of strong fear appeals, which are often used for different purposes such as preventing harmful health communication habits and developing certain health behaviors.

7.2. Limitations and Future Research

This experimental study is limited in scope because it was conducted in Turkey. Another limitation is that the subjects were selected among working women and men living in Izmir. For that reason, this study can be conducted on participants who prefer or have the potential to prefer functional medicine treatment in future studies. This is related to the researcher's time and financial constraints. The presence of a single researcher prevented data collection in other provinces and reached the target group living there. In addition, there are sectoral limitations in the study. Conducting the study in the field of functional medicine communication is one limitation. Another limitation is the limited number of hospitals in Izmir that can be assisted in determining the target group for functional medicine communication and in designing the content of the research message.

As mentioned earlier, in this experimental study, it was decided to design the corporate identity language of IUE Medical Park Hospital as if it were shared on its Instagram account so that the content of the messages about self and family-concerns could appear as natural as possible. This experimental study, conducted with a survey study, may have created an unnatural situation for measuring attitudes and behaviours toward various message content. However, in real life, it could be possible that participants are exposed to messages about self and family-concerns on Instagram and prefer to like, save and share them, which would make a significant difference in attitudes.

In this study, four different stimuli were examined to investigate fear feelings and attitudes toward messages with self and family-concerns. In this direction, it is recommended for future research to determine the effect of four different stimuli from different social media platforms.

Finally, it is believed that messages containing self and family-concerns should be tested and developed in functional medicine communication in different countries by expanding the sample population.

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APPENDICES

Appendix A. Pre Online Interview Questions (including projective techniques and mood board)

1. Do you have a disease/disorder that you are constantly exposed to?

2. Did you find the root causes of your illness/discomfort?

3. What prompted you to seek functional medicine treatment?

4. What were you satisfied or dissatisfied with during the functional medicine treatment process? Why?

5. What kind of benefit did you gain from the treatment methods you used before in functional medicine treatment?

6. Do you believe that functional medicine treatment is specific to you? Why?

7. Now I want you to prepare two mood boards using Google images or a magazine you have at home. (Mood when sick and not)

You can make these mood boards by thinking about your illness/disorder that pushes you to functional medicine treatment. (at least 5 images)

(If the participant's illness/discomfort has not gone away, he should be asked to do this by considering the minimized state of his illness.)

When the participant completes the mood boards.
(When the mood board is complex or empty, you may be asked if you want to add or remove anything.)

8. Can you tell me about these mood boards? But I want you to think about this.

Now you are the only one left in the world (no co-workers, no family…), you are the only one suffering from this problem and there is functional medicine treatment. Do you think something in your story would change, or wouldn't it change? Why?

9. And if there was no functional medicine treatment, would your story change, or wouldn't it change something in your private life? Why?

10. From now on, you are not alone, you have completely returned to your normal life, all your loved ones are with you and there is functional medicine treatment. Do you think something in your story would change, or wouldn't it change? Why?

11. If there was no functional medicine treatment, would your story change something in your private life? Or is it immutable? Why?

Dear Participant,

In my master's thesis conducted under the supervision of Ebru UZUNOĞLU in the Department of Marketing Communication and Public Relations of the Izmir University of Economics, I aim to demonstrate with an experimental study revealed whether exposure to messages containing self and family-concern in functional medicine communication makes a difference on fear feelings and attitudes towards the message.

For the validity of the research, please read each question and be sure to answer each question. Thank you for supporting our study by participating in our research.

Graduate Student Büşra GÖKÜŞ

*The following survey evaluated two stimuli (self and family-concerns) separately. The questions in the survey remained the same, only the stimulus changed.

1) How does the Instagram post below make you feel? Please rate the post according to the feelings it evokes in you.

İyi ki
Fonksiyonel Tıp var!

İZMİR EKONOMİ ÜNİVERSİTESİ
MEDICALPARK HASTANESİ 10.YIL
IEÜ Medical Park

Sevdiklerimle kurduğum hayallerin önündeki en büyük engel bitmek bilmeyen baş ağrılarım. Artık ne yapacağımı bilmiyorum.

	I never feel this feeling			I am undecided				I feel this feeling so strong
	1			5				9
Fear								
Panicky								
Scared								
Worried								
Nervous								
Tense								

Demographic Survey

1) Gender:

A. Woman

B. Boy

2) Your age: …………………………………

3) What is the total net income that goes into your home?

A. 0 – 8000 TL

B. 8001 – 16000

C. 16001 – 24000

D. 24001 – 32000

E. 32001 and Above

4) What income level do you think your household is in?

A. Lower

B. Below Middle

C. Middle

D. Upper Middle

E. Top

5) What is your education status?

A. Illiterate

B. Literate

C. Primary School

D. Middle School

E. High School

F. University

G. Master's and PhD

6) Your marital status?

A. Single

B. Married

7) Your occupational group

A. Civil servant in the private sector

B. Civil servant in the public sector

C. Worker in the private sector

D. Worker in the public sector

E. Professions that require expertise (lecturer who has graduated from college)

F. Small-medium trade self-employment (buying-selling, grocer, tradesman)

G. Large-scale trade (import-export, factory owners, etc.)

H. Senior manager (in the private or government sector)

I. Retired (not working in any job and living on a pension)

J. Housewife

K. Student

L. Unemployed but earning (persons who do not work, do not seek employment, receive rent-interest etc.)

M. Unemployed (people who are not working in any job but seeking employment)

N. Athlete, artist

O. Those engaged in agriculture and farming

P. Farming

Appendix C. A questionnaire measuring the effects of exposure to self and family-concern message contents on attitudes towards the message and fear feelings in functional medicine communication.

Dear Participant,

In my master's thesis conducted under the supervision of Ebru UZUNOĞLU in the Department of Marketing Communication and Public Relations of the Izmir University of Economics, I aim to demonstrate with an experimental study revealed whether exposure to messages containing self and family-concern in functional medicine communication makes a difference on fear feelings and attitudes towards the message.

For the validity of the research, please read each question and be sure to answer each question. Thank you for supporting our study by participating in our research.

Graduate Student Büşra GÖKÜŞ

*The following survey evaluated four stimuli (titled family-concern, untitled family-concern, titled self-concern and untitled self-concern) separately. The questions in the survey remained the same, only the stimulus changed.

1. How would you describe yourself? Indicate how appropriate each statement is to you by ticking the appropriate answer next to the statement. Describe yourself not as you want to be in the future, but as you see yourself now. Please read the statements carefully.
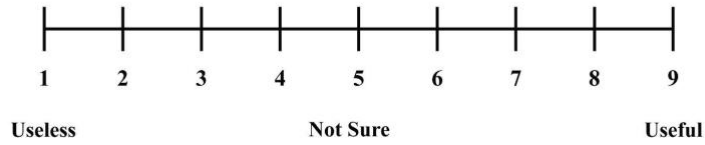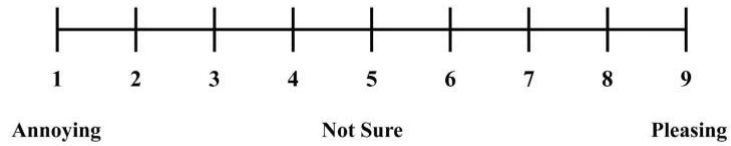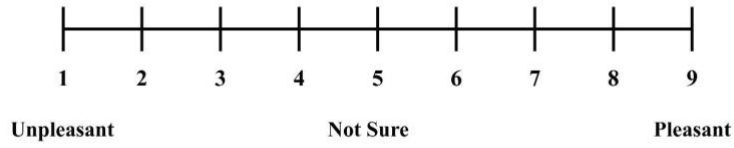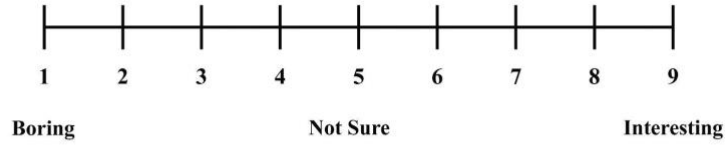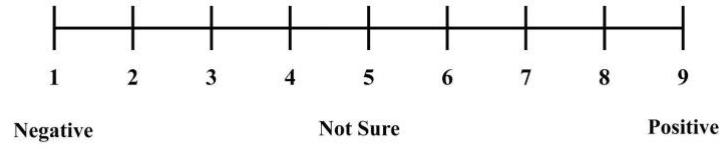
Evaluate the statements between 1-Not at all appropriate, 2-Not appropriate, 3-Undecided, 4-Somewhat appropriate, 5-Very appropriate.

	Not at all Appropriate	Not Appropriate	Undecided	Somewhat Appropriate	Very Appropriate.
	1	2	3	4	5
1. I am a favorite of meetings. (+)					
2. I am not very interested in others. (-)					
3. I am always prepared. (+)					
4. I easily feel pressured. (-)					
5. My vocabulary is rich. (+)					
6. I don't talk much. (-)					
7. I take care of people. (+)					
8. I leave my personal belongings around. (-)					
9. I am generally relaxed. (+)					
10. I have difficulty grasping abstract ideas. (-)					
11. I feel comfortable among people. (+)					
12. I insult people. (-)					
13. I pay attention to details. (+)					
14. I worry about everything. (-)					
15. I visualize events in my mind. (+)					
16. I prefer to stay in the background. (-)					
17. I understand and share the feelings of others. (+)					
18. I make things messy. (-)					
19. I rarely feel down. (+)					
20. I am not interested in abstract ideas. (-)					
21. I usually start the conversation. (+)					
22. I don't care about other people's problems. (-)					
23. I get things done right away. (+)					
24. I get restless easily. (-)					
25. I have excellent ideas. (+)					
26. I don't have much to say. (-)					
27. I am soft-hearted. (+)					
28. I often forget to put things back. (-)					
29. I get depressed quickly. (-)					
30. My imagination is not strong. (-)					
31. I can talk to different people in meetings. (+)					
32. Actually, I don't care much for others. (-)					
33. I like order. (+)					
34. My mood changes very often. (-)					
35. I am quick to understand things. (+)					
36. I don't like to draw attention to myself. (-)					
37. I make time for others. (+)					
38. I avoid my duties. (-)					
39. My mental balance changes frequently. (-)					
40. I use difficult words. (+)					
41. I don't mind being the center of attention. (+)					
42. I feel the emotions of others. (+)					
43. I follow a plan. (+)					
44. I get annoyed quickly. (-)					
45. I spend time thinking about events. (+)					
46. I am usually quiet among strangers. (-)					
47. I put people at ease. (+)					
48. I am meticulous in my work. (+)					
49. I often feel down. (-)					
50. I am full of ideas. (+)					

263

İyi ki
Fonksiyonel Tıp var!

IEU Medical Park — İZMİR EKONOMİ ÜNİVERSİTESİ MEDICAL PARK HASTANESİ — 10.YIL

Sevdiklerimle kurduğum hayallerin önündeki en büyük engel bitmek bilmeyen baş ağrılarım. Artık ne yapacağımı bilmiyorum.

2. Evaluate how the Instagram post you see above makes you feel, according to the adjectives given below. Please rate each line by circling the number most appropriate for you.

1	2	3	4	5	6	7	8	9
Negative				Not Sure				Positive

1	2	3	4	5	6	7	8	9
Boring				Not Sure				Interesting

1	2	3	4	5	6	7	8	9
Unpleasant				Not Sure				Pleasant

1	2	3	4	5	6	7	8	9
Annoying				Not Sure				Pleasing

1	2	3	4	5	6	7	8	9
Useless				Not Sure				Useful

3. What is the level of emotion and thought created by the possible effects of the post you just saw? Please rate each line by circling the number most appropriate for you.

```
|—+—+—+—+—+—+—+—|
1   2   3   4   5   6   7   8   9
```

I never feel the fear   Not sure   I feel the feeling of fear
                                                              very strongly

```
|—+—+—+—+—+—+—+—|
1   2   3   4   5   6   7   8   9
```

I never feel the panicky   Not sure   I feel the feeling of panicky
                                                              very strongly

```
|—+—+—+—+—+—+—+—|
1   2   3   4   5   6   7   8   9
```

I never feel the scared   Not sure   I feel the feeling of scared
                                                              very strongly

```
|—+—+—+—+—+—+—+—|
1   2   3   4   5   6   7   8   9
```

I never feel the worried   Not sure   I feel the feeling of worried
                                                              ery strongly

```
|—+—+—+—+—+—+—+—|
1   2   3   4   5   6   7   8   9
```

I never feel the nervous   Not sure   I feel the feeling of nervous
                                                              very strongly

```
|—+—+—+—+—+—+—+—|
1   2   3   4   5   6   7   8   9
```

I never feel the tense   Not sure   I feel the feeling of tense
                                                              very strongly

4. Please answer the following questions based on the post you have seen before and rate how much you agree with each of the following statements by ticking the appropriate option.

	I strongly disagree				Not sure				Absolutely I agree
	1	2	3	4	5	6	7	8	9
1. I like the post shared by Medical Park Hospital.									
2. I write a comment on the post shared by Medical Park Hospital.									
3. I save the post shared by Medical Park Hospital.									
4. I make an appointment with Medical Park Hospital.									
5. I share the post shared by Medical Park Hospital with my family.									
6. I share the post shared by Medical Park Hospital with my friends and close friends.									
7. I will also share the post shared by the Medical Park Hospital on my Instagram.									
8. I share the post shared by Medical Park Hospital on social media (Facebook and Twitter).									
9. I visit the Instagram profile page of Medical Park Hospital.									

5. Which of the following statements do you agree with, and why? (Please indicate the judgment you agree with for at least three reasons.)

---

a) I think the Medical Park Hospital post is effective because

1. _____
2. _____
3. _____

---

or

---

b) I think Medical Park Hospital's post is not effective because

1. _____
2. _____
3. _____

Demographic Survey

1) Gender:
A. Woman
B. Boy

2) Your age: …………………………………

3) What is the total net income that goes into your home?
A. 0 – 8000 TL
B. 8001 – 16000
C. 16001 – 24000
D. 24001 – 32000
E. 32001 and Above

4) What income level do you think your household is in?
A. Lower
B. Below Middle
C. Middle

D. Upper Middle

E. Top

5) What is your education status?

A. Illiterate

B. Literate

C. Primary School

D. Middle School

E. High School

F. University

G. Master's and PhD

6) Your marital status?

A. Single

B. Married

7) Your occupational group

A. Civil servant in the private sector

B. Civil servant in the public sector

C. Worker in the private sector

D. Worker in the public sector

E. Professions that require expertise (lecturer who has graduated from college)

F. Small-medium trade self-employment (buying-selling, grocer, tradesman)

G. Large-scale trade (import-export, factory owners, etc.)

H. Senior manager (in the private or government sector)

I. Retired (not working in any job and living on a pension)

J. Housewife

K. Student

L. Unemployed but earning (persons who do not work, do not seek employment, receive rent-interest etc.)

M. Unemployed (people who are not working in any job but seeking employment)

N. Athlete, artist

O. Those engaged in agriculture and farming

P. Farming