

A NEUROPOLITICAL ANALYSIS ON ELECTORS OF FOUR PARTIES IN TURKEY ACCORDING TO EMOTIONAL, ECONOMIC AND ADMINISTRATIVE CONCEPTS

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Abstract

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

This study is based on content analysis and experimental method. The subjects are selected via stratified sample method. The subjects are chosen from the electors or the partisans of the four political parties in Elazığ – fifteen for each- those are represented in the Turkish Parliament. The voting behavior and the mental processes of the partisans had been tried to be explained by some concepts such as power, confidence, comfort, hate, fear, anger, terror, profit, unemployment, independency, homeland, flag, economy and stability.

On the first stage, a survey had been applied about these concepts to the volunteers. They had been wanted to explain the meanings of these concepts according to their political opinion. It's aimed to get the conscious evaluation of the partisans. The evaluation is scoring the concepts between -5 and +5 according to their political choice. And on the second stage the EEG device and EPOC device had been used to obtain the unconscious evaluation or the brain's choices on the concepts. It's important to get the reflex and reaction of the brain. By this way a comparison would be possible to understand the real reason of partisan's voting. And also it will be possible to understand which concepts or words are effective on their mental process for voting. So, the concepts those are used by the parties to affect the electors can be obtained. Although the results of this study are based on the electors lives in Elazığ City and especially on partisans. It can be applied on different part of the society and also in different cities. So the results of all these studies can be generalized to the whole Turkey.

Keywords: Neuropolitics, elector, political parties, voting concepts, voting process, voting behavior