

# THEORETICAL AND EMPIRICAL RESEARCH IN SOCIAL SCIENCES-II

## EDITORS

Prof. Dr. Aliye ÇİLAN AKIN

Assoc. Prof. Dr. Hasan ÇİFTÇİ



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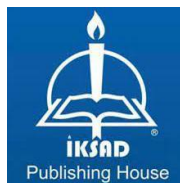
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## PREFACE

The second volume of “Theoretical and Empirical Research in Social Sciences” brings together diverse perspectives and innovative approaches that reflect the richness and complexity of contemporary social sciences. This book aims to provide both theoretical insights and empirical analyses, offering readers a comprehensive understanding of different dimensions within the field.

The chapters included in this volume demonstrate how social sciences embrace interdisciplinarity, creativity, and critical thinking. The first chapter, “*Romance and Horror: A Structuralist Approach to Opposing Genres*”, explores literature through structuralist lenses, highlighting the contrasts and complementarities between two seemingly divergent genres. The second chapter, “*Translating Poetry Through AI and MT: The Case Study of ‘A Slumber Did My Spirit Seal’ by William Wordsworth*”, investigates the role of artificial intelligence in literary translation, shedding light on the intersection of technology and linguistics.

The third chapter, “*The Role of the Normative Conflict Model and Need for Closure in Dissent Decisions*”, contributes to the understanding of decision-making processes within social psychology, emphasizing the dynamics of dissent and conformity. In the fourth chapter, “*Reinterpretation of Traditional Turkish Coffee Using Modern Preparation and Presentation Techniques: A Sensory Analysis Study*”, readers encounter an intriguing example of cultural heritage adaptation, where tradition meets modernity through gastronomic innovation. Finally, the fifth chapter, “*Reflections of Individual Guilt and Conscience in Crime and Punishment from the Reader's Perspective: Is Raskolnikov a Murderer or a Victim?*”, revisits Dostoevsky’s timeless novel, analyzing its ethical and psychological dimensions from a reader-oriented perspective.

This volume is the result of dedicated scholarly efforts, and I extend my gratitude to all contributing authors for their valuable insights. It is my belief that this book will serve as a useful reference for academics, researchers, and students who wish to broaden their perspectives on the multifaceted nature of social sciences.

Sincerely,  
September 2025  
Prof. Dr. Aliye ÇİLAN AKIN



## **CHAPTER 1**

### **ROMANCE AND HORROR: A STRUCTURALIST APPROACH TO OPPOSING GENRES**

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## INTRODUCTION

Romance is a literary genre that emerged in the mid-12th century and spread throughout Europe, often with themes of chivalry, damsels in distress, court love, adventure and heroic warriors. Ancient love stories were written for bards to read or sing, and so were usually in poetic form. These poems predominantly focus on aristocratic figures, including monarchs, knights, and noblewomen, along with their chivalric endeavors. They are frequently structured around a pursuit, be it for love or adventure, and encompass a range of extraordinary features. This genre is the source of our contemporary understanding of romance (Fuchs, 2004, p. 4). At the center of the plot is a hero, and this hero struggles with many people and events, both supernatural and metaphysical, defeats his enemies, rescues the captive woman and lives a happy life. "So romance comes to be seen as the struggle between the higher and lower realms, between heaven and hell, or the angelic and the demonic or diabolic" (Jameson, 1975, p. 138). When looking at the Renaissance romance, it is possible to say that the medieval romance evolved into a more individual and humanistic style. In the romances of the 18th century, characters were examined closely; their analyses were made more closely and therefore the feelings and emotions of the characters were brought into focus. This period presented a different style from other periods by making female heroes more common. The Victorian romance emphasized social and communal points. In the modern romance written in the 1940s and after the Second World War, more complicated plots and a more realistic, everyday approach were exhibited. The approach in which female heroes became more popular and the female hero who was previously married or had children put aside her career and became a heroine as a "woman of the house", so to speak, gave way to a woman who became a hero by pursuing and advancing her career. Although the emphasis changed depending on the time and place, the common and most obvious symbol and theme of this genre is love and the saviorship of love (Regis, 2003, pp.19-23).

This genre, which has a long history, has evolved from ancient love poems to today's romantic genre. Today, it focuses more on dual relationships. The love between two people is the most characteristic feature of this literary genre. Another central theme is emotional satisfaction. There is an emphasis on the development of relationships and the emotional and spiritual aspects of

love. The character's development journey and the thematic depth of the plot also come to the fore. In works written in this genre, plots are likely to take place at any time, so they can have a historical, futuristic or fantastic setting. There is a belief that love will overcome all difficulties. No matter how great or impossible the difficulty encountered may seem; the love that is processed will eventually solve all the knots. The plot is processed in the context of a romantic relationship.

Horror is one of the oldest and most deeply rooted literary genres in human history. The ancient roots of the horror genre lie in religious traditions, folklore, social and cultural changes. The things it focuses on are generally death, decay, life after death, the rebirth of life, evil situations and suspicions. Spiritual beings, mummies, creatures, witches, vampires, ghosts, demons, hauntings and otherworldly elements are common. The genre is marked by dynamism; thus, it is essential to acknowledge that these represent but a fraction of the archetypes, as they continually evolve alongside the genre, resulting in the ongoing creation of new archetypal characters (Prohászková, 2012, p. 134). The purpose of horror, a speculative fiction genre, is to create a sense of fear, discomfort and frighten the target audience. The focus in works of this genre is the feeling of uncertainty and terror. This uncertainty perpetuates emotional, psychological or physical fear in the target audience. Because a person tends to fear what they do not know. The feeling of terror is the great fear a person feels in the face of a terrible event. Thanks to terror, the human mind is activated and the person pushes the limits of his imagination. It is not possible to make a conceptual definition of fear because it changes depending on the context in which it is used and the environment in which it is defined. The ground on which fear is based can be diversified as fears related to psychological, social, or religious elements that are part of the person's spiritual structure (Yücesoy, 2007, p. 1).

*The Castle of Otranto*, written by Horace Walpole, was the first work to include supernatural elements, published in the 18th century. In this respect, it is one of the first examples of the horror genre. The 19th century is significant for this genre because it was a period when influential horror writers such as Mary Shelley and Edgar Allan Poe emerged. Bram Stoker's *Dracula* is also one of the most critically acclaimed works written during this period. When viewed in the context of 20th-century and modern horror, it becomes apparent that

horror literature has undergone a process of gaining a distinct and new identity by shedding the classical Gothic elements. The basis of this genre is no longer limited to supernatural elements, but also encompasses human psychology and scientific uncertainties. Additionally, horror literature has begun to explore social issues. It has reached a broader target audience by becoming more closely tied to cinema and popular culture (Carroll, 1990, p.3).

This study aims to answer the following question: In the context of structuralist theory, what structural elements distinguish romance and horror genres from each other, and what common themes unite them?

### **Binary Oppositions and Shared Structures in Romance and Horror**

Although the horror and romance genres are often perceived as opposites in their effects on the person or are recognised as two distinct types in terms of their nature, these two genres actually share a commonality in that they trigger strong emotions. While romance focuses on love and relationships, horror focuses on fear and isolation, but both genres aim to reveal the most profound emotions. Romance and horror, despite their contrasting characteristics, share fundamental structures and archetypes that reveal profound human emotions and societal narratives, making them amenable to analysis through a structuralist lens.

Both genres of literature are built on oppositions. In romantic literature, oppositions such as trust and danger, love and loss, ideal and reality are encountered. In this genre, characters frequently encounter internal or social challenges. Only when these obstacles are overcome can order be reestablished and emotional fulfilment achieved. In horror literature, the oppositions are life and death, humanity and the supernatural, consciousness and the unconscious. These oppositions typically culminate in the disruption of order, a threat to security, and ensuing chaos.

In both genres, a narrative balance is generally disrupted, followed by a crisis, which ultimately leads to a resolution or reconstruction. This narrative scheme illustrates the "beginning, disruption, reconstruction" structure that forms the basis of structuralism. For example, in a romantic narrative, a character suddenly realises their dreams after experiencing terrible things. In contrast, in a horror narrative, a life considered ordinary or upbeat is disrupted

by losses and horrific events—all these are different takes on the same structural model (Todorov, 1977; Barthes, 1977; Lévi-Strauss, 1963).

Structuralism, which posits that language and discourse convey meaning within the context of specific structures and rules, has a profound influence on Ferdinand De Saussure's structural linguistics approach. Structuralism, which remained popular from the mid-1950s to the mid-1970s, is seen as derived from the writings of the eminent linguist Ferdinand de Saussure at the beginning of the century (Keskin, 2019, p. 274). Structuralism aims to examine the structural formations that lie deep beyond the superficial elements. What is essential in structuralism is the laws that create the structures, and the meaning is formed by the relationships between them, rather than individual words or events. Saussure's idea of the linguistic sign is one of the critical approaches that structuralism is also based on. According to him, language is a system of signs, and the words in the language system are signs because they definitely point to something. Signs consist of a signifier and a signified. Structuralism seeks to uncover the underlying structures of literary works, inherently employing semiology, as these works are composed of words, which function as signs. Structuralism perceives language as a system of signs that operates according to its internal rules, acknowledging only the components within its semantic framework while disregarding external historical, linguistic, sociological, and psychological references (Furtana, 2014, p. 41).

In the structuralist approach, what is considered are certain recurring structures and patterns. These repetitions ensure that the works written in that genre continue in a certain order. In a work written in the Romance genre, one of the absolute things that enable the work to be accepted in this genre category is a happy ending, the love that will lead the characters to that ending; the series of events that include relationships, spiritual and emotional depths and character development arising from this love. Here, the meaning is created by the repetition of motifs that contain this system. In a work written in the horror genre, the meaning is created by the repetition and regular use of motifs belonging to that genre. For example, the characters' struggle to survive, their escape from a threat, their encounter with frightening beings, their struggle with death and even their defeat, such as the event systems gain meaning thanks to the repetition used (Carroll, 1990, p. 24).

Specific narrative patterns repeated in literary works are emphasized when conducting a structural analysis. These repetitions ensure that the genres are in a particular order and continue. In this context, when the horror genre is considered, the feeling of terror caused by constant threat or uncertainty and the constant struggle of the character as a result are evident. In contrast, in romance, the love affair between two people and the happy ending they overcome the obstacles they encounter are prominent repetitions. There are some recurring archetypes in the horror and romance genres. These archetypes form the structure of the genres and help meet the reader's expectations. The use of archetypes is an essential element in clarifying the structural patterns of the genres. Certain archetypes are generally used in the romantic genre, which focuses on love, relationships, and the characters' emotional development. The hero is typically a brave, protective, possessive, and loving character who sets out on a journey to reach the woman he loves; he tries to overcome obstacles. For example, in William Shakespeare's play *Romeo and Juliet*, despite the great fight between the families, Romeo overcomes the challenges and establishes a bond with Juliet, winning her love. The heroine is generally a unique, free-spirited, intelligent character who does not dissolve emotionally. She creates a balance by establishing a relationship with the hero in the work. Juliet is a classic example of a heroine. Another archetype is called a mentor or wise friend. These characters become the hero or heroine's supporters and find the middle ground. They have essential roles in the development of the relationship. The rival archetype is generally the figure that tries to disrupt the relationship between the two in the plot and causes conflict (Propp, 1968, pp. 25-65).

There are certain archetypes in the horror genre about trying to solve the unknown, discovering the dark side of people and life, and struggling with difficulties. The first of these is the victim. The victim, the target of the evil character in the work, evokes sympathy in the reader in terms of representing powerlessness and innocence. The monster archetype is the primary source of fear. It can symbolize individual or social fears and a supernatural being. The "savior" who faces the threat or "monster" is a strong figure who tries to save the characters in difficult situations (Carroll, 1990, pp.14-24). For example, Stephen King's "monster" in *It* is Pennywise the Clown. It represents the "monster" archetype, a supernatural being driven on by its victims' anxieties. Georgie puts the narrative into action and stands for the innocent "victim" —a

pure, naive child who turns into the first victim of the monster. Driven by his love for his brother Georgie and his will to beat It, Bill adopts the "leader/savior" persona. He motivates everyone else to behave bravely.

According to structuralists, meaning is formed through cultural and social codes. From this perspective, the romantic genre reflects social codes such as love, commitment, and acceptance. In contrast, horror mirrors social codes such as threat perception, fear, and social uncertainties. Structuralism aims to reveal that these two genres have different and opposing features as well as common aspects. It tries to demonstrate that the two genres have structural commonalities or similarities in their deep structure, while they have contrasts on the surface. Structuralism aims to attain a deeper and more "real" level of organization than social interactions between people or what direct observation reveals (Mann, 1978, p. 129).

In romance, conflict manifests as a misunderstanding, barrier, or social opposition, while in horror, it manifests itself with the emergence of a threat, the unknown, a monster, or a supernatural creature. Ultimately, there is a conflict that shapes the plot in both romance and horror. These two genres also have a commonality in terms of offering an ending. In romance, this closure can end happily in terms of the characters overcoming obstacles and reuniting, love winning, while in horror, it can end with the threat being overcome or a new source of fear emerging as it continues. Structuralism sheds light on these common aspects and reveals the similarity of the working mechanisms of the two genres.

The following table presents a comparative overview of the structural elements commonly found in romance and horror genres. Each genre operates within its own narrative conventions, but both evoke intense emotional responses through distinct structural patterns.

Structural Element	Romance Genre	Horror Genre
Main Theme	Love, emotional bonding	Fear, the unknown, death
Binary Oppositions	Separation/reunion, hope/despair	Life/death, real/imagined, good/evil
Archetypal Characters	Hero, heroine, mentor, rival	Monster, victim, savior, traitor
Motifs	Happy ending, sacrifice, transformation	Ghosts, darkness, lethal threat
Narrative Structure	Linear storyline	Often cyclical or open-ended
Emotional Focus	Happiness, satisfaction	Tension, fear
Resolution	Typically ends happily	Often tragic or unresolved ending
Common Settings	Home, city, intimate spaces	Cemetery, forest, abandoned buildings
Represented Values	Love, loyalty, emotional intimacy	Survival, confrontation with inner darkness
Perceived Threat	Social barriers, misunderstandings	Supernatural forces, internal fear

The genre that combines romance and horror in one pot and presents it to the reader is categorized as 'paranormal romance'. In this genre, the author presents a rich narrative by combining the emotional depth of romance with the tension, threat, uncertainty, and danger elements of horror. It is essential in creating curiosity and an emotional bond in the reader. Kollman claims that combining the horrifying and romantic helps the body to be even more centrally positioned in the text, therefore enabling more strong sensory aspects of love as well as of fear, both of which can be exciting to a reader (Kollman, 2018, p. 4). At this point, the structuralist lens allows the discovery of how the romance and horror genres are blended.

Emily Brontë's 1847 novel *Wuthering Heights* can be considered one of the precursors of the paranormal romance genre. The work intertwines the



fundamental elements of traditional romantic narrative with a gothic horror atmosphere. The bond formed between Catherine and Heathcliff is a spiritual relationship that extends beyond their lifetimes into the afterlife. This presents an early example of the supernatural love theme and takes the text beyond the classic “romance” mold.

When examined within the framework of structuralist theory, it is evident that the archetypes and recurring structural patterns that form the basis of the narrative are arranged in a striking manner. Characters such as Heathcliff, the dark hero figure; Catherine, shaped by the archetype of the doomed lover; and Nelly Dean, who guides the narrative, gain meaning according to their roles within the structure. Furthermore, the recurring dualistic oppositions throughout the text, such as “life/death,” “nature/civilization,” and “spirit/body,” correspond directly to the structural oppositions frequently emphasized in Claude Lévi-Strauss's mythological analyses.

*Wuthering Heights* is an early and compelling example, within the context of structuralist criticism, of how the romance and horror genres can be woven around shared structures. Archetypal characters, binary oppositions, and the repetition of narrative motifs make this work an important text for the structural analysis of the paranormal romance genre.

The contributions of structuralist theory to literary genre analysis are particularly grounded in the works of Claude Lévi-Strauss and Roland Barthes. Lévi-Strauss made it possible to analyze the internal logic of genres through the concept of binary oppositions, which he used in his structural analysis of myths. Barthes, on the other hand, demonstrated that texts are analyzable structures, particularly through narrative codes (hermeneutic, symbolic, proairetic). In this context, both romance and horror genres possess repetitive structures and narrative patterns suitable for analysis through a structuralist lens.

## **CONCLUSION**

The romance genre, which emerged in France in the 12th century and spread throughout Europe, initially showed itself with themes such as chivalry, courtly love, and the bravery of heroic warriors, but over time it evolved into a genre that focused on dual relationships, love and emotion between two people. No matter what difficulties are encountered in works of this genre, all these difficulties are overcome with love. Horror, one of the oldest and most deep-

rooted literary genres in human history, focuses on death, decay, life after death, the revival of life, evil situations and suspicions. Spiritual beings, mummies, creatures, witches, vampires, ghosts, demons and hauntings are common elements beyond reason. Although the two literary genres, romance and horror, contain opposing elements, they actually have something in common in terms of triggering strong emotions. Romance focuses on love and relationships, happy endings and character development, while horror focuses on fear and isolation, the darker aspects of human nature, but both aim to reveal the deepest emotions. In structuralism, which claims that language and discourse express meaning within the context of certain structures and rules, meaning is created through the relationships between them rather than individual words or events. In conclusion, this study has explored the structuralist dimensions of the romance and horror genres, identifying both their divergent characteristics and the shared underlying narrative structures that connect them.

The depth of dual relationships and the emotional and spiritual reflection of love are at the forefront. The plot is based on a romantic relationship, and love is seen as a means to overcome all obstacles encountered. The processed love eventually unties all knots, and a happy ending is inevitable. Romance appeals to the emotional world of the reader in terms of reflecting essential needs and desires of people, such as being loved and approved, leaving a substantial impact on the reader, and revealing deep-seated feelings. The reader experiences emotional fluctuations while reading works in this genre. While the characters' obstacles on their way to finding happiness trigger a sense of tension in the reader, overcoming these obstacles reveals a sense of excitement. The horror genre is one of human history's oldest and most deep-rooted literary genres. The subjects it focuses on are death, destruction, decay, life after death, demonic situations, uncertainties and doubts. The horror genre leaves a significant impact on the reader by revealing the underlying fear in the person. It pushes the reader's mental and emotional boundaries with its effects on him, allowing him to confront social, internal, and psychological fears. The reader feeds feelings of tension and excitement while reading this genre, and in addition to fear, his curiosity stemming from the unknown is awakened. Although romance and horror genres seem to trigger different emotions on the surface, they have a common point of revealing a particular emotion and leaving some similar effects. Both genres penetrate the reader's emotional

world and connect the reader to the story. In the romance genre, emotional fluctuations and the desire for a happy ending connect the reader to the work, while in the horror genre, danger and threat keep the reader alert and connect him to the work. While romance emphasizes the power of positive and beautiful emotions, the horror genre emphasizes primitive emotions such as survival and fear. However, both emphasize human emotions and enable the reader to discover them. As a theory, structuralism goes beyond the apparent differences between the romance and horror genres and reveals that they have common structures deep down. Although horror and romance genres prefer different paths, they are common because they aim to uncover human emotions. Structuralism emphasizes that both genres share similar narrative patterns and address similar universal questions. At this point, structuralism explains the relationship between horror and romance and reveals the commonalities between the two.

In conclusion, this study fills an important gap in the literature by revealing that two literary genres that appear to be opposites in terms of structure and themes, such as romance and horror, share similar narrative patterns and archetypes within the framework of structuralist theory. The findings obtained through the structural analysis of genres once again demonstrate the explanatory power of structuralism in literary text analysis. However, the main limitation of this study is its focus on only specific literary texts and a single theoretical framework (structuralism). A broader comparison could be made by including representatives of different genres and theoretical approaches to achieve more comprehensive results. Future studies could re-evaluate the reflections of the romance and horror genres in today's cultural industry through media such as films, series, and plays. Furthermore, the intersections of these genres could be analyzed in greater depth using psychoanalytic, sociological, or cultural criticism methods.

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## CHAPTER 2

### TRANSLATING POETRY THROUGH AI AND MT: THE CASE STUDY OF “A SLUMBER DID MY SPIRIT SEAL” BY WILLIAM WORDSWORTH

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## 1. Introduction

In today's fast-paced world, translating pragmatic or technical texts has become significantly quicker than in the past. This acceleration can be attributed to the advancements in translation technologies, which have revolutionized the translation process, making it more efficient and timesaving. The presence of state-of-the-art tools and technologies in translation has contributed significantly to the productivity of translation services, particularly in the localization industry, where simultaneous global releases of products are crucial (Olohan, 2017; Balkul, 2016, Pym, 2014). As translation needs continue to rise, the volume of materials requiring translation has expanded exponentially. This growth poses a challenge to the traditional approach of human translation, prompting the exploration of alternative methods to meet the increasing demand for multilingual content. In recent years, machine translation systems have emerged as a potential solution, raising questions about the future role of human translators. Initially developed to provide acceptable and readable translations of pragmatic texts, machine translation systems are now being tested in literary and poetic content. Even more interestingly, AI systems have also started to be tested in poetry and literary translation. While such systems seem adequate in technical translations, their application to the nuances and complexities of literary works remains relatively uncharted territory.

It is undeniable that scientific research in translation studies and practice, particularly concerning machine translation within literary translation, and even the application of machine translation and artificial intelligence in poetry translation, has been increasing remarkably. The accumulation of these studies, especially in recent years, indicates the potential emergence of an extensive body of literature in this field in the future (AbdulGhaffar, 2024; Chakrawarti, Bansal & Bansal, 2022; Corpas Pastor & Noriega-Santíáñez, 2024; Dunder, Seljan & Pavlovski, 2020; Guan, 2024; Humblé, 2019; Karaban & Karaban, 2024; Kuzman, Vintar & Arčan, 2019; Liu, 2022; Meyer-Sickendiek, Hussein & Baumann, 2018; Omar & Gomaan, 2020; Rybicki, 2023; Şahin & Gürses, 2021; van Egdom, Kusters & Declercq, 2023).

This study hypothesizes that AI application (ChatGPT) and machine translation systems (Google Translate and DeepL) can serve as cultural mediators. This is based on the premise that ChatGPT can be guided through



appropriate prompts to generate culture-specific texts or their translations. DeepL and Google Translate, leveraging their neural machine translation (NMT) infrastructures, can also produce culturally nuanced translations that approximate those of human translators. As known, machine translation systems and translations generated by AI systems have significantly progressed in recent years, demonstrating improved accuracy and language proficiency. The growing capabilities of such systems might understand and translate complex linguistic structures and cultural references. This study assumes that despite the successful translation performances of machine translation systems, including DeepL and Google Translate with NMT technologies and ChatGPT as an AI application, the functionality of these tools as cultural mediators in poetry translation remains unclear. These systems can capture the cultural nuances embedded within literary works, specifically William Wordsworth's poem "A Slumber Did My Spirit Seal" when translated into Turkish. Although these translation systems may preserve some cultural markers, they have difficulty capturing poetic essence, metrical form, and deep cultural nuances found in literary texts. Moreover, machine translation offers the advantage of speed and efficiency, making it a promising tool for cultural transfer if it can effectively handle the subtleties and nuances inherent in literary works.

Given these developments, this study investigates how machine translation systems and AI applications might handle poetic translation, where cultural and aesthetic elements are critical. The study examines Wordsworth's poem "A Slumber Did My Spirit Seal" to assess the response of AI and machine translation systems to poetic sensibilities. The research investigates whether machine translation can convey the emotional and stylistic depth of the poem while analyzing the performance of MT-powered tools.

### **1.1. Research Question**

The research question guiding this study explores how machine translation systems and AI applications can successfully transmit cultural nuances and accurately convey the cultural essence of William Wordsworth's poem "A Slumber Did My Spirit Seal" in the Turkish translation. This question investigates the ability of machine translation systems and AI applications to capture the intricate layers of meaning, emotions, and cultural resonances in the original poem. By examining the outputs generated by these machine translation systems and AI applications,

the research question seeks to evaluate their effectiveness in preserving the artistic qualities and cultural nuances of the source text. It also considers factors such as the fidelity of the translations in conveying the intended message, the accuracy of cultural references, and the ability to capture the poetic elements and stylistic features of the original work. Through this research question, the study aims to contribute to the ongoing discourse surrounding the potential of machine translation systems and AI applications as cultural mediators. It seeks to provide insights into the strengths and limitations of these systems in handling literary texts, specifically poems, and to ascertain their capacity to perform at a level comparable to human translators in terms of cultural transfer. The hypothesis and research question reflect the interest in exploring the evolving role of machine translation in cultural transfer and understanding the extent to which these systems can effectively convey the cultural essence of literary works, such as Wordsworth's poem, in the Turkish translation.

The choice of a short poem for this study is intentional. By selecting a poem with manageable linguistic complexity, the study aims to assess the current capabilities and limitations of machine translation systems and AI applications in literary translation. Understanding their performance with shorter texts can provide valuable insights into their potential for more complex literary works in the future. This research tries to find an answer to how machine translation systems and AI applications might perform in translating the poem "A Slumber Did My Spirit Seal" by William Wordsworth into Turkish. With this question, the research explores the boundaries of machine translation's performance and achievement in transferring the message in poetry. Based on the current state of machine translation systems, including AI systems, and their predominantly technical translation focus, it is hypothesized that the machine translation outputs of the selected NMT systems, including ChatGPT, exhibit limitations in accurately conveying the cultural and poetic nuances present in the original poem.

This study aims to shed light on how machine translation systems and AI applications might impact translating literary texts, going beyond the domain of technical translations. By analyzing the translation outputs of the selected machine translation systems and ChatGPT, it is sought to uncover their current strengths and weaknesses in literary translation. This analysis will provide valuable insights into the current state of machine translation in literary contexts

and inform discussions surrounding its future development and implementation in this specific domain.

## **1.2. Brief Information on AI Translation Technologies Used in This Study**

- **ChatGPT:** ChatGPT is a recent AI technology developed by Open AI, which explains itself as an AI research and deployment company through its website. This AI technology allows users to access any information online by simply clicking and through instant replies. The system interacts conversationally, making it possible to reply to questions, recognize mistakes, defy incorrect premises, and deny inappropriate requests. Open AI also expresses ChatGPT as a sibling model to instructGPT, trained to follow instructions and provide a detailed response promptly<sup>3</sup>.
- **Google Translate:** Google Translate is an open-access technology many internet users use today. Founded in 2006, the system left the statistics-based machine translation method in 2016, and a neural machine translation system was introduced, a groundbreaking development in the translation world. Since then, translations of pragmatic texts have been done more successfully and almost compete with the human translator<sup>4</sup>.
- **DeepL:** Another neural translation system, DeepL, started officially in 2017, and its pro version was introduced first in 2018. The company was founded by Jaroslaw Kutylowski and is operated by DeepL SE, which is based in Cologne, Germany. Deep L has free and premium versions with a 30-day trial with multiple language support, including Turkish<sup>5</sup>.

## **1.3. Literature Review**

In the dynamically transforming translation landscape, driven by technology, the role of translators and the potential of machine translation systems and AI applications as cultural mediators remain subjects of scholarly interest. This review synthesizes the key discussions, particularly emphasizing machine

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<sup>3</sup> <https://openai.com/blog/chatgpt>

<sup>4</sup> <https://ai.googleblog.com/2016/09/a-neural-network-for-machine.html>.

<sup>5</sup> <https://www.deepl.com/tr/features> / <https://www.deepl.com/press.html>.

translation systems and AI applications. The translator's role extends beyond linguistic conversion to embody cultural mediation (Baker, 1992; Hatim & Mason, 1990; ). Translators act as cultural mediators, bridging disparate cultural contexts, a notion supported by Baker (1992) and Hatim and Mason (1990). These scholars underscore that translation involves transposing the cultural essence of the source language to the target language, underscoring the cultural components' influence on translation.

In this digital age, technological developments have dramatically reshaped the field of translation (Bowker, 2002; Quah, 2006). Koskinen (2008) explores the ramifications of autonomous translation systems, suggesting a potential evolution in the translation profession, while Quah (2006) and Bowker (2002) assess the impact of translation technologies, including machine translation and computer-aided translation technology, on streamlining translators' work. Despite the numerous benefits, machine translation systems are not devoid of challenges (Hutchins & Somers, 1992). Hutchins and Somers (1992) provide a clear overview of the scope and constraints of machine translation.

However, despite the convenience offered by machine translation, the indispensability of human translators in terms of nuanced language understanding and cultural interpretation is highlighted (Venuti, 1995). As Venuti (1995) emphasizes, the invisibility of translators can pose challenges in conveying the text's original cultural essence, a nuance often lost in machine translation. The limitations of machine translation in accurately translating cultural nuances are also discussed by O'Brien (2012) and Olohan (2014). Despite advancements in machine translation, it is mainly underlined that machine translation lacks the dynamic intuition of human translators, that is essential for accurate cultural translation. The performance of machine translation systems and AI applications in handling literary texts, particularly poetry, remains challenging. These systems often require post-editing to rectify issues of fluency, cultural context, and source text intent and style adherence.

While machine translation systems and AI applications have made significant strides, their capability to function as cultural mediators remains debatable. The intricacies of culture, context, and idiomatic expressions frequently demand an understanding that these systems cannot entirely replicate. Despite their impressive capabilities in processing high volumes of text and delivering rapid translations, these platforms may struggle with the rich

cultural undertones and stylistic features intrinsic to literary works (Koponen, 2016; Stahlberg, 2020). The strengths of these machine translation systems – speed, volume, and cost-effectiveness – position them as valuable assets in the translation industry (Chen, et al., 2018). Nevertheless, their weaknesses – the inability to fully understand and accurately convey cultural nuances, idiomatic expressions, and intricate literary styles – emphasize the critical importance of human intervention in the translation process (O'Brien & Rodríguez Vázquez 2019).

The literature, given hereby, indicates that while machine translation systems are becoming increasingly advanced, the importance of human translators remains pivotal, particularly when the goal extends beyond the mere translation of words to transfer culture, emotions, and nuanced meanings. It suggests the continuing need for human translators, irrespective of the progress and promise of artificial intelligence in translation (Olohan, 2011; Gaspari, 2016). The fluid, intuition-based process of cultural translation requires linguistic competency and a deep understanding of both source and target cultures. Human translators, equipped with these capabilities, are thus indispensable in this context. While the technological revolution has provided with valuable tools like ChatGPT, Google Translate and Deep L, their role is complementary rather than replacing human translators (Cronin, 2010; Cronin, 2013; O'Hagan & Ashworth. 2002). In conclusion, a careful balance between advanced machine translation systems and human translation expertise can result in efficient and culturally accurate translations. As the technological landscape continues to evolve, so will the discourse on the capabilities and limitations of machine translation systems and their role in cultural transmission (Folaron, 2019; O'Hagan, 2013).

#### **1.4. Methodology**

This study utilizes a descriptive research design to examine the role of machine translation as a cultural mediator through an analysis of the Turkish translation of William Wordsworth's poem "A Slumber Did My Spirit Seal" produced by AI technologies. The descriptive approach allows for a comprehensive observation and analysis of the translations, enabling a deeper understanding of their cultural transfer aspects. This research design aims to shed light on the effectiveness and limitations of machine translation in conveying cultural nuances.

### **1.5. Selection of Machine Translation Systems and Choice of Source Text**

The first step in the methodology involves selecting Deep L, Google Translate, and ChatGPT for analysis. In this study, ChatGPT, Google Translate, and DeepL were chosen as representative systems due to their popularity and availability in machine translation (OpenAI, n.d.; DeepL, n.d.; Google Translate, n.d.). These systems were selected to assess their effectiveness in translating the chosen literary work, "A Slumber Did My Spirit Seal" by William Wordsworth, into Turkish. This poem was selected for its poetic intricacies and cultural nuances, allowing for a comprehensive analysis of the machine translation systems and AI's ability to capture the original work's artistic essence. The study focuses on a single poem in particular to provide an in-depth analysis of the ability of machine translation to convey poetic and cultural elements. This study focuses on a single poem to enable analysis of AI translation performance in a controlled environment. "A Slumber Did My Spirit Seal" was selected for its concise and emotionally rich structure. Therefore, this poem was chosen as an ideal case study to evaluate how AI-assisted translation and MT systems handle poetic rhythm, figurative language, and cultural nuances. Future research could expand this analysis by including a variety of poetic forms to determine whether AI limitations are consistent across genres. This allowed for an in-depth analysis of the capabilities of AI-assisted translation and MT-oriented online translation systems focused on poetry translation outputs. Future research is recommended to expand this analysis by including a variety of poetic forms, including free verse and narrative poetry, to assess whether similar patterns emerge across genres.

### **1.6. Data Collection Methods, Sample Size and Selection Criteria**

The primary data for this study comprises the Turkish translations generated by two machine translation and an AI system. To collect the translations, the original English version of Wordsworth's poem was inputted into each machine translation system and ChatGPT, and the resulting translations were saved for further analysis. This process ensures the inclusion of multiple translation outputs to provide a more comprehensive assessment of the performance of machine translation systems and ChatGPT as an AI tool. The selection of machine translation systems and ChatGPT was based on their popularity, accessibility, and widespread usage in machine translation. ChatGPT, DeepL, and Google Translate were chosen

as representative examples of widely used machine translation technologies. The sample size for the analysis will encompass all the translations generated by the selected machine translation systems and ChatGPT for the specific poem by William Wordsworth.

### **1.7. Translation Process and Data Analysis Techniques**

ChatGPT, Google Translate, and Deep L were used to translate the source poem from English into Turkish. The translations provided by these systems were obtained using their respective online platforms (DeepL, n.d.; Google Translate, n.d.; OpenAI, n.d.). The translations were conducted using the default settings and parameters of each system to ensure consistency in the translation process. Translations will be analyzed focusing on four key criteria: semantic accuracy, which evaluates whether the translation preserves the original meaning; cultural fidelity, which assesses how well cultural references are conveyed; preservation of poetic elements (structure and style), which examines whether rhymes, rhythm, and imagery are preserved; and fluency and readability, which determine whether the Turkish version reads naturally and idiomatically. To ensure a comprehensive assessment, the study will be supported by a comparative expert review. Additionally, future studies may include automated translation assessment metrics such as BLEU (Bilingual Evaluation Understudy) and METEOR (Metric for Evaluation of Translation with Explicit ORdering) scores to provide greater objectivity and complement the qualitative findings. This multifaceted approach aims to provide a comprehensive and balanced translation quality assessment. The analysis will also explore the strengths and weaknesses of each machine translation system and ChatGPT in terms of cultural transfer. A comparative approach will be employed to analyze the translations, which involves examining the similarities and differences among the translations generated by ChatGPT, Google Translate, and Deep L. This approach allows for an in-depth exploration of the machine translation systems and ChatGPT's performance in conveying cultural elements present in the original poem.

### **1.8. Analysis and Evaluation of Cultural Transfer**

An analysis was employed to evaluate the translated outputs produced by ChatGPT, Google Transslate and DeepL. This analysis focused on examining the fidelity of the translations in capturing the cultural nuances, poetic elements, and stylistic features of the original poem. The analysis considered factors such as the

accuracy of cultural references, preservation of poetic devices (e.g., rhyme, meter), and coherence of the translated text in conveying the intended meaning of the source poem. The success of cultural transfer by AI-powered translation tools and machine translation systems is evaluated by comparing the translated versions with the original poem. However, since Turkish follows the subject-object-verb (SOV) structure, while English follows the subject-verb-object (SVO) structure, machine translation often struggles with sentence order. Additionally, Turkish relies on adding suffixes to convey meaning, which can lead to overly realistic or strange MT output when translating from English. This study takes such linguistic inconsistencies into account when evaluating translations. The evaluation assessed the extent to which the translations conveyed the cultural essence and captured the poetic nuances of the original work. This evaluation was conducted by considering the cultural references, idiomatic expressions, and imagery in the source text, and examining how effectively these elements were conveyed in the translated outputs.

### **1.9. Data Analysis and Expert Assessment**

With expert evaluation (article authors), the data was analyzed. The study included comparing the translated outputs, identifying patterns, and categorizing the strengths and weaknesses of each machine translation system and ChatGPT in terms of cultural transfer and preservation of the artistic essence of the original work. The study followed the following strategies to reduce subjectivity in the evaluation process:

- **Inter-evaluator agreement:** Each evaluator independently evaluated the translations using a structured criterion. Any significant discrepancies in their evaluations were discussed to ensure consistency and concordance in scoring.
- **Blind Evaluation Process:** Evaluators reviewed the translations without knowing which machine translation system produced each version. This prevented bias in favor of any tool and ensured an unbiased evaluation.
- **Final Consensus Review:** Scores were collected after individual evaluations, and significant differences were resolved through discussion to reach a final consensus. This step ensured that the translations were evaluated relatively and balanced.



These measures increased the reliability of the findings and minimized potential bias in the evaluation of machine-generated translations. By combining analysis with structured evaluation strategies, the study provided a comprehensive and objective assessment of machine translation outputs, focusing on their ability to preserve cultural fidelity and the artistic essence of the original work.

To verify the findings, the translations produced by ChatGPT, Google Translate, and DeepL were evaluated by two professional translators with over 10 years of experience in Turkish English translation and the authors, who are university professors in translation studies. These evaluators independently reviewed the translations and made comments by analyzing them based on semantic accuracy, poetic fidelity, fluency, and cultural transfer. Their evaluations were then cross analyzed to ensure consistency in judgment. To ensure consistency in evaluation, this study applies an evaluation focusing on (1) semantic accuracy, (2) cultural fidelity, (3) preservation of poetic elements (rhyme, meter, imagery), and (4) overall readability. However, future studies, including standardized translation evaluation criteria such as BLEU and METEOR, could provide additional quantitative insights. These criteria can complement the analysis by delivering objective, data-driven translation quality assessments.

### **1.10. Limitations**

It is important to acknowledge certain limitations of this study. Due to the constraints of time and resources, the analysis focused on a single poem by William Wordsworth, limiting the generalizability of the findings to other literary works or poems. Additionally, the study solely relied on machine translation systems and ChatGPT and did not incorporate human translation as a point of comparison. Specific limitations that may impact on the generalizability and scope of the findings shall be listed as follows:

- **Limited Sample Size:** This study analyzed a single poem, "A Slumber Did My Spirit Seal" by William Wordsworth. While it provides in-depth insights into the translation of this specific work, the findings may not apply to other poems or authors.
- **Reliance on Machine Translation Systems and ChatGPT:** The study solely relied on machine translation systems and did not include human

translation as a point of comparison. The absence of human translations may limit the comprehensive assessment of the machine translation systems' performance.

- **Technical Limitations:** Machine translation systems are subject to technical limitations, such as language pair suitability, training data availability, and system updates, which could impact the accuracy and quality of translations.
- **Subjectivity of Evaluation:** The evaluation of translated outputs, particularly regarding cultural transfer and adherence to the original work's artistic qualities, is subjective. Different evaluators may have varied opinions, leading to potential subjectivity in the assessment process.
- **Evolution of Machine Translation Systems and ChatGPT:** Machine translation systems constantly evolve, and the specific versions used in this study may not reflect the most up-to-date capabilities. Future updates and advancements in these systems may address some limitations.

This study is limited to a single example of English Romantic poetry. While this selection allows for a focused analysis, it does not account for differences in poetic structure, such as metaphorical, syllabic, or rhymed poems from other literary traditions (e.g., Ottoman ghazals or Shakespearean sonnets). While these limitations must be considered, this study provides valuable insights into the potential of AI-assisted translation and machine translation systems as cultural mediators for literary works. Another limitation is the absence of a human-translated version for direct comparison. However, this limitation is ignored because the primary purpose of the study is to compare AI-assisted translation and machine translation-assisted online translation tools.

Future research could examine a broader range of texts or even enhance their comparative analyses by including human translations in their analyses, thus addressing these limitations for a more comprehensive understanding of AI-assisted translation and machine translation in the context of cultural transfer. Future research should also examine AI-assisted and machine translation performance across poetic forms to determine whether these limitations persist across linguistic and cultural contexts.

## 2. Short Biography of William Wordsworth

William Wordsworth was pivotal in English Romanticism, recognized for his profound intellectual contributions and poetic innovations. As a poet, he explored spiritual and epistemological reflection themes, highlighting the deep relation between humanity and nature. Also, he championed daily language and speech patterns in poetry, making literature more accessible to ordinary people. Born on April 7, 1770, in Cockermouth, Cumberland, an area now synonymous with his legacy, Wordsworth developed a passion for poetry from a young age. During his grammar school years, he started writing verse, and his experiences on a walking tour of Europe before graduating from university further shaped his poetic vision. This journey not only deepened his appreciation for nature but also strengthened his empathy for the struggles of ordinary people, both of which became central themes in his work. Among his most celebrated works are *Lyrical Ballads*, co-authored with Samuel Taylor Coleridge, and *The Prelude*, an autobiographical epic that traces the evolution of a poet's mind. His contributions to literature cemented his place as one of the most influential voices of Romanticism<sup>6</sup>.

Apart from these above explanations, when asked who William Wordsworth is on ChatGPT, it has responded as follows:

William Wordsworth was an English poet who played a central role in the Romantic Age in English Literature. He is known for his love of nature, his use of simple language, and his emphasis on emotions and personal experiences in his poetry. Some of his most famous works include "I Wandered Lonely as a Cloud," "The Prelude," and "Tintern Abbey" ([https:// chat.openai.com/chat](https://chat.openai.com/chat)).

### 2.1. A Short Plot of "A Slumber Did My Spirit Seal" and its Textual Analysis

In "A Slumber Did My Spirit Seal," William Wordsworth tells the story of his beloved after her death and, as a result, his depressive emotions. The poem consists of two stanzas, and it was written in the eight-line form. In addition, there are rhymes in the poem, such as "seal-feel," "fears-years," "force-course," and "sees-trees," considered the best way to reflect personal feelings, significant

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<sup>6</sup> <https://www.poetryfoundation.org/poets/william-wordsworth>

characteristics of the Romantic Age.

Translators who are not interested in literary works or do not belong to this genre generally avoid doing literary translation. On the one hand, poetry translation is challenging and requires many skills from translators. Some scholars claim that poetry translation is impossible, while there are attempts in this field of translation performed by poets, and professional translators, i.e., experts in translational action (Reiss & Vermeer, 1984). There are also views that the translatability and untranslatability issues or possibility/impossibility of poetry translation must now be overcome (Erten, 1993, and Robinson, 2010, Tellioğlu, 2018, Tisgam, 2014).

During the poetry translation, which translation theories, strategies, and approaches should be used depend, however, on many criteria, such as the expectation of the target reader, whether the content-focused translation is enough, and whether the adaptation of the poem into the target setting in a way as if it were translated invisibly is preferred or not. To reflect the metrical form of "A Slumber Did My Spirit Seal" and its romantic atmosphere within the target language, especially the rhymes, must be preserved. Besides, the poem in question is undoubtedly an expressive text, one of the text types put forward by German translation scholar Katharina Reiss that she developed from Bühler's organon model. Therefore, the poem should be translated into the target language through its poetic and aesthetic function (Reiss, 2000, and Munday, Ramos Pinto, & Blakesley, 2022).

Translating pragmatic texts has a long history through machine translation systems. However, poetry translation and research in this field are relatively new (Albiz, 2022; Dunder, Seljan and Pavlovski, 2020; Ghazvininejad, Choi and Knight, 2018; Humblé, 2019). Translators who are experienced enough in poetry translation can create a successful target text with their expert identities but how about machine translation? Are they good enough to do poetry or successful translations compared to humans? Can we say that the specialist identity of human translators has been transferred to computer technologies? Considering these questions, the translation of "A Slumber Did My Spirit Seal" will be analyzed to check whether ChatGPT, Google Translate, and DeepL fulfilled the points mentioned earlier and whether these AI technologies are good enough to replace the human translator as a cultural mediator (Katan, 2004).

### 3. Analysis and Findings

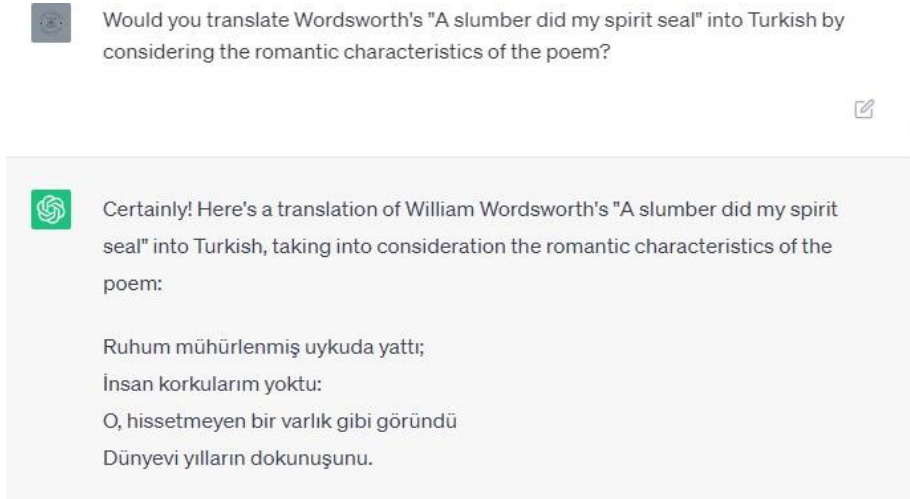
#### 3.1. ChatGPT Data

Before passing on to the analysis, some points must be clarified. First, the following question was asked through ChatGPT as a prompt:

- “Would you translate Wordsworth's "A slumber did my spirit seal" into Turkish by considering the romantic characteristics of the poem?”

The response was positive, but the translation it did was not a translation of this text but an entirely different product as follows:

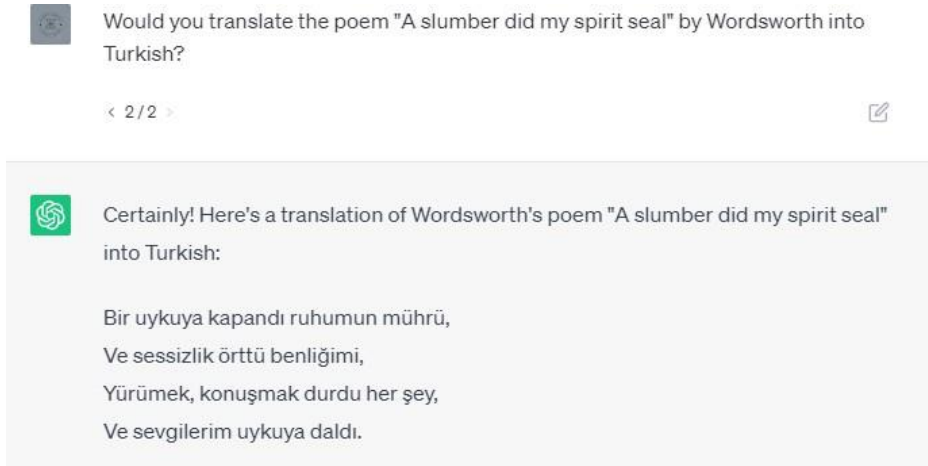
**Figure I**



The second question was simpler, and it was as follows:

- Would you translate "A slumber did my spirit seal" by Wordsworth?

The response was similarly positive, but the AI produced nearly the exact text as shown in the first figure.

**Figure 2**

As seen from both figures, when the question was directly asked by writing the name of the poem, it was impossible to find and translate the correct poem.

To get the correct translation output via ChatGPT, the source text was written directly into the chat section this time, and the system was asked to translate the source text into Turkish by considering the metrical form and overall poetic function. The resulting output and the source text were shown in the following table.

**Table 1: Source Text**

<p><sup>7</sup>A slumber did my spirit seal; I had no human fears:          She seemed a thing that could not feel The touch of earthly years.          No motion has she now, no force; She neither hears nor sees;          Rolled round in earth's diurnal course, With rocks, and stones, and trees</p>
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<sup>7</sup> <https://www.poetryfoundation.org/poets/william-wordsworth>

**Table2:** TT Output by Chatgpt as a Response to The Prompt

Bir uykuya kapandı ruhumun mührü; İnsani bir korkum yoktu:  
 O, hissetmeyen bir şey gibi göründü Dünyevi yılların dokunuşunu.  
 Artık hiç hareketi yok, hiç gücü; Ne duyar, ne görür o;  
 Dünyanın günlük dönüşünde yuvarlanırken, Kaya, taş ve ağaçlarla birlikte..

### 3.1.1. Analysis of Turkish Translation by ChatGPT

As shown in Table 2, the Turkish translation produced by ChatGPT shows that, despite ChatGPT being described as an AI-powered translation tool, it follows basic linguistic patterns that are typical of machine translation in practice. Below is a breakdown of specific errors that affect cultural and poetic fidelity.

**Semantic Accuracy:** The Turkish translation by ChatGPT deviates from the source text in terms of semantic accuracy. While the general meaning of the poem is conveyed, there are instances where the translation does not capture the exact nuances and depth of the original text. Specific phrases and expressions may lack the precise interpretation to evoke the intended emotions and imagery.

- **Lexical Mistranslation:** The phrase "*Bir uykuya kapandı ruhumun mührü*" (MT output) misinterprets the original line "A slumber Did My spirit seal." A more accurate rendering preserving the poetic tone would be "*Ruhum bir uyku ile mühürlendi.*"
- **Ambiguity in Meaning:** The line "*Dünyanın günlük dönüşünde yuvarlanırken*" suggests an action rather than a state, altering the original poem's existential tone. This deviation impacts the philosophical depth of the poem.

**Linguistic Fluency:** In terms of linguistic fluency, the translation by ChatGPT demonstrates a reasonable level of grammatical accuracy and coherence. The sentences are structured correctly and convey the message effectively. However, there may be instances where the phrasing or word choices are not as natural or idiomatic in Turkish, leading to a slightly disjointed or less polished rendition.

- **Loss of Poetic Flow:** ChatGPT's translation "*Kaya, taş ve ağaçlarla birlikte...*" lacks rhythmic coherence, whereas a more natural poetic version could be "*Kayalarla, taşlarla, ağaçlarla...*". This highlights the challenge of maintaining fluency while preserving poetic elements.

**Preservation of Poetic Elements:** One notable drawback of the translation by ChatGPT is the failure to preserve the metrical form and rhyme present in the source text. This omission significantly impacts the poetic function of the poem in Turkish. The rhythmic flow and musicality inherent in the original work are lost, detracting from the emotional impact and the romantic atmosphere the poem seeks to evoke.

- **Cultural Transfer Issue:** The phrase "*İnsani bir korkum yoktu*" translates literally but lacks poetic resonance. A better alternative could be "*İnsanî bir kaygım kalmadı,*" which aligns better with Wordsworth's romantic theme and enhances the cultural and emotional fidelity of the translation.

These findings suggest that, despite structural accuracy, AI-assisted translation cannot often capture the depth of poetic and cultural meaning. While ChatGPT's Turkish translation exhibits the basic linguistic patterns typical of machine translation despite its AI infrastructure, it falls short of preserving the semantic accuracy, linguistic fluency, and poetic elements necessary for a faithful and evocative interpretation of the original poem.

The final translation output, as observed in Table 2, can be seen as an attempt to translate the poem. However, it falls short of meeting the expected level of success. Despite the advancements in neural machine translation systems, the Turkish translation by ChatGPT fails to capture the true essence of the original text. The inability to preserve the metrical structure and rhyme further exacerbates the limitations of the translation, resulting in a loss of the poetic and romantic atmosphere conveyed in the source text. This deficiency highlights the challenges machine translation systems, including ChatGPT, face in accurately reproducing literary works' artistic qualities and nuances, particularly in poetry. While machine translation technology continues to evolve, this analysis underscores the importance of human translators in capturing the intricate beauty and emotional depth of poetry. The unique understanding of cultural nuances, linguistic subtleties, and poetic devices possessed by human translators remains crucial in conveying the intended impact and preserving the original work's artistic integrity. Although an attempt was made, the Turkish translation by ChatGPT did not achieve the expected level of success. The absence of preserved metrical form and rhyme and the failure to convey the romantic atmosphere of the original poem highlight the limitations of machine translation in capturing the intricate nuances



and poetic essence found in literary works.

### 3.2. Translation of Google Translate

**Table 3:** TT Output by Google Translate

Bir uyku ruhumu mühür vurdu; İnsan korkularım yoktu:  
 O hissedemeyen bir şey gibiydi  
 Dünyevi yılların dokunuşu.  
 Artık ne hareketi, ne de kuvveti var; O ne duyar ne de görür;  
 Dünyanın günlük rotasında yuvarlandı, Kayalarla, taşlarla ve ağaçlarla

#### 3.2.1 Analysis of Turkish Translation by Google Translate

The Turkish translation generated by Google Translate can be evaluated regarding various parameters that distinguish human and machine translation.

**Acceptability:** The translation output by Google Translate appears to be somewhat more acceptable than the translation by ChatGPT. It manages to convey the general meaning and main ideas of the poem, allowing for a basic understanding of the content. However, it is important to note that acceptability does not necessarily indicate the successful capture of poetic nuances and artistic qualities. For example:

- The phrase "*Bir uyku ruhumu mühür vurdu; İnsan korkularım yoktu*" conveys the general idea of the original text but lacks the poetic refinement needed to evoke the intended emotions. While the meaning is understandable, the phrasing feels redundant and unnatural, as in "*mühür vurdu*" (lit. "sealed a seal"), which disrupts the poetic flow.

**Literal Translation:** The translation by Google Translate tends to be more literal. It focuses on straightforwardly conveying the words and sentences, often sacrificing the poetic and aesthetic functions crucial in poetry translation. This literal approach may result in a loss of the emotional impact and artistic essence found in the original text. For example:

- The line "*Dünyanın günlük rotasında yuvarlandı, Kayalarla, taşlarla ve ağaçlarla*" translates the original English phrase "*Rolled round in earth's diurnal course*" too literally. The use of "*günlük rota*" (daily route) and "*yuvarlandı*" (rolled) creates an awkward

and unpoetic metaphor for Earth's natural cycle. A more fitting alternative would be "*Dünyanın dönüşüyle döndü durdu,*" (lit. "Turned and turned with the world's motion"), which better captures the imagery of time passing.

**Preservation of Poetic Elements:** Like the previous translation, the Turkish translation by Google Translate fails to preserve the metrical form and rhymes present in the source text. This omission hampers the reflection of the romantic characteristics of the poem. The absence of rhythmic flow and the musicality of the original work in the translation diminishes its impact and prevents the evocation of emotions in the target audience. For example:

- The line "*Artık ne hareketi, ne de kuvveti var; O ne duyar ne de görür;*" translates word-for-word but sounds unnatural in poetic Turkish. A more rhythmic and poetic version, such as "*Ne gücü kaldı ne de bir sesi,*" (lit. "No strength remained, nor a voice"), would better align with the poetic structure and rhythm of Turkish, preserving the emotional depth of the original.

When comparing the translations from the source text, the output of Google Translate seems acceptable and realistic compared to the output of ChatGPT, as it conveys the general meaning and main ideas of the poem. However, this may be an illusion, as it still falls short in capturing the poetic nuances, emotional impact, and artistic qualities of the original. The full translation approach used by Google Translate ignores the poetic and aesthetic functions necessary for poetry translation. As observed in Table 3, the absence of preserved metrical form and rhymes prevents the romantic characteristics and aesthetic appeal of the poem from being reflected. The resulting translation lacks coherence and fails to evoke the intended emotions in the target audience. While machine translation systems such as Google Translate provide a basic understanding of the content, it seems to have difficulty grasping the subtleties, cultural references, and artistic qualities found in literary works, especially poetry. The translation process requires human translators' expertise, cultural awareness, and creative interpretation. Their sensitivity to linguistic nuances and creative adaptability ensures that literary works are translated faithfully and effectively. Future developments in machine translation could focus on balancing realistic accuracy with poetic fluidity to reflect better the romantic and emotional aspects of the source text, moving closer to the depth and artistry

required for poetry translation.

### 3.3. Translation of DeepL

**Table 4:** TT Output by DeepL

Bir uyku ruhumu mühürledi; İnsani korkularım yoktu:  
Hissedemeyen bir şey gibiydi Dünyevi yıllarındokunuşu.  
Artık hiçbir hareketi yok, hiçbir gücü yok; Ne duyuyor ne de görüyor;  
Dünyanın günlük rotasında yuvarlanıyor, Kayalarla, taşlarla ve ağaçlarla

#### 3.3.1. Analysis of Turkish Translation by DeepL

The Turkish translation generated by DeepL can be evaluated regarding various parameters that distinguish human and machine translation.

**Intelligibility:** The translation output by DeepL, like the previous translations, does not fully achieve intelligibility. While the general meaning of the poem is conveyed, there may be instances where the wording or phrasing lacks clarity or smoothness. This can result in a less coherent and intelligible rendition. For example:

- The line *"Hissedemeyen bir şey gibiydi Dünyevi yılların dokunuşu"* is a literal rendering of *"She seemed a thing that could not feel / The touch of earthly years."* While the meaning is technically accurate, the phrasing feels unnatural and awkward in Turkish, particularly with *"gibiydi"* (was like), which disrupts the poetic tone.

**Literal Translation:** The translation by DeepL tends to rely on a literal translation method, focusing on word-for-word equivalents without necessarily considering the poetic and aesthetic qualities of the source text. This approach may lead to a loss of deeper meaning, emotional nuances, and the artistic essence of the original work. For example:

- The overly formal and stiff sentence structure in *"Artık hiçbir hareketi yok, hiçbir gücü yok; Ne duyuyor ne de görüyor;"* is technically accurate but lacks the lyrical quality expected in poetry. A more natural and rhythmic phrasing, such as *"Ne sesi kaldı ne de bir hareketi, Ne duyuyor ne de görüyor,"* would better align with the poetic tone of the original.

**Preservation of Poetic Elements:** In the translation by DeepL, the metrical

form and rhymes present in the source text are not preserved. This omission significantly impacts the poetic and aesthetic nature of the poem in Turkish. The lack of rhythmic flow and the absence of metrical patterns result in a diminished impact and an overall loss of the artistic qualities conveyed in the original text. For example:

- The line "*Dünyanın günlük rotasında yuvarlanıyor, Kayalarla, taşlarla ve ağaçlarla*" translates too literally and loses the poetic impact of the original. A more elegant Turkish phrasing, such as "*Dünyanın devrinde sürüklenip gitti, Kayaların, taşların, ağaçların içinde,*" better preserves the existential tone and imagery of Wordsworth's poem.

DeepL's translation provides a relatively complete and technically accurate representation of the source text. However, it struggles to achieve the clarity, poetic fluency, and artistic depth required for a faithful poetry translation. The reliance on literal translation methods and the failure to preserve poetic elements such as rhythm and imagery highlight the limitations of DeepL in capturing the emotional and aesthetic essence of literary works. It is observed that DeepL's translation output falls short of capturing the essence of the original poem. The literal translation approach ignores the poetic and aesthetic nature of the source text, resulting in a rendition that lacks coherence, fails to evoke the intended emotions, and loses the artistic qualities of the original. The absence of preserved metrical form and rhymes further diminishes the rhythmic flow, musicality, and overall beauty of the poem, and renders the Turkish version devoid of the impact and resonance of the source text. While online-based machine translation systems, including DeepL, have made progress, they still struggle to fully grasp the complexities and artistic subtleties of literary works, especially poetry. The expertise and creativity of human translators remain critical to faithfully capturing the complex nuances, cultural references, and emotional depth of the original text. Future improvements in machine translation could focus on balancing literary accuracy with poetic subtlety to better reflect the artistic qualities of the original text. However, despite their best efforts, DeepL's Turkish translation highlights the limitations of current systems in capturing the full depth and beauty of literary works, underscoring the importance of human translators in providing high-quality, effective translations.

In Table 5, the problems encountered in ChatGPT Google Translate and DeepL translation outputs are classified according to the basic criteria determined in the study (Barut, 2022).

**Table 5:** Comparison of AI and MT translation with examples

Issue	ChatGPT Example	Google Translate Example	DeepL Example	Suggested Fix
<b>Lexical Errors</b>	"Bir uykuya kapandı ruhumun mührü" (unnatural phrasing)	"mühür vurdu" (literal redundancy, unnatural)	"Hissedemeyen bir şey gibiydi" (stiff phrasing)	"Ruhumu mühürledi", "Hissetmez bir varlıktı, dokunmazdı zamana." (More poetic and natural)
<b>Poetic Structure Loss</b>	"Kaya, taş ve ağaçlarla birlikte.." (lacks rhythmic coherence)	"Dünyanın günlük rotasında yuvarlandı" (awkward metaphor)	"Dünyanın günlük rotasında yuvarlanıyor" (too direct)	"Dünyanın devrinde sürüklenip gitti" (More poetic)
<b>Incorrect Semantic Rendering</b>	"İnsani bir korkum yoktu" (lacks poetic depth)	"Ne hareketi, ne de kuvveti var" (word-for-word translation)	"Artık hiçbir hareketi yok, hiçbir gücü yok;" (overly formal)	"Ne sesi kaldı ne de bir hareketi, Ne duyuyor ne de görüyor." (More poetic and idiomatic)
<b>Loss of Poetic Flow</b>	"Dünyanın günlük dönüşünde yuvarlanırken..." (awkward phrasing)	"Dünyanın günlük rotasında yuvarlandı..." (translation does not)	"Dünyanın günlük rotasında yuvarlanıyor..." (too literal, lacks fluidity)	"Dünyanın dönüşüyle döndü durdu" (preserves poetic)

Issue	ChatGPT Example	Google Translate Example	DeepL Example	Suggested Fix
		preserve poetic effect)		resonance)
Ambiguity in Meaning	"Dünyevi yılların dokunuşunu..." (unclear meaning)	"Dünyevi yılların dokunuşu..." (grammatically correct but lacks depth)	"Dünyevi yılların dokunuşu..." (repetitive, lacks poetic variation)	"Zamanın dokunuşuna kapandı..." (Preserves poetic subtlety and depth)

4. Discussion

The findings confirm that MT systems perform better in technical translations than poetry, because data analysis suggests that AI cannot mimic human interpretation of tone, emotion, and discourse. Unlike human translators, MT models have difficulty conveying literal meaning and artistic intent, making post-editing or full human revision necessary for literary texts.

The findings of the analysis shed light on the performance of machine translation tools and AI applications, Google Translate, and DeepL, including ChatGPT, in translating William Wordsworth's poem, "A Slumber Did My Spirit Seal." The examination focused on various parameters, including semantic accuracy, linguistic fluency, preservation of poetic elements, acceptability, literal translation, and intelligibility. In terms of semantic accuracy, all three machine translation tools struggled to capture the nuanced meanings and emotional depth of the original poem. While they managed to convey the general sense of the text, the translations lacked the finer nuances essential in capturing the true essence of the source material. Linguistic fluency was a mixed bag, with varying degrees of success among the tools. ChatGPT and DeepL displayed reasonable grammatical accuracy and coherence, while Google Translate demonstrated some limitations, resulting in less polished renditions. However, despite these variations, all three translations failed to fully capture the poetic and aesthetic qualities of the original work.

Preserving poetic elements, such as the metrical form and rhymes, proved

challenging for the machine translation tools. None of the translations successfully maintained the rhythmic flow, musicality, and overall beauty of the poem. This absence diminished the impact and resonance of the translated versions, highlighting the limitations of machine translation when it comes to faithfully reproducing the artistic aspects of literary works. In terms of acceptability, the translations generated by the machine tools were generally deemed inadequate. While they provided a basic understanding of the content, they lacked the depth and finesse required for a truly satisfactory translation. This lack of acceptability can be attributed to the literal translation approach employed by these tools, focusing on word-for-word equivalence without considering the poetic and aesthetic functions of the original text. The intelligibility of the machine translations varied, with some instances of limited clarity or smoothness. Certain phrases or wording choices might hinder comprehension, resulting in less coherent renditions. This further emphasizes the limitations of machine translation in achieving the level of clarity and coherence expected in high-quality translations.

These findings contribute to the ongoing discussion surrounding human and machine translation in Translation Studies. While machine translation tools have undoubtedly made significant advancements, the analysis highlights their inherent limitations. Translations lack the sensitivity to cultural nuances, the ability to capture the complex emotions embedded in the text, and the creativity required to produce a truly refined translation. On the other hand, human translators possess the expertise, cultural awareness, and linguistic sense to navigate the translation. They can carefully consider the intended impact of the source text and employ creative strategies to convey its artistic and emotional qualities faithfully. The human element in translation allows for a deeper understanding and interpretation of the source material, enabling the production of translations that resonate with the target audience.

However, it is crucial to recognize the potential of machine translation as a valuable tool for assisting human translators. These technologies can aid in speeding up the translation process, enhancing productivity, and providing a starting point for further refinement. Collaborative efforts between human translators and machine translation systems, where technology supports and enhances human expertise, may lead to more effective and nuanced translations. The findings emphasize the limitations of ChatGPT, Google Translate, and

DeepL, in capturing semantic accuracy, linguistic fluency, preservation of poetic elements, acceptability, literal translation, and intelligibility required to translate literary works successfully. Human translation remains indispensable in achieving the highest quality standards, preserving artistic integrity, and conveying the essence and impact of the original text in Translation Studies. Among the three systems, DeepL showed remarkable performance in terms of lexical accuracy and fluency. At the same time, ChatGPT provided flexible meaning in terms of adaptive cultural and literary translation but fell short of fully conveying the poetic meaning in the source text. Google Translate, although it produced meaningful sentences, struggled with poetic coherence. However, none of the systems could effectively preserve the cultural and poetic depth required for literary translation. While these tools provide a foundation for technical translation, they remain inadequate for poetry without significant human intervention.

## **5. Conclusion**

There are discussions about how technologies such as ChatGPT, Google Translate, and DeepL will affect the world of translation in the coming years. Even though the success of these systems in technical translation is apparent, they still lag behind human translators in literary translation, especially in poetry translation. However, the relevant literature on similar research to this paper has been enhancing daily, implying that the expectation of machine translation systems to give the best result in literary translation might still be valid in the future. At this point, it should be remembered that poems are texts used to convey emotions rather than content. Therefore, deprived of emotions and created to simulate human behaviors, machine translation can be assumed to lack humanitarian feelings and, thus, might produce more unsuccessful translations than human translators in translations of such texts.

It is important to consider that poems are more than mere conveyors of information; they serve as vessels for emotions. Machine translation systems and AI, devoid of human emotions and designed to replicate human behavior, may lack the depth of human understanding necessary to produce successful translations of such texts. As a result, ChatGPT, Google Translate, and DeepL have not yet achieved satisfactory results in translating William Wordsworth's poem "A Slumber Did My Spirit Seal". While the challenges faced in translating literary texts



through these systems are apparent, the difficulties may be amplified when dealing with texts containing complex discourses. The process of humanization in translation continues to be relevant, as it is evident that unconditional reliance on machine translation systems and AI may not yield favorable outcomes in specific contexts. However, it is crucial to recognize that there is a digital transformation, where the future may bring changes that challenge or validate the ideas presented here.

Nevertheless, such systems as ChatGPT (AI), Google Translate and DeepL (NMTs) have been produced and are still being produced in a way that shakes people's lives or surprises them in specific ways. However, these three AI technologies for analysis have not succeeded in translating "A Slumber Did My Spirit Seal" by Wordsworth. There might be difficulties in translating even simple texts in literature via these systems, the situation might be more difficult for texts to have complex discourses. Then, the humanization process continues rather than unconditionally, yielding to the dehumanization process in definite texts. However, it is a warning that everything might not remain the same. People are now passing through such a digital transformation that maybe, in the future, the ideas mentioned here will continue to be reliable, or maybe they will be out of fashion.

Machine translation continues to be an evolving process. However, poetry stands out as a genre that challenges the MT process due to its structure, content, and dependence on cultural, emotional, and rhythmic depth. AI is a helpful tool for translators, yet evidence suggests that AI-assisted translation and MT tools are unlikely to replace human creativity in literary translation. Future research should investigate whether training AI models on literary datasets or incorporating hybrid translation methods (AI + post-human editing) can improve poetic translation accuracy. As technology advances, developing AI to handle artistic texts remains an exciting yet complex frontier in translation studies.

It is essential to acknowledge that the limitations observed in this study, particularly in the context of machine translation systems and ChatGPT's performance in literary translation, do not necessarily indicate a definitive outcome. The rapid advancements in artificial intelligence and natural language processing suggest that future iterations of machine translation systems and AI may overcome some of these challenges. As technology evolves, machine translation systems and AI may become more adept at capturing the nuances of poetry and conveying the emotional depth of literary

works. However, it is crucial to approach these advancements with caution. While the progress of machine translation systems and AI is remarkable, it is equally vital to recognize and appreciate the unique abilities of human translators. The intricate interplay between language, culture, and emotion demands a level of sensitivity and understanding that machines have yet to replicate fully. As the world moves forward, it is essential to balance embracing technological advancements and maintaining the human touch in translation. Collaborative efforts between human translators and machine translation systems and AI, where technology supports and enhances human expertise, may pave the way for more effective and nuanced translations in the future.

In conclusion, while ChatGPT, Google Translate, and DeepL have been instrumental in reshaping various aspects of our lives, their current capabilities still fall short in successfully translating complex literary works like "A Slumber Did My Spirit Seal" by Wordsworth. The study highlights the ongoing significance of human translators in preserving the richness of cultural and artistic expression. The findings underscore the need for continued research and development in machine translation technologies, emphasizing the importance of striking a harmonious balance between technological advancements and the indispensable role of human translators. In this digital transformation era, the future of translation remains intriguing and uncertain. Researchers, practitioners, and stakeholders in the field of translation must stay informed, adapt to evolving technologies, and continually reassess the roles of humans and machines in achieving the highest standards of translation excellence.

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## **CHAPTER 3**

### **THE ROLE OF THE NORMATIVE CONFLICT MODEL AND NEED FOR CLOSURE IN DISSENT DECISIONS**

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## INTRODUCTION

Conformity studies take an important place in the social psychology literature. It started with "autokinetic effect" studies conducted by Muzaffer Sherif (1937) in which group members answered, under the influence of the group, related to the judgements on how much a light shown to them moved. Then, the studies which examine the conformity behaviours went on with the studies which show how the individuals acted in line with the majority about the length of the stick shown to individuals in "line experiment" studies by Solomon Asch (1951, 1956). Finally, a series of studies came along which show why individuals conform to the authority despite the fact that it was against their own opinions along with "obedience" studies conducted by Stanley Milgram (1963, 1965). In all these studies, conformity studies took an important place in the social psychology literature along with the studies to get to the bottom of the psychological reasons of conforming. On the other hand, as is known, there have been people in different periods of the history like Socrates and Martin Luther who opposed to their society for the good of their societies. Dominic J. Packer (2008b) stated that there were also nonconforming individuals besides conforming individuals in Asch (1956) and Milgram (1963, 1965) experiments and he sought the answer to why they acted in a nonconforming way. In this study, the normative conflict model of dissent, which reveals the importance of dissent instead of conformity, is discussed. The purpose of this study is to examine the relationship between the normative conflict model of dissent and cognitive closure. In this context, the relationship between the two theories is examined based on their premises. The aim is to try to discuss the potential moderator effect of the need for cognitive closure theory which has both individual and situational motivation variables.

## 1. OVERVIEW OF NONCONFORMITY

The effects of the dissent opinions on the group were previously researched in social psychology studies with "minority influence" studies (e.g., Moscovici, 1976). These studies aim to explain the reasons of dissenting within group (see for review Hornsey, 2016; Jetten & Hornsey, 2014; Rios, 2012). Some underlying motivations of dissenting group norms are presented as follows.

Deviance regulation theory asserts that individuals tend to develop a positive and unique personality within society by using an acceptable and affirmative method. Because, it is emphasized that they can catch individualization within group in this way (Blanton & Christie, 2003). In addition, another study suggests that one of the methods of self-clarifying is to express the ideas advocated by few people (Morrison et al., 2010). In addition, group members sometimes do not follow the norm adopted by their group due to moral sensitiveness (Monin et al., 2008). For example, due to their individual

values, people adopted a different attitude than their group about a law enacted for people with different sexual orientation or apologizing Aborigines for what was done in the past (Hornsey et al., 2003). People sometimes ignore group norms to get financial benefits or to get away from punishment. For instance; employees' searching for other ways for financial income (Warren, 2003). Furthermore, group members sometimes dissent the current norm to change group norm with better one. This type of dissenting group norm is conceptualized as "constructive deviance" (Galperin, 2012). In addition, motivation of "normative conflict model", which is the main subject of this study (Packer, 2008b, 2011), to dissent the current norm is derived from this concept. In other words, individuals having high identification with the group dissent norms that can be harmful for the group with the purpose of moving the group further positively (Packer, 2011; Packer & Chasteen, 2010).

Normative Conflict Model studies progressed by discussing the relationship between the two components, collective identification and perceptions of normative conflict. It was stated that there could be individual and situational moderator variables (status, culture, political inclination) between these two variables (Packer, 2008b). Then, the influence of personal factors and motivational situations were discussed (Packer et al., 2013; Packer et al., 2013; Packer & Miners, 2014).

## **2. NORMATIVE CONFLICT MODEL**

Many politicians, authors and intellectuals have stood against current status-quo in order to bring their society forward during the course of history. For example, one of them is senator Fulbright (1966) who states that people need to consider criticizing their own country as a praiseworthy behavior. Taking stand from this study, the basic premise of normative conflict model is that people oppose to norms that can be bad for group (Packer, 2008b; Packer & Chasteen, 2010).

While social identity theory suggests that individual identities in a group are not important and emphasizes that group members are alike, some members can take different roles individually (Postmes & Jetten, 2006). Therefore, they may affect group identity more than others (Postmes & Jetten, 2006). These group members can also oppose to wrong behaviors which can cause adverse effects in the group (Packer, 2008b).

Individuals having a high level relationship with their own group make effort to bring a positive identity to the group (Tajfel, 1981), even if this effort brings disadvantage to their own interests (Haslam et al., 2006; Zdaniuk & Levine, 2001). At this point, there is a dilemma in which there can be individual costs of group members while they make effort to protect group benefit. Nelson Mandela, who was sentenced to 27 years due to opposing to racial discrimination in South Africa for the good of society, is one of the most remarkable examples (Packer, 2011).

In social psychology literature, relationship between social identity and conformity with group norm is reported to represent group identity and continuum of group conformity (Abrams et al., 1990; Terry & Hogg, 1996). Individuals having a high level identification with their group are expected to conform with group norm and represent the group identity (Russell et al., 1997; Terry & Hogg, 1996; White et al., 2002). However, according to the normative conflict model, people having high level identification with their group do not conform with group norms under some conditions (Packer, 2008b, 2011; Packer & Chasteen, 2010).

According to the data reported by (2008a), participants in Ash's (1951, 1956) study conformed with every stage with the rate of only 30% and 40%. In addition, 35% of participants did not conform in the baseline test conducted by Milgram (1963) on obedience. Taking stand from this point, (Packer, 2008b) conducted studies on the questions how and why people do not conform along with the behavior of conforming. According to results of these studies, people having high level identification with their own group reported that they can prefer opposing to group norm rather than conforming with it when they think that such a norm may cause harm or an adverse consequence for the group (Packer, 2008b; Packer & Chasteen, 2010). In addition, according to the normative conflict model (Packer, 2008b), people having both high level identification and low level relationship with the group are assumed to have norm conflict. After the emergence of norm conflict, people react considering costs and benefits of their reaction. Individuals having low level relationship with their group prioritize what is good for themselves in a group behavior while those having a strong relationship prioritize social benefit even if it has a personal cost.

### **2.1. Findings and Methods on The Norm Conflict Model**

In early normative conflict model studies conducted by Packer and Chasteen (2010), group members were asked to remember their conflict experiences with their own group and to say how and why they express their experiences. As for methodology, participants were asked to write down four groups to which they belong and at least two of them must be the groups which they conform with. Afterwards, they were asked to write about differences of opinion between them and their group and to write down which motivation urged them to express these differences. In other words, they were asked whether for individual interests or group benefit they expressed these differences. According to the results, they expressed their oppositions in the groups to which they have high level of belongingness for the good of the group; for a collective purpose in other words.

Following the above mentioned studies, efforts were made to comprehend the normative conflict model though the attitudes of college students towards plagiarism. Students were randomly divided into three groups

being collective harm, individual harm and control conditions. In collective harm condition, students were reminded about their college's attitude towards plagiarism and then asked to think about what kind of harm can be given to their school by plagiarism. In individual harm condition, they were asked to think about what kind of a harm can be given to themselves while in control condition, they were directly asked to go on with the next baseline. After this manipulation, a scale was given to the participants about to what extent they would oppose to group norm such as discussing the topic with their friends and writing paper for school newspaper. In accordance with the norm conflict model, students who have higher rate of identification with their group in the collective harm group reported higher rates of opposing to norms compared to those in individual harm and control group. In addition to this result, there was no difference between those in individual harm group and control conditions. Furthermore, no difference was detected between three conditions in terms of people having low level identification. These findings were repeated by the researchers under different conditions. For example, in another study including the use of an online chat room, participants were able to express their ideas directly to members of their own group. In these studies, collective harm was a sufficient motivation reason for people to oppose to group norm. In these studies, individuals having low level identification with their group did not express these behaviors (Packer & Chasteen, 2010).

### **3. THE NEED FOR CLOSURE**

The need for closure is defined as “desire for a firm answer to a question, any firm answer as compared to confusion and/or ambiguity” (Kruglanski, 2004, p. 6). Consequences of need for closure are assumed to result from two tendencies namely, urgency and permanence. The urgency is defined as seize which refers to approaching and reaching closure without any further delay. On the other hand, permanence is used to express the desire for the continuity of closure and defined as the concept of freeze. In other words, it is the desire for the continuity of closure both today and in the future (Webster & Kruglanski, 1997). The present study tries to reveal repercussions of both of these cases in group works. In addition, the explanation is made as a continuum which includes strong need for closure on a side and strong need to avoid closure on the other side. Strong need for closure is defined as reaching closure in urgent and rapid way and sustaining it while strong need to avoid is defined as being open to different ideas and being away from definite judgments (Kruglanski & Webster, 1996).

The presence of two different information processing systems in different times is emphasized. One of them is defined as automatic and rapid while the other is defined as controlled and slowly-functioning system (Chaiken & Trope, 1999). For example, elaboration likelihood model (Petty & Cacioppo, 1986), heuristic systematic model (Chaiken, 1980), reflexive and reflective

(Lieberman, 2007), system1 and system2 (Stanovich & West, 2000), intuition and reasoning (Kahneman, 2003). It is emphasized that there is a relationship between need for closure and heuristic information processing (Kossowska & Bar-Tal, 2013). Therefore, a systematic information processing can be mentioned in case when closure is not high.

Individuals determine which continuum to take part in according to benefits and loss to be obtained in lack of closure. One of the related factors is the state of individuals. For example, there are studies reporting that tendency of individuals towards the need for closure increases in time-pressure environment (see Kruglanski, 2004; Kruglanski & Webster, 1996; Webster & Kruglanski, 1997). The presence of time pressure accelerates decision-making process because the possibility of missing the set timeline emerges. In other words, lacking closure has a cost. Another determinative case about need for closure is the cost that may emerge from the process of information processing. Individuals get more tired in cases including tiring and challenging processes of information processing which particularly require an effort. Noisy (Kruglanski et al., 1993; Kruglanski & Webster, 1991) and tiring (Webster et al., 1996) environments can be set as an example. In addition, a 42-item dispositional need for closure scale which indicates the difference between individuals in terms of need for closure in addition to situational factors was developed. It includes five subscales. These are need for order, ambiguity intolerance, decisiveness, predictability and closed-mindedness (Webster & Kruglanski, 1994).

### **3.1. Need for Closure in Group Works**

Need for cognitive closure research were conducted on the basis of group works as well. They were named as studies to reach group centrism. In other words, the interest of individuals towards the information shared in their group, their adoption of certain norms and rules, intolerance to deviant ideas in the group, avoiding the expression of different ideas in the groups and excessive loyalty to norms in the group are considered as behaviors to reach group centrism (Kruglanski et al., 2006).

### **3.2. The Studies Conducted on Groups**

Uniformity Pressures: In each of the studies, participants were asked to pick the person who would give money reward among 4 candidates in groups including 4 managers in each. Individuals in the groups were randomly distributed in a way that half of them has tendency towards high need for closure while the other half has tendency towards low need. In addition, time pressure manipulation was applied as situational need for closure on half of the groups. In discussion held during decision-making process, individuals in high need for closure group reported to be under the pressure of being in more unity

and consistent with group members compared to those in low need for closure group (De Grada et al., 1999).

**Resistance to change:** How individuals oppose to different ideas and prefer repress them for the continuity of the norms of the group as a result of the need for closure effect are also reported. Kruglanski and Webster (1991) demonstrated this situation through various field studies. These studies were conducted with male and female troop in Tel Aviv, Israel. In addition, these studies were about experiences of individuals during decision-making process about picking a suitable place for summer camp. One confederate in each group was asked to behave in a conformist or deviant role according to different conditions. In this study, need for closure was manipulated with time pressure. No difference was found when confederate under conformist condition expressed the idea while a time-dependent difference was found under deviant condition. In second, third and fourth experiments conducted for the continuity of the study, noisy environment manipulation was used. Deviant ideas were rejected more in the group discussion held in noisy environment compared to silent environment. According to results of these studies, when need for cognitive closure increases, the possibility of rejecting deviant ideas and conformist behavior increases.

**Autocratic group process:** Decision making processes within group were examined under different need for closure conditions (high & low) through two experiments (Pierro et al., 2003). Group members were asked to decide which employee should be rewarded with a car according to which job performance. Speech duration of individuals, perceptions of individuals on group members and behavior patterns were measured as dependent variable. According to the results, group members having high need for closure values showed an autocratic group structure. A positive relationship was found between autocratic behavior levels of members of high need for closure group and their duration of controlling the discussion.

**Intolerance of diversity:** Tolerance towards difference decreases especially in high need for closure case in order to ensure unity within group (Kruglanski et al., 2002). They oppose to difference to ensure in-group uniformity because difference prevents reaching closure. Researchers also report that positive attitude towards in-group members increases as need for closure increases which as a whole increases homogenous structure of the group.

**Reaction to normative violations:** Since individuals with high need for closure aim to sustain group norms, they reported that they would feel upset in case of violation of group norm and would react it (Pierro et al., 2003). There are also studies reporting that need for closure negatively predicts people who are dissent to the group. For example, group members trying to reach cognitive closure adopted more negative approach towards deviant ideas of female members compared to conformist members (Doherty, 1998; Kruglanski & Webster, 1991).

Political conservatism: In addition, there are also studies which report a significant relationship between need for closure and political conservatism (Jost et al., 2003). Specifically, Webster and Kruglanski (1994) reported a relationship between need for closure and authoritarianism. Individuals having high on need for closure score supported right-wing policies on social issues (Jost et al., 2009).

In summary, it is reported that high need for closure has a role of ensuring in-group consensus and conformity (Kruglanski et al., 1993) and has a pressuring effect on group unity (De Grada et al., 1999). Besides, it leads to rejecting ideas which are deviant to group norm (Kruglanski & Webster, 1991). It encourages dependence to group traditions and leads to rejecting the change of traditions (Jost et al., 2003a, 2003b). Following this stage of the study, possible need for closure determinants which affect normative conflict model premises will be discussed.

#### **4. SITUATIONAL DETERMINANTS**

Need for closure has been described as capturing the closure and escaping from the closure considering the cost-benefit consequences of the attitudes of the individuals which they will assume according to the conditions in which they are in and their personal tendencies (Kruglanski & Webster, 1996). The first section will start with situational factors effecting whether individuals assume a certain, firm and clear attitude or they assume an attitude that is far from definite judgments and more free. In this section I will try to explain the relation between normative conflict model, which aims to find out the conditions of dissenting within a group, and need for cognitive closure, which aims to find out the conditions in which individuals behave firmly or flexibly. Consequently, I will try to present the conditions of dissenting in a group from a different perspective.

##### **4.1. The Relationship between Normative Conflict Model and Need for Closure**

According to normative conflict model, individuals who identify themselves with a group act in a goal directed manner rather than exhibiting automated behaviors for the topics related with the group (Packer & Miners, 2014). For example, individuals high in identification with their groups behave taking the interest of the group into account. Besides, it was explained in the previous section that individuals high and low in identification with their groups give different reactions to resolve the conflicts they encounter in the group. In this study, the conflicts which the individuals have within the groups will be tried to be explained from need for cognitive closure (Kruglanski & Webster, 1996) perspective, which is one of the goal system theories.

According to Kruglanski and his colleagues (2002), a conflict between more than one target being followed is possible. In other words, trying to reach



a target may play a prohibitory role for another target. Goal conflict occur as a result of this situation. Conflicts between short-term goals and long-term goals can be given as example to this (Fishbach et al., 2003; Fujita et al., 2006). It has been asserted in norm conflict model (Packer & Miners, 2014) that individuals face with conflicts while making decisions. In other words, while individuals in a group prioritize collective-level goals, others prioritize individual-level goals. While, at this point, individuals with collective-level goals have conflicts between persisting and changing the group structure, those with individual-level goals have conflicts regarding whether they will gain short-term or long-term benefit based on the manner they will assume. Similarly, one of the need for cognitive closure arguments assert that individuals have to make a selection between short-term and long-term goals due to the reasons arising from dispositional or situational factors (Fishbach & Ferguson, 2007; Kruglanski et al., 2002). From this point of view, need for cognitive closure arguments are thought to provide a new explanation for normative conflict model which aims to explain dissenting attitudes of the individuals in a group.

#### **4.2. Need for Closure and Dissent in Group**

In normative conflict model (Packer, 2008b; Packer & Chasteen, 2010), especially collective-oriented individuals may have conflicts between changing the norms which may bring harm to the group or not doing anything against this situation. At the end of this conflict, individuals either choose to change the norm by dissenting it or support the norm to remain the same by conforming it (Packer et al., 2013; Packer et al., 2013). According to social identity theory, it has been emphasized that individuals high in identification with the group aim to enhance the group (Crocker & Luhtanen, 1990; Tajfel & Turner, 1979) and therefore they give priority to the benefits of the group rather than their self-interests (Packer & Miners, 2014). Besides, findings have shown that they turn against the norms which may be harmful for the group (Packer, 2011). Following the findings showing that individuals high in identification with their groups set against the harmful norms in order for the interests of the group, which are of the first findings asserted by normative conflict studies (Packer & Chasteen, 2010), it has been depicted that they do not only set against the norm but also keep silent in certain situations (Packer & Miners, 2014). I am of the opinion that findings of need for closure studies will guide usefully in better understanding the normative conflict model's notion that individuals show different reactions in different situations. Because, group related findings of the need for closure studies contain significant findings regarding individuals' keeping company with other group members, integrating with the group or leaving other group members depending on closure tendencies and the situations in which they are (Kruglanski et al., 2006). In this study, suggestions will be made to further understand the conditions of dissenting with reference to these findings.

### **4.3. Evidence for Dissent with Need for Closure**

It has already been emphasized that individuals high in identification with their groups face with a conflict about either persisting or changing the group norms. Additionally, this conflict has also been described as selections to be made between different goals. In other words, this conflict has been depicted to source from the selections of the individuals high in identification with their groups between fast, easily reachable, short-term goals and difficult, long-term goals.

Construal level theory has been consulted in order to explain how the reactions of the individuals change depending on short-term and long-term goals in normative conflict theory studies (Packer et al., 2013; Packer et al., 2013). According to construal level theory, individuals give different reactions in different situations (for example, high and low construal level). For example, while low construal level mainly represents tangible, local and short-term situations, high construal level has been used for situations with general, long-term and unchanging values (Liberman et al., 2007; Liberman & Trope, 2008; Trope & Liberman, 2003). Besides, construal level on which the individuals are also effects which type of goals these individuals will give priority. For example, while individuals on low construal level focus on immediate, close, constant and self-enhancement related goals, in the case of high construal level individuals give priority to prospective goals by looking from a broader perspective (Fujita et al., 2006). Packer and his colleagues (2013) researched whether the individuals identified with their groups go against a norm, taking the premises of aforementioned construal level theory in account. According to the results, on high construal level condition, individuals high in identification with their groups turned against the norm related with plagiarism more strongly than those low in identification with their groups. However, on low construal level condition, individuals high and low in identification with their groups either showed behavior of conforming with, in other words accepting the norm or those high in identification with their groups conformed the norm more strongly.

With reference to these studies, I think that arguments of need for closure theory will offer new insights to normative conflict model. I am of the opinion that situational factors have influence in the resolution the conflicts the individuals have between long-term and short-term goals. I think that especially conflicts between need for closure and time concept will be illuminators in this regard. The aim here was to reveal the relation of the individuals with their groups depending on the situation in which they are. For example, it has been proven that individuals show behavior of being consistent with their groups when time pressure (high need for closure) is in question (De Grada et al., 1999). Additionally, it has also been proven by the studies that they stand against opinions uttered regarding changes and they choose to suppress these opinions (Kruglanski & Webster, 1991). Therefore, depending on the situations

in which the groups are, reactions of the group members to the situations may change. My vision at this point is that if group members have enough time to discuss the norms which could be harmful for the group, they can better confer these topics. Therefore, individuals going against the norm can express their opinions more comfortably. However, when the situation is on the contrary, group members who would normally go against the norm, would prefer to keep silent due to possible reactions from other group members. As a result, I hypothesize the relation I tried to establish above between the theories as follows. I predict that individuals high in identification with their groups will avoid making in-group criticism when they are exposed to high need for closure (under time pressure), however individuals in low need for closure situation (without being under time pressure) will not avoid bringing in-group criticism. It has been emphasized that goals tend to evolve to actions when appropriate conditions are provided (Kruglanski et al., 2002; Shah & Higgins, 1997). A suggestion concerning the conditions under which the individuals would take action for the change of the group and under which they would not exert any action without for the group's sake has been given above. It has been emphasized that group members set goals and make discussions regarding changes rather than providing fixed ideas in the discussions and talks they make in a secure setting for the group (Kruglanski et al., 2006). For example, individuals in low need for closure group laid a discussion ground while those in high need for closure group preferred to avoid and suppress discussion (Franco et al., 2016). Besides it has been indicated that change-directed goals and attitudes are avoided in environment where another group's member is present and listening to the discussion or in intergroup clash situations (Dworkin & Baucus, 1998; Kassing, 1998; Packer, 2014; Packer & Miners, 2014). Therefore, another situation in which dissenting in the group is difficult is when the groups are competing. Thus, such situations limit in-group discussion environments. As previously emphasized, when need for closure is high, dissent in the group gets difficult and conformity with group norms is encouraged (Kruglanski et al., 2006). In addition to these studies, when need for closure is high, while positive relation was found between need for closure and in-group favoritism, negative relation was found between need for closure and out-group rating (Shah et al., 1998). Therefore, group members will avoid bringing criticism towards their groups in inter-group clash circumstances where need for closure is high. Besides, bringing criticism towards the group when intergroup clash circumstances are in question has been accepted as a taboo by the studies since it is thought that discussions would impair the integrity of the group (Ariyanto et al., 2010; Festinger, 1950). In other words, bringing in-group criticism gets difficult when intergroup competition is in question. Additionally, it has been found that individuals with both high and low identification with their groups verbalize the group's problems at the same rate when intergroup competitions are out of question. However, it has been

emphasized that when competition environment is in question, while individuals with high identification with their groups suppress and postpone their criticisms, this situation is out of question in terms of individuals with low identifications with the group (Packer, 2014). Therefore, situations where another group's member is present and listening to the discussion, intergroup competition environment and environment in which groups keep their groups at the forefront will be those with high need for closure. I predict that individuals would integrate with their groups and suppress and set against different voices within the group in such situations.

## **5. INDIVIDUAL DIFFERENCES**

### **5.1. Dispositional Need for Closure**

Webster and Kruglanski (1994) defined the need for cognitive closure as a unidimensional structure consisting of five subcomponents. These five subcomponents include the motivational powers found in the basis of the need for closure. The first element to create a need for closure is the need for order. This expresses the need of individuals for avoiding disorder and chaos and for preserving the order in their life. Another element is the ambiguity intolerance. This element is the dislike of experiences which contain ambiguity, avoidance of the chaos by the individual and the desire for openness in life. The need for predictability is the need for avoiding unpredictable changes and need for consistency. In addition to these, the element which represents the avoidance of information and struggle by the individual, the reluctance for new information and the distrust towards alternative ideas is named closed-mindedness. Finally, decisiveness is individuals' need for avoiding indecision and need for fast decision-making in terms of preferences and judgements (Calogero et al., 2011; Webster & Kruglanski, 1994).

### **5.2. Personality Factors on Normative Conflict Model**

In studies on normative conflict model, the existence of personality factors was also studied besides the potential harms to the group and the group belongingness which affects the opposition to the norm. It was found that there was a relationship between dissent and, especially the personality characteristics which are openness to experience and conscientiousness in the "Big Five" personality model (see Packer, 2010). It was suggested that the personality characteristics which are openness to experience and conscientiousness factors independently or as a result of interactions, could explain the opposition to norms in a group (Packer, 2010). As is known, the openness to experience is associated with characteristics such as heightened imagination, curiosity, independent thinking and openness to new ideas (George & Zhou, 2001; McCrae, 1996). Therefore, openness to experience was thought to be associated with producing new points of view on group behaviours and was associated with the behaviour of opposition to norm

(Packer, 2010). However, individuals with conscientiousness personality characteristic sometimes display behaviour of conforming to norm since they are more target-oriented (Barrick & Mount, 1991; Digman, 1990). In fact, they try to do what is necessary in line with the targets of the group (Packer & Miners, 2014). In addition, it was revealed that only having highly open and conscientious personality characteristics was enough to oppose to norms (Packer, 2010). Another important point is that having a high responsibility understanding is not enough to oppose to norms. Therefore, it was reported that behaviour of opposition to norms occurred when both factors are high in the interaction of the openness to experience and conscientiousness. Namely, people should have a point of view to express their opinions besides the responsibility conscientiousness (Packer, 2010). In addition, I also believe that dispositional need for closure may be effective in dissent. Now, possible effects of them will be discussed.

### **5.3. Dispositional Need for Closure and Dissent**

In the study, need for closure conscientiousness was found positively correlated with neuroticism and negatively correlated with openness to experience. Furthermore, no relationship was found with extraversion and agreeableness (Roets & Van Hiel, 2011). Therefore, in addition to parallel results between abovementioned studies conducted on normative conflict model and personality traits, I also believe that need for closure premises will bring new contributions to dissent within group. For example, individuals with high conscientiousness may want to behave with responsibility and intervene in a wrong situation. However, if these people have low tolerance to uncertainty, are close to change and look for an order, they might avoid criticizing the group.

Studies were conducted especially on understanding the in-group processes by using the need for cognitive closure scale (see Kruglanski et al., 2002; Pierro et al., 2003b). I think that the findings of these studies will contribute to the normative conflict model. For example, findings were obtained showing that individuals with high level of need for closure displayed behaviours of wanting the group structure to be more autocratic (Pierro et al., 2003); that they did not tolerate and opposed to different opinions in the group (Kruglanski et al., 2002) and that they would react when the group norm was violated (Pierro et al., 2003). In addition, it was found that individuals with high need for closure support the values which improve their ties with the group, yet those with low need for closure support the values which prioritize individualism (Federico et al., 2016). Besides these studies, individuals with higher dispositional need for closure points, which is measured by using the need for closure scale, displayed less cognitive flexibility and expressed less creative ideas in the group study (Chirumbolo et al., 2004). In another study, it was found that individuals with high need for closure points were persuaded

more difficultly than individuals with low points (Kruglanski et al., 1993). Therefore, we see that need for closure studies offer findings to understand the group behaviours. For this reason, I think that need for cognitive closure theory will provide illustrative contributions as to which individuals with which personality structures could make opposition in the group.

Packer (2008b) emphasized the importance of individual differences in terms of the individuals' points of view toward the norms of the group they belong and their identity engagement. I also think that the individual differences among the group members are one of the most important determinants in terms of perceiving the group norms. At this point, the abovementioned need for closure theory can be helpful which suggests, in various findings, that in-group behaviours differ in line with the dispositional need for closure.

To conclude, the same direction of relationship was found between dissenting norm and openness to experience as mentioned before. Therefore, I believe that individuals with dispositional low need for closure may dissent norm. Because, these people are open to alternative ideas, more tolerant to uncertainty, do not need an absolute order and do not avoid changes; so they can criticize the group.

## **6. SUMMARY AND CONCLUDING DISCUSSION**

Some findings were presented from different studies about how normative conflict model explains dissent behavior. Recently, studies were conducted about motivational background of dissent within group (Packer et al., 2013; Packer et al., 2013). In addition, possible presence of situational factors has been reported (Packer, 2008b). This study examines the requirement for cognitive closure, which encompasses both environmental and individual elements, and posits that it will reveal previously unknown aspects of the normative conflict paradigm. There may be new forces influencing dissent inside the organization.

Studies report that people may take different decisions especially under time pressure (Kruglanski & Webster, 1991). Decisions taken in different groups and many fields of life are dependent on conditions of people. For example, decisions taken in different groups such as declaration of different ideas as traitors, decreasing criticism among football teams in championship competition etc. are affected by time pressure. As well known, decisions are taken under time pressure in cases of international crisis, intergroup conflicts or election period of political parties. Because, there are goals to be achieved in short period of time. Therefore, these are conditions with high need for closure and decisions must be taken promptly. As a result, compliance with group norms increases and intra-group criticism decreases. The need for cognitive closure can help explain such conditions when situational factors are effective.

It is reported that expression of different ideas within group has benefits for the group (Janis, 1982). It is also reported that especially the ideas expressed

by the minority within group may prevent bias that may result from collective decision making within group (Antonio et al., 2004). Normative conflict model studies reported that dissent within group moves the group further (Crane & Platow, 2010; Packer, 2008b). According to studies conducted on need for cognitive closure, a positive relationship was found between need for closure and rejecting different ideas (Kruglanski & Webster, 1991), prioritizing conformity (De Grada et al., 1999), desire to protect group norms (Livi et al., 2015). Therefore, the need for closure can bring new contribution to comprehending underlying motivation of dissent within group. In other words, individuals decide to dissent or not according to in-group conditions such as high/low time pressure or cognitive loading.

Recent studies on normative conflict model report that individuals behave considering cost and benefit of dissent (Packer & Miners, 2014). Individuals criticize group to make things better or prefer to be quiet considering high cost of criticism (for instance, being excluded from the group) according to the degree (high & low) of their relationship with group identity. In other words, individuals may consider cost and benefit of their behaviors depending on their situational and dispositional need for closure perspectives. For example, if they focus on a certain goal and do not have enough time; in other words, if they are in high need for closure, they may think that being quiet is a better option for the good of the group.

In conclusion, this study showed that situational and individual factors can also be effective, not just individuals with high group identification.

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## CHAPTER 4

### REINTERPRETATION OF TRADITIONAL TURKISH COFFEE USING MODERN PREPARATION AND PRESENTATION TECHNIQUES: A SENSORY ANALYSIS STUDY

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## 1. INTRODUCTION

Coffee, originally from Ethiopia in the Horn of Africa, is a plant that thrives in regions with plentiful rainfall and no frost, as it is sensitive to cold and dry conditions. Because of this, it can only be cultivated near the equator. Although there are over 100 species within the *Coffea* genus of the Rubiaceae family (Saltan & Kaya, 2018), only two, *Coffea arabica* and *Coffea robusta*, are cultivated (Taştan, 2009). These two species, Arabica and Robusta, are also the most widely produced and preferred coffee beans among consumers (Stokes, O'Sullivan & Kerry, 2017). *Coffea arabica*, which accounts for 75% of global coffee production, is considered superior in aroma and flavor compared to *Coffea robusta*, which makes up 25% of world production (Girginol, 2018).

Although coffee cultivation takes place in many countries, production data show that Brazil, Colombia, Vietnam, and Indonesia are the leading nations in this market. These countries make up about 60-65% of global coffee exports. Coffee, which reaches consumers after going through numerous difficult and expensive processes of cultivation, processing, and transportation, is traded on the worldwide market in exchange for the US dollar (Örnek, 2022). Today, coffee is the second most traded commodity on global stock exchanges after crude oil, supporting roughly 125 million jobs worldwide and ranking among the most competitive markets (Timur-Ağıldere, 2019). About 2.25 billion cups of coffee are consumed every day around the world (Torres-Valenzuela et al., 2019).

Today, coffee has become an almost essential part of social life. Even global social, economic, and environmental challenges have not caused a decline in coffee consumption. For example, concerns such as the expectation that Brazil's coffee exports would decrease by 50% between 2021 and 2022 due to COVID-19 restrictions and global climate change instead led to a 152% increase in coffee prices in 2021, reaching the highest levels in the past decade (Rischer, 2022). Despite these developments, coffee continues to hold strong in its consumption value. In Turkey, roughly 8,000 tons of Turkish coffee, 1,500 tons of instant coffee, 700 tons of filter coffee, and 130 tons of espresso are consumed annually (Karaman, Kılıç, & Avcıkurt, 2019). It is estimated that coffee consumption in Turkey reaches 6.5 billion cups per year, which is about 17.7 million cups daily (Latif & Örs, 2018). Turkish coffee holds a special and prominent place among all types of coffee in Turkey. The results from

numerous studies conducted so far support this view (Aşık, 2017; Arslan, 2019; Karaman, Kılıç, and Avcıkurt, 2019).

Since the 1900s, coffee consumption has gone through different stages, known as the first, second, and third generation coffee concepts (Latif & Örs, 2018). This classification is based on the quality of coffee, as well as the brewing methods, presentation, and consumption styles. The first-generation coffee concept, which appeared in the 1950s, involves packaged coffee products that are easily prepared by mixing with water. This period was characterized by mass production and the dominance of large companies in coffee sales. The second-generation coffee concept, starting in the 1960s, marked a time when coffee became a social experience, introducing espresso-based drinks like latte, cappuccino, and macchiato to consumers. During this era, the term “specialty coffee” emerged, referring to coffee grown in specific microclimates with unique flavor profiles. Gaining popularity in the 2000s, the third-generation coffee concept represents an era where coffee preparation and presentation have become an art, emphasizing personalized tastes and high-quality production. This stage focuses on differences in brewing and presentation, utilizing various equipment during roasting, grinding, and brewing processes (Korkmaz & Başaran, 2021).

Turkish coffee is a tradition and culture embraced by various ethnic, religious, cultural, and social groups in Turkey, encompassing roasting, grinding, preparation, and the equipment used for serving (Karhan, 2021). As an integral part of daily life, Turkish coffee has a history that spans approximately 500 years (Kavlak & Akova, 2022). It is claimed to have the highest consumption volume in Turkey and is a unique method of coffee preparation and brewing developed by the Turkish people. Turkish coffee is known for its distinctive taste, aroma, foam, preparation, and presentation, along with a rich culture and tradition (Gürel, 2013). It is the only coffee in the world served with its grounds. With all its traditions passed down through generations, Turkish coffee was included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in 2013, representing Turkish culture (Kefeli et al., 2020).

With the rise of instant coffee consumption in the 1980s, traditional Turkish coffee culture began to shift, and since the 2000s, Western-style coffee

habits have become more common in Turkey. Especially in recent years, the rapidly increasing number of branded coffee shops has significantly influenced coffee consumption patterns and driven greater interest in new types of coffee (Aşık, 2017). A study by Yılmaz et al. (2016) in Tekirdağ province found that participants drink Turkish coffee more often than other types; however, interest in new coffee varieties and flavors is quickly growing (Yılmaz et al., 2016). Similarly, Kavlak and Akova (2022), in a study with 600 participants across Turkey, aimed to examine generational differences in coffee habits. The results showed that Turkish coffee remains the most common choice across all generations. Still, preference for it declines progressively from Generation X and Baby Boomers to Generation Z. The study also revealed that Turkish coffee is preferred more in Turkey-based coffee chains. In contrast, international chains mainly offer a variety of global coffee varieties. The notable intergenerational differences in product and brand preferences suggest that the continuation of Turkish coffee culture might be at risk.

Today, the rising popularity of second-generation (espresso-based) and third-generation (new wave coffee) coffee types has caused traditional Turkish coffee to decline gradually, as these new styles increasingly replace it. Identifying the main factor behind this shift is an important area of research. This study was conducted to reinterpret traditional Turkish coffee using modern preparation and presentation methods. The primary goal is to compare the sensory features (appearance, aroma, and flavor) of new-generation coffees made with espresso and Turkish coffee, and to identify the factors that influence coffee preference. As part of the study, certain espresso-based drinks from international chain brands (such as cappuccino, americano, macchiato, and affogato) were also prepared, inspired by Turkish coffee, and consumers were asked to evaluate the sensory differences between them. The study aims to determine whether the main factor shaping consumers' coffee choices is the coffee itself or its name and presentation. It also investigates whether consumers' socio-demographic traits affect their sensory evaluation of coffee.

## **2. METHODOLOGY**

The study was conducted as a sensory evaluation using a quantitative approach. Sensory evaluation is a scientific method commonly used to measure, analyze, and interpret responses to products through the senses of sight, smell,

touch, taste, and hearing. In this study, the senses of sight, smell, and taste served as the units of analysis. The participants included students enrolled at Çanakkale Onsekiz Mart University, along with academic and administrative staff working at the university. A non-probability sampling method, specifically convenience sampling, was used. Data were gathered through a survey, which is one of the most widely used techniques in scientific research. Before the sensory evaluation, panelists underwent approximately two hours of basic coffee training delivered by a professional barista. Two separate panel groups were formed, and sensory assessments were carried out with a total of 55 panelists.

In the sensory evaluations, each panelist performed a blind tasting of a total of eight different coffee types: four espresso-based and four Turkish coffee-based. During the study, panelists were asked to assess the coffee types they sampled in terms of appearance, aroma, and flavor. Espresso and Turkish coffee are two types of coffee that are very similar in volume, intensity, and strength. The main differences between them lie in their brewing methods, grind sizes, and serving styles. Espresso is a type of coffee brewed quickly under pressure using finely ground coffee (Colonna-Dashwood, 2024) and is served without grounds (no sediment). Turkish coffee, on the other hand, is prepared by slowly brewing more finely ground coffee traditionally in a cezve (or in modern electric Turkish coffee machines) and is usually served with grounds. However, in this study, to avoid influencing the panelists' sensory evaluations, Turkish coffee was filtered and served without grounds. The goal was to prevent panelists from developing any bias about which coffee base they were evaluating.

Since espresso-based coffee varieties include a wide range of products depending on coffee chains and brand diversity in the market, the study selected the most well-known and commonly available coffee types that consumers can easily find in most cafés. Accordingly, only four second-generation coffee types—Cappuccino, Americano, Macchiato, and Affogato—were used in the research. The characteristics and preparation methods of these coffee types are presented below (Girginol, 2016; Koca, 2023).

- **Cappuccino:** Originating from Austria, this coffee started being called by its current name in Northern Italy around the 1930s. It is

prepared with one shot of espresso (30 ml), an equal amount of milk, and an equal amount of milk foam (ratio 1:1:1). It is traditionally served in a porcelain cup with a volume of 150–180 ml.

- **Americano:** Originating in Italy during World War II, this coffee is usually made by pulling a shot of espresso into a 170–180 ml cup filled two-thirds with hot water. The main point in making an Americano is adding the coffee to the hot water. If the espresso is poured first and then hot water is added, the coffee can burn and develop a bitter taste. This is because the coffee is brewed at roughly 86°C, while the water temperature is around 95–96°C.
- **Macchiato:** Meaning “stained” or “spotted” in Italian, Macchiato is made by topping a single shot of espresso with just 1–2 teaspoons of milk foam. No milk is mixed with the coffee itself, and it is served in a standard porcelain espresso cup.
- **Affogato:** Meaning “drowned” in Italian, affogato is made by pouring a shot of espresso over a scoop of gelato or vanilla ice cream. It has become iconic for the way the ice cream “drowns” in the coffee. It is usually served in a standard porcelain espresso or cappuccino cup.

The reason for using the blind tasting method in this study was to prevent the sensory evaluation from being influenced by the panelists' positive or negative perceptions related to specific types of coffee (espresso or Turkish coffee). In the questionnaire, each coffee type was coded as -1- and -2- (e.g., Cappuccino1 – Cappuccino2, Macchiato1 – Macchiato2, Americano1 – Americano2, Affogato1 – Affogato2). The coffees coded with “1” were prepared using an espresso base, while those coded with “2” were prepared with a Turkish coffee base. During the tasting tests, panelists were only told the specific coffee type they were tasting (Cappuccino, Americano, Macchiato, or Affogato), without being informed of the coffee base associated with each code. The questionnaire used in this study was adapted from the research conducted by Gülmez (2017), and for data interpretation, the Brand Effect Score (BES) method developed by Martin Lindstrom was used.

The SPSS software was used to analyze the data collected in the study. In this process, proportional values (%) and means were initially calculated to determine the descriptive statistics of the population, and a reliability analysis was performed to evaluate the consistency of the data sets for further study. Next, descriptive statistical analyses were utilized to present the panelists' sensory evaluations of various coffee types. Finally, to assess whether the panelists' sensory assessment of the tested coffee types differed based on their demographic characteristics and preferred coffee base, parametric hypothesis tests (independent samples t-test and ANOVA) were applied.

### 3. FINDINGS

The descriptive characteristics of the study's panelists were analyzed using frequency and percentage data, as shown in Table 1. Accordingly, 32 of the panelists were female and 23 were male. When examining the participants' ages, the majority (61.8%) were between 20 and 35 years old, followed by 27.1% in the 36–50 age range. Additionally, 10.9% of the participants were between 50 and 65 years old. Regarding educational background, 60% of the panelists held a bachelor's degree, while 40% had completed postgraduate studies.

**Table 1.** Profile of participants.

		N	%
<b>Gender</b>	Female	32	%58,2
	Male	23	%41,8
<b>Age range</b>	20 – 35 years	34	%61,8
	36 – 50 years	15	%27,10
	50 – 65 years	6	%10,9
<b>Education Levels</b>	Bachelor's degree	33	%60
	Postgraduate degree	22	%40
<b>Preferred coffee types</b>	Espresso	35	%63,6
	Turkish coffee	20	%36,4
<b>TOTAL</b>		<b>55</b>	<b>%100</b>

Because the study was explicitly conducted with university students and academic staff, the findings related to age and educational level are consistent and complementary. When examining the preferred coffee bases of the panelists, it was observed that 63.6% favored an espresso base, while 36.4% preferred a Turkish coffee base. Since second-generation espresso-based

coffees are generally more popular among younger people, the dominance of young panelists supports this trend.

Frequency Analysis of Loyalty Impact Score Results

Within the scope of the study, the coffee types "Cappuccino, Americano, Macchiato, and Affogato" were prepared using both espresso and Turkish coffee bases and were evaluated by panelists through a blind tasting method. The sensory evaluations conducted by the panelists for these coffee types are listed in the tables and figures below. It should be noted that the highest and lowest Loyalty Impact Scores (LIS) displayed in the tables do not represent the overall LIS values from the study; instead, they indicate the highest and lowest LIS values assigned to a specific sensory attribute by the panelists.

Table 2. Loyalty Impact Score for Cappuccino.

Sensory Attribute	Espresso-Based Cappuccino			Turkish Coffee-Based Cappuccino		
	Mean LIS	Lowest LIS	Highest LIS	Mean LIS	Lowest LIS	Highest LIS
Appearance	7.9	3	10	6.1	1	10
Aroma	7.4	2	10	6.1	2	10
Flavour	7.3	1	10	5,6	1	10
Total	22.6	6	30	17.8	4	30

According to Table 2, the espresso-based Cappuccino scored higher on the overall Loyalty Impact Score (LIS) of 22.6 compared to the Turkish coffee-based Cappuccino. Among the sensory attributes, the espresso-based version was most appreciated for its appearance, with an LIS of 7.9. In other words, it was rated highest by the panelists in presentation. It also received similar scores for aroma and flavor. Conversely, the Turkish coffee-based Cappuccino had a total LIS of 17.8, with the highest scores (6.1) for appearance and aroma. For flavor, it scored the lowest among all sensory attributes, with an LIS of 5.6, indicating it was the least preferred in this category by the panelists.



Figure 1. Cappuccino LIS Value Sensogram

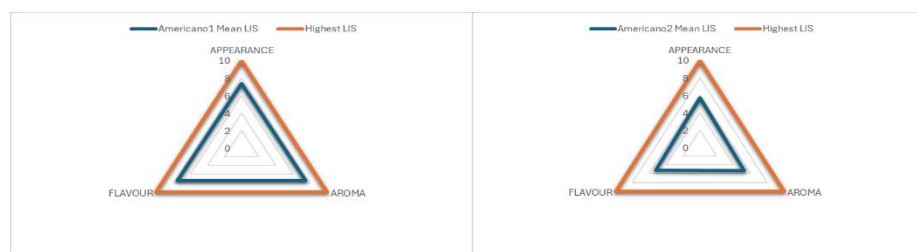


As shown in Figure 1, the triangle formed in the sensogram for the espresso-based Cappuccino has a more regular shape compared to that of the Turkish coffee-based Cappuccino. This indicates a stronger sensory perception of the espresso-based Cappuccino. However, in both types of coffee, the lowest Loyalty Impact Score (LIS) was assigned to the taste attribute.

**Table 3.** Loyalty Impact Score for Americano.

Sensory Attribute	Espresso-Based Americano			Turkish Coffee-Based Americano		
	Mean LIS	Lowest LIS	Highest LIS	Mean LIS	Lowest LIS	Highest LIS
<b>Appearance</b>	7.4	1	10	5.7	1	10
<b>Aroma</b>	7.5	3	10	5.3	1	10
<b>Flavour</b>	7.5	1	10	5.2	1	10
<b>Total</b>	22.4	5	30	16.2	3	30

According to Table 3, the espresso-based Americano has a higher total Loyalty Impact Score (LIS) of 22.4 compared to the Turkish coffee-based Americano. The espresso-based Americano appeals equally to appearance, aroma, and flavour, showing a balanced sensory profile across all evaluated attributes. In contrast, the Turkish coffee-based Americano has a total LIS of 16.2, with the highest score of 5.7 for the sense of sight. The aroma and flavour attributes received lower but nearly equal LIS values.



**Figure 2.** Americano LIS Value Sensogram

As shown in Figure 2, the sensory evaluation results of the espresso-based Americano and the Turkish coffee-based Americano vary significantly. Although the triangles formed in both sensograms have regular shapes, the espresso-based Americano was preferred by the panelists across all sensory attributes. The Turkish coffee-based Americano was found to be balanced in terms of sensory characteristics but was not as highly favored as the espresso-based version. Accordingly, the espresso-based Americano appeals more strongly to all the senses.

Table 4. Loyalty Impact Score for Macchiato.

Sensory Attribute	Espresso-Based Cappuccino			Turkish Coffee-Based Cappuccino		
	Mean LIS	Lowest LIS	Highest LIS	Mean LIS	Lowest LIS	Highest LIS
Appearance	7.6	1	10	6.7	2	10
Aroma	7.4	1	10	6.1	1	10
Flavour	7.4	1	10	5.7	1	10
Total	22.4	3	30	18.5	4	30

Table 4 shows the sensory evaluation results for Macchiato made with two different coffee bases. The espresso-based Macchiato, with a total Loyalty Impact Score (LIS) of 22.4, scored highest in appearance, while its aroma and flavor scored equally. The results indicate that Macchiato has a well-balanced profile across all sensory attributes. Similarly, the Turkish coffee-based Macchiato, with a total LIS of 18.5, also scored highest in appearance, followed by aroma and then flavor. In this case, the lowest score for the Turkish coffee-based Macchiato was for taste.



Figure 3. Macchiato LIS Value Sensogram

Upon examining the Loyalty Impact Score (LIS) sensogram shown in Figure 3, it is clear that the triangle created in the sensogram of the espresso-based Macchiato has a more regular shape compared to that of the Turkish coffee-based Macchiato. This suggests that the espresso-based Macchiato has a stronger sensory perception and is perceived as more balanced.

**Table 5.** Loyalty Impact Score for Affogato.

Sensory Attribute	Espresso-Based Affogato			Turkish Coffee-Based Affogato		
	Mean LIS	Lowest LIS	Highest LIS	Mean LIS	Lowest LIS	Highest LIS
<b>Appearance</b>	8.0	3	10	6.6	2	10
<b>Aroma</b>	7.9	3	10	6.4	2	10
<b>Flavour</b>	7.6	2	10	6.4	1	10
<b>Total</b>	23.5	8	30	19.4	5	30

Examining the sensory evaluation results of the espresso-based and Turkish coffee-based Affogato presented in Table 5 shows that the espresso-based Affogato, with a total Affinity Impact Score (AIS) of 23.5, appeals more strongly to all senses compared to the Turkish coffee-based version. While it received nearly equal praise for appearance and aroma, it scored 7.6 for flavor, which is very close to its other sensory attributes. Additionally, its lowest AIS value exceeds those of all other coffee types evaluated. The Turkish coffee-based Affogato, with a total AIS of 19.4, primarily appeals to appearance, followed by aroma and flavor.

**Figure 4.** Affogato LIS Value Sensogram

As shown in Figure 4, although the triangles in both sensograms have regular shapes, the panelists preferred the espresso-based Affogato across all sensory attributes. The Turkish coffee-based Affogato was considered balanced in sensory characteristics but was not as preferred as the espresso-based version.

### Results of the difference test

This section of the study presents the results of difference analyses conducted to determine whether the panelists' sensory evaluations of the coffee types they tasted vary according to age, gender, educational level, and preferred coffee base. In this framework, independent samples t-tests were performed for the variables of gender, academic level, and coffee base, while an ANOVA test was conducted for the age variable. No statistically significant differences were

found between the panelists' gender and preferred coffee base (espresso vs. Turkish coffee), and the coffee types prepared with either espresso or Turkish coffee bases. ( $p>0,05$ ). However, there is a statistically significant difference between the panelists' age and educational level and their sensory evaluations of the coffee types. Table 6 shows the results of the ANOVA test examining the differences in sensory assessment based on the panelists' ages. In the tables, coffees coded with "-1-" were prepared using an espresso base, while those coded with "-2-" were prepared using a Turkish coffee base.

**Table 6.** ANOVA test results for sensory evaluations of Cappuccino by age group.

Coffee Type	Age Groups	N	$\bar{x}$	Sd	F	p	Tukey's HSD
<b>Cappuccino Appearance1</b>	20-35	34	7.91	1.48	.337	.715	
	36-50	15	8.20	1.37			
	51-65	6	7.66	1.63			
<b>Cappuccino Appearance 2</b>	20-35	34	5.41	2.06	.781	.001	P<0.05
	36-50	15	7.06	1.90			
	51-65	6	8.33	1.21			
<b>Cappuccino Aroma1</b>	20-35	34	7.32	1.82	.276	.760	
	36-50	15	7.60	1.54			
	51-65	6	7.83	2.13			
<b>Capuuccino Aroma2</b>	20-35	34	5.35	2.59	.615	.004	P<0.05
	36-50	15	7.20	1.85			
	51-65	6	8.33	1.50			
<b>Cappuccino Flavour1</b>	20-35	34	7.41	2.21	.049	.952	
	36-50	15	7.26	1.90			
	51-65	6	7.16	1.83			
<b>Cappuccino Flavour2</b>	20-35	34	5.20	2,62	1.63	.204	
	36-50	15	6.40	2.16			
	51-65	6	6.50	1.76			

According to Table 6, the sensory attributes of the Turkish coffee-based Cappuccino show statistically significant differences in appearance and aroma evaluations based on the panelists' age ( $p < 0.05$ ). In other words, the Turkish coffee-based Cappuccino was preferred in presentation and aroma by panelists over the age of 35. No statistically significant difference was found between the panelists' age and the espresso-based Cappuccino ( $p > 0.05$ ).

**Table 7.** ANOVA test results for sensory evaluations of Americano by age group.

Coffee Type	Age Groups	N	$\bar{x}$	Sd	F	p	Tukey's HSD
<b>Americano Appearance1</b>	20-35	34	7.47	2.01	0.13	.987	
	36-50	15	7.46	2.03			
	51-65	6	7.33	1.36			
<b>Americano Appearance2</b>	20-35	34	5.05	2.24	4.24	.020	P<0.05
	36-50	15	6.80	2.24			
	51-65	6	7.00	2.09			
<b>Americano Aroma1</b>	20-35	34	7.52	1086	.170	.844	
	36-50	15	7.46	2.26			
	51-65	6	8.0	1.54			
<b>Americano Aroma2</b>	20-35	34	4.41	2.36	7.91	.001	P<0.05
	36-50	15	6.93	2.21			
	51-65	6	7.00	2.09			
<b>Americano Flavour1</b>	20-35	34	7.70	1.89	.827	.443	
	36-50	15	7.66	1.83			
	51-65	6	6.66	1.50			
<b>Americano Flavour2</b>	20-35	34	4.47	2.16	4.67	.014	P<0.05
	36-50	15	6.40	2.35			
	51-65	6	6.33	2.50			

According to Table 7, the evaluation of Americano made with Turkish coffee shows statistically significant differences ( $p < 0.05$ ) in all sensory attributes based on the age of the panelists. Accordingly, the Americano made with Turkish coffee was preferred by panelists over 35 years old in all sensory attributes compared to the Americano made with espresso. No statistically significant difference was observed between the age of the panelists and the Americano made with espresso ( $p > 0.05$ ).

**Table 8.** ANOVA test results for sensory evaluations of Macchiato by age group.

Coffee Type	Age Groups	N	$\bar{x}$	Sd	F	p	Tukey's HSD
Macchiato Appearance1	20-35	34	7.41	2.29	.593	.556	
	36-50	15	8.06	1.22			
	51-65	6	7.66	.051			
Macchiato Appearance2	20-35	34	5.23	2.23	6.87	.002	P<0.05
	36-50	15	7.20	2.21			
	51-65	6	8.00	1.67			
Macchiato Aroma1	20-35	34	7.26	1.97	.806	.452	
	36-50	15	7.66	1.29			
	51-65	6	8.16	1.16			
Macchiato Aroma2	20-35	34	5.20	2.43	6.25	.004	P<0.05
	36-50	15	7.00	2.17			
	51-65	6	8.16	1.16			
Macchiato Flavour1	20-35	34	7.44	2.01	.022	.978	
	36-50	15	7.53	2.13			
	51-65	6	7.33	2.16			
Macchiato Flavour2	20-35	34	5.02	2.25	5.04	.010	P<0.05
	36-50	15	6.53	2.09			
	51-65	6	8.00	1.54			

As shown in Table 8, the sensory evaluations of Turkish coffee-based Macchiato revealed statistically significant differences ( $p < 0.05$ ) in appearance, aroma, and flavor according to the panelists' age. Similar to Cappuccino and Americano, the Turkish coffee-based Macchiato was preferred more by panelists over 35 years old. No statistically significant difference was found between the age of the panelists and the espresso-based Macchiato ( $p > 0.05$ ).

**Table 9.** ANOVA test results for sensory evaluations of Affogato by age group.

Coffee Type	Age Groups	N	$\bar{x}$	Sd	F	p	Tukey's HSD
<b>Affogato Appearance1</b>	20-35	34	7.64	1.68	0.05	.056	
	36-50	15	8.60	.82			
	51-65	6	8.66	.51			
<b>Affogato Appearance2</b>	20-35	34	5.64	2.26	8.46	.001	P<0.05
	36-50	15	8.13	2.29			
	51-65	6	8.16	.98			
<b>Affogato Aroma1</b>	20-35	34	7.97	1.54	.987	.379	
	36-50	15	7.60	1.68			
	51-65	6	8.66	1.50			
<b>Affogato Aroma2</b>	20-35	34	5.58	2.42	6.63	.003	P<0.05
	36-50	15	7.40	2.19			
	51-65	6	8.66	1.03			
<b>Affogato Flavour1</b>	20-35	34	7.70	2.34	.117	.892	
	36-50	15	7.40	1.29			
	51-65	6	7.66	1.75			
<b>Affogato Flavour2</b>	20-35	34	5.70	2.76	3.22	.048	P<0.05
	36-50	15	7.53	2.44			
	51-65	6	7.50	1.37			

As shown in Table 9, all sensory evaluations of Affogato made with a Turkish coffee base varied significantly according to the age of the panelists ( $p < 0.05$ ). Therefore, the Turkish coffee-based Affogato was preferred in terms of presentation, aroma, and taste by panelists over 35 years old. No statistically significant difference was found between the age of the panelists and the espresso-based Affogato ( $p > 0.05$ ).

**Table 10.** Independent T-test results for Cappuccino by education level.

Coffee Type	Education Levels	N	$\bar{x}$	Sd	t	p
<b>Cappuccino Appearance1</b>	Bachelor's degree	33	7.69	1.57	-1.69	.096
		22	8.36	1.17	-1.79	
	Postgraduate degree					
<b>Cappuccino Appearance1</b>	Bachelor's degree	33	5.36	1.86	-3.79	.000*
		22	7.40	2.08	-3.71	
	Postgraduate degree					

<b>Cappuccino Aroma1</b>	Bachelor's	33	7.12	1.88	-1.75	.086
	degree	22	7.95	1.46	-1.84	
	Postgraduate degree					
<b>Cappuccino Aroma2</b>	Bachelor's	33	5.33	2.50	-3.30	.001*
	degree	22	7.45	2.04	-3.44	
	Postgraduate degree					
<b>Cappuccino Flavour1</b>	Bachelor's	33	7.39	2.27	.211	.833
	degree	22	7.27	1.75	.223	
	Postgraduate degree					
<b>Cappuccino Flavour1</b>	Bachelor's	33	5.03	2.33	-2.47	.016*
	degree	22	6.63	2.38	-2.46	
	Postgraduate degree					

There is a statistically significant difference ( $p < 0.05$ ) between the panelists' education levels and their sensory evaluations of the Cappuccino made with a Turkish coffee base. As shown in Table 10, panelists with postgraduate education had higher average sensory scores for appearance ( $\bar{x} = 7.40$ ), aroma ( $\bar{x} = 7.95$ ), and flavor ( $\bar{x} = 6.63$ ) compared to those with a bachelor's degree. Thus, it appears that as panelists' education level increases, their preference for the Turkish coffee-based Cappuccino also increases. No statistically significant difference ( $p > 0.05$ ) was found between the panelists' education levels and their evaluations of the espresso-based Cappuccino.

**Table 11.** Independent T-test results for Americano by education level.

Coffee Type	Education Levels	N	$\bar{x}$	Sd	t	p
<b>Americano Appearance1</b>	Bachelor's	33	7.18	2.12	-	.176
	degree	22	7.86	1.55	1.29	
	Postgraduate degree				- 1.37	
<b>Americano Appearance2</b>	Bachelor's	33	4.78	2.27	-	.000*
	degree	22	7.18	1.68	4.22	
	Postgraduate degree				- 4.48	
<b>Americano Aroma1</b>	Bachelor's	33	7.42	1.90	-	.519
	degree	22	7.77	2.02	.649	
	Postgraduate degree				- .641	



<b>Americano Aroma2</b>	Bachelor's	33	4.15	2.36	-	.000*
	degree	22	7.22	1.63	5.31	
	Postgraduate degree				- 5.71	
<b>Americano Flavour1</b>	Bachelor's	33	7.54	1.87	-	.860
	degree	22	7.63	1.83	.178	
	Postgraduate degree				- .178	
<b>Americano Flavour2</b>	Bachelor's	33	4.21	2.16	-	.000*
	degree	22	6.68	1.96	4.30	
	Postgraduate degree				- 4.39	

According to Table 11, there is a statistically significant difference ( $p < 0.05$ ) between the panelists' education levels and their sensory evaluations of the Turkish coffee-based Americano. The results showed that postgraduate-level panelists rated the Turkish coffee-based Americano higher in appearance ( $\bar{x} = 7.18$ ), aroma ( $\bar{x} = 7.77$ ), and flavor ( $\bar{x} = 7.63$ ) than undergraduate-level panelists. There is no statistically significant difference ( $p > 0.05$ ) between the panelists' education levels and their sensory evaluations of the espresso-based Americano.

**Table 12.** Independent T-test results for Macchiato by education level.

Coffee Type	Education Levels	N	$\bar{x}$	Sd	t	p
<b>Macchiato Appearance1</b>	Bachelor's	33	7.24	2.30	-	.043*
	degree	22	8.18	.957	1.80	
	Postgraduate degree				- 2.08	
<b>Macchiato Appearance2</b>	Bachelor's	33	4.78	1.91	-	.000*
	degree	22	8.00	1.66	6.41	
	Postgraduate degree				- 6.60	
<b>Macchiato Aroma1</b>	Bachelor's	33	7.21	1.98	-	.176
	degree	22	7.86	1.24	.651	
	Postgraduate degree				- .651	
<b>Macchiato Aroma2</b>	Bachelor's	33	4.90	2.28	-	.000*
	degree	22	7.68	1.75	1.37	
	Postgraduate degree				- 1.49	

<b>Macchiato Flavour1</b>	Bachelor's	33	7.39	2.12	-	.789
	degree	22	7.54	1.92	4.82	
	Postgraduate degree				- 5.07	
<b>Macchiato Tat2</b>	Bachelor's	33	4.60	2.27	-	.
	degree	22	7.50	1.89	.269	000*
	Postgraduate degree				- .275	

According to Table 12, panelists' education levels significantly differ in the appearance attribute for the espresso-based Macchiato ( $p = 0.043$ ), and across all sensory attributes for the Turkish coffee-based Macchiato ( $p < 0.05$ ). The Turkish coffee-based Macchiato received higher mean scores on all sensory attributes from panelists with postgraduate education levels.

**Table 13.** Independent T-test results for Affogato by education level.

Coffee Type	Education Levels	N	$\bar{x}$	Sd	t	p
<b>Affogato Appearance1</b>	Bachelor's	33	7.72	1.68	-1.83	.072
	degree	22	8.45	.962	-2.03	
	Postgraduate degree					
<b>Affogato Appearance2</b>	Bachelor's	33	5.54	2.34	-4.52	.000*
	degree	22	8.18	1.70	-4.81	
	Postgraduate degree					
<b>Affogato Aroma1</b>	Bachelor's	33	8.03	1.59	.484	.630
	degree	22	7.81	1.59	.484	
	Postgraduate degree					
<b>Affogato Aroma2</b>	Bachelor's	33	5.39	2.48	-4.29	.000*
	degree	22	7.95	1.55	-4.69	
	Postgraduate degree					
<b>Affogato Flavour1</b>	Bachelor's	33	7.90	2.19	1.31	.194
	degree	22	7.18	1.68	1.38	
	Postgraduate degree					
<b>Affogato Flavour2</b>	Bachelor's	33	5.63	2.84	-2.73	.005*
	degree	22	7.54	1.96	-2.93	
	Postgraduate degree					

Table 12 shows that the sensory evaluations of the Turkish coffee-based Affogato significantly varied based on the education levels of the panelists ( $p < 0.05$ ). Accordingly, the Turkish coffee-based Affogato was more highly valued by panelists with a postgraduate education level, especially in terms of appearance ( $\bar{x} = 8.18$ ), aroma ( $\bar{x} = 7.95$ ), and flavor ( $\bar{x} = 7.54$ ).

#### 4. DISCUSSION AND CONCLUSION

The study found that 63.6% of the panelists preferred espresso. This shows that espresso is currently the most popular coffee type, whether enjoyed alone or as a base for - or water-based coffee drinks. This result differs from the findings of Aşık (2017), Arslan (2019), and Karaman, Kılıç, and Avcıkurt (2019). Since most of the participants were students, the greater preference for espresso over Turkish coffee supports the rising interest in second-generation coffee consumption among young people. This aligns with the study by Kavlak and Akova (2022), which also found that Turkish coffee was the most commonly consumed across all generations. However, their research showed that preference for Turkish coffee gradually declined from the Baby Boomer and Generation X groups toward Generation Z.

As a result of the study, the Loyalty Impact Score (LIS) for espresso-based coffee types was higher than for Turkish coffee-based preparations. This suggests that the panelists preferred the espresso base more; in other words, they favored coffees made with espresso. Additionally, among all coffee varieties, the Affogato coffee achieved the highest Loyalty Impact Score (LIS) across both bases in terms of all sensory attributes. The sensory evaluation results for each coffee variety are systematically presented in the following paragraphs.

*Cappuccino* achieved its highest Loyalty Impact Score (LIS) from the appearance attribute, followed by aroma and flavor. This result could be linked to consumers' preferences for drinking coffee with or without milk. Since the aroma and flavor of milk are strongly perceived in Cappuccino, it may not have been rated as highly in these areas by panelists who prefer coffee without milk. However, although Cappuccino—widely popular since the early 2000s and highly favored in its espresso-based form—was introduced to the panelists for the first time in a Turkish coffee-based version, it received similar LIS scores across all three sensory dimensions compared to its espresso-based version. This suggests that traditional Turkish coffee might have the potential to serve as a base for second-wave coffee types.

*Americano*, in its espresso-based form, received nearly equal scores across the three sensory dimensions and was rated as a well-balanced coffee. In its Turkish coffee-based form, however, it earned the highest Loyalty Impact Score (LIS) from the appearance attribute and the lowest from the flavor

attribute. Although several coffee chains have recently started offering milk-based Americanos, the original Americano is traditionally served without milk, making the coffee base a key distinguishing element. From this perspective, it is not surprising that the espresso-based Americano, which has been widely enjoyed for nearly two decades, scored higher in appearance, aroma, and flavor compared to its Turkish coffee-based version. Nevertheless, the sensory evaluations showed that serving Turkish coffee diluted with water was not preferred by the panelists. In fact, among all Turkish coffee-based varieties evaluated, Americano received the lowest LIS across all sensory attributes. Therefore, to reduce the gap between the two coffee bases, further efforts are needed to improve the quantity and extraction quality of Turkish coffee when used as a base.

**Macchiato**, in its espresso-based form, was equally appreciated across all sensory attributes. However, in its Turkish coffee-based version, it received the highest Loyalty Impact Score (LIS) for appearance and the lowest for flavor. Macchiato, prepared by adding one to two teaspoons of milk froth over a single shot of espresso, is a coffee that is closely integrated with its espresso base. For the tasting sessions, the espresso crema and Turkish coffee foam were removed before presentation. This was done to prevent panelists from forming preconceived judgments based on the visual characteristics of the coffees they were evaluating. As is well known, espresso is characterized by its glossy crema, while Turkish coffee is identified by its foamy, particulate layer. When these surface features are removed, the remaining pure coffee's density becomes a factor influencing the texture of the milk froth. In this regard, it can be argued that the more intense and robust nature of espresso provides a more harmonious combination with the milk froth.

**Affogato** received the highest Loyalty Impact Score (LIS) across all sensory attributes, regardless of the coffee base. Known for combining the bold and intense flavor of espresso with the sweet taste and aroma of ice cream, this coffee type was also favored in its Turkish coffee-based version, prepared by pouring a cup of Turkish coffee (without grounds) over a scoop of vanilla ice cream. Among all Turkish coffee-based options evaluated, Affogato scored the highest LIS. The panelists showed notable interest in this new variation during the sensory evaluation, suggesting that adding it to coffee shop menus could attract significant attention. It is also expected that a nationally rebranded version would appeal to local consumers.

When examining the differences between the panelists' socio-demographic characteristics and their sensory evaluations of coffee types, no statistically significant differences were found between the panelists' gender and their sensory assessments based on the preferred coffee base ( $p > 0.05$ ).

This result shows that most panelists' finding espresso more preferable than Turkish coffee is not a primary factor in their sensory evaluations of the coffees tasted.

Within the scope of the study, a statistically significant difference was found between the panelists' age and education level and their sensory evaluations of the coffee types they tasted. Accordingly, it was observed that panelists over the age of 35 assigned higher Loyalty Impact Scores (LIS) across all sensory attributes to coffees prepared with a Turkish coffee base. In other words, panelists over the age of 35 preferred second-wave coffee types prepared with a Turkish coffee base and found them more appealing. The findings of this study align with Kavlak and Akova (2022), who reported that the preference for Turkish coffee decreases from Generation X and the Baby Boomer generation toward Generation Z. Similarly, a statistically significant difference was found between the panelists' education levels and the Loyalty Impact Scores (LIS) assigned to the coffee types they tasted. Of the 55 panelists who participated in the study, 21 were over the age of 35, and 22 held postgraduate degrees. Therefore, when considering age and educational level together, it appears that the Turkish coffee base was more attractive to these panelists.

### **Ethical approval and informed consent statements**

The ethics committee approval needed for data collection in this study was obtained from the Ethics Committee of Çanakkale Onsekiz Mart University on August 25, 2022, with decision/number 15/30."

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**CHAPTER 5**

**REFLECTIONS OF INDIVIDUAL GUILT AND CONSCIENCE  
IN CRIME AND PUNISHMENT FROM THE READER'S  
PERSPECTIVE: IS RASKOLNIKOV A MURDERER OR A  
VICTIM?**

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## 1. INTRODUCTION

Crime and Punishment (1866) is a famous novel by Dostoyevski which focuses on individual guilt, conscience and moral dilemmas. In the novel, the protagonist Raskolnikov tries to justify the murder he has committed. Based on *the theory of the extraordinary man*; he kills the pawnbroker, seeing her as a parasite and harmful to society. For him, killing her is a social benefit (Frank, 1995). However, intense remorse and psychological collapse lead to answer a question: Is Raskolnikov merely a cold-blooded murderer, or is he a victim of social conditions, poverty and mental conditions?

In seeking an answer to this question, it becomes apparent that crime and conscience must be evaluated not only in terms of individual responsibility but also within the framework of social context and cultural norms. Wolfgang Iser's *implied reader* approach emphasises the active role of the reader in filling in the gaps in the text (Iser, 1978). On the other hand, Stanley Fish's *theory of interpretive communities* argues that different reader communities can interpret the same text within different moral and ideological frameworks (Fish, 1980). From this perspective, Raskolnikov can be read by some readers as a failed practitioner of *Nietzschean superman ideology* while others may see him as a victim of social injustice and individual loneliness. Raskolnikov's planning of the murder, his cold-blooded execution of it, and his placing himself in the category of an *exceptional man* support his perception as a murderer (Leatherbarrow, 2001), his poverty, the usurer's exploitative position, and the injustice felt by the lower classes of society allow the reader to also see the character as a tragic victim (Scanlan, 2002). More importantly, his remorse after the murder and his spiritual transformation through Sonia point to his rebirth and remove the character from being a one-dimensional criminal (Morson, 2011). This moral ambiguity, consciously created by Dostoevsky, compels the reader to reflect not only on Raskolnikov's actions but also on the contradictions of human nature. Thus, this study aims to analyze the concepts of individual guilt and conscience and to discuss whether he is a victim or a murderer from the reader's perspective.

## 2. GUILT AND CONSCIENCE IN CRIME AND PUNISHMENT

In *Crime and Punishment* (1866), by means of the protagonist Raskolnikov, Dostoevsky explores themes of individual guilt, conscience, and social injustice. So, actually it is not only about a murder, it also encompasses a process in which the character questions and judges himself (Leatherbarrow, 2001). It can be stated that the themes of crime, remorse and purification are parts of life which Dostoyevsky experienced in his own life. So, they are reflected in Raskolnikov's spiritual transformation.

According to Freud, guilt is associated with the superego's control of an individual's behaviour (Freud, 1961). *Conscience*, on the other hand, is defined as an internal mechanism that leads the individuals to realize what is right or wrong, which can be linked to freedom and responsibility (Kant, 1997).

In Dostoyevsky's *Crime and Punishment*, Raskolnikov cannot escape from his conscience even when committing murder for philosophical reasons. Joseph Frank (1995) states that *Crime and Punishment* is not about legal punishment, but the moral judgement. Thus, guilt and conscience are universal concepts that force the individual to answer both social norms and their own inner court. In the novel, these concepts are important not only within the context of character psychology but also through the participation of the reader. Wolfgang Iser (1978) suggests that meaning is constructed not only in the text but also in the reader's mental and moral contributions which he calls as *implied reader*. From this perspective, the contradictions and dilemmas of Raskolnikov can be interpreted in different ways by different readers. On the other hand, according to Fish (1980) the meaning of a text is not only a product of individual reader but the interpretive practices which are shared by specific communities. So, *theory of interpretive communities* argues that Raskolnikov's actions may be perceived as a religious sin or a moral deviation depending on the readers traditions. For example, a modern existentialist reader may view them not as a sin but as an outcome of social conditions. Thus, crime, conscience, and individual responsibility are shaped not only within the character's inner world but also within the reader's value system. In other words, defining Raskolnikov as a murderer or a victim depends on how he was perceived by the reader. According to the theory of implied reader, the meaning of a literary text is not fixed, but is produced within the dynamic relationship

between the text and the reader (Iser, 1978). For him, the readers fill the gaps with their own cultural, moral, and psychological perspective and give meaning to the text.

In the novel, Raskolnikov's murder and remorse can be interpreted in different ways depending on the readers. For some, this murder is an absolute crime, while for others think it is a tragic necessity.

Consequently, it can be said that Raskolnikov's action is constructed differently in different cultural or ideological contexts. For example, for an Orthodox Christian, the murder may be considered a sin committed against God's laws, while this action may be seen as a kind of rebellion against class exploitation for a Marxist. The psychological aspects of individual guilt and conscience can be found in Freud. His emphasis is that the character is punished by his *superego*, that is, judged by his own conscience before external authorities.

Table (1) provides a comparative analysis of Raskolnikov's duality as a person.

**Table 1:** Raskolnikov's Dual Identity

Category	Murderer		Victim
Motivation	Extraordinary Man Theory; belief in utilitarian justification		Poverty, social injustice, isolation
Action	Premeditated murder of Alyona Ivanovna		Driven by desperation and systemic inequality
Psychological State	Cold rationalization, detachment		Guilt, remorse, mental collapse
Moral/Spiritual Dimension	Violation of moral law; transgression of divine order		Search for redemption; guided by Sonia's faith
Reader's Perspective	Condemned as a criminal		Seen as a tragic hero or societal victim

(Author's own work)

Raskolnikov's view of the moneylender as *a parasite* feeds his belief that individual crime can be committed for the sake of social benefit (Frank, 1995). This perspective turns the character into a cold-blooded killer. However, throughout the novel it is seen that he experiences the crime not only as a rational act but also as a psychological and spiritual burden (Morson, 2011). On the other hand, his love and connection with Sonia represents Raskolnikov's

remorse and desire for rebirth (Leatherbarrow, 2001). It is also possible to interpret Raskolnikov as a victim shaped by social conditions. The misery in Petersburg, the isolation of individuals, and economic injustice are factors that result in a psychological breakdown (Scanlan, 2002). Raskolnikov's constant fever, hallucinations, and withdrawal from society demonstrate that he experiences the crime as bearing not only a social but also an individual and psychological weight (Morson, 2011). As Joseph Frank points out, through Raskolnikov, Dostoevsky reveals how an individual who violates the moral law is condemned by his own conscience (Frank, 1995).

**Table 2:** Psychological, Moral and Conscientious Transformations in Raskolnikov

Transformation Area	Initial Stage	Transformation Process	Finale State	Explanation / Reader's Perspective	Reference
Psychological	Sees himself superior/ he is isolated and free-spirited	Guilt, paranoia, delirium, and internal conflicts following the murder	Self-acceptance, taking responsibility for the crime	His psychological breakdown demonstrates the impact of crime on individual consciousness and mental health	Frank, 2002
Moral	Believing in theoretically transcend moral norms (extraordinary man idea)	Post-murder conscience pangs, feelings of guilt in social relationships, moral questioning	Return to traditional moral values, remorse, and ethical awareness	Return to traditional moral values, remorse, and ethical awareness	Scanlan, 1998
Conscientious/Ethical	Conscience is theoretically suppressed; believes his theory justifies his actions	Conscience triggered through inner monologues, dreams, and relationship with Sonya	Confession of guilt, repentance, and ethical purification	Demonstrates how conscience interacts with individual psychology and social context	Leatherbarrow, 2005

Table (2) shows the psychological, moral and conscientious transformations of Raskolnikov. Raskolnikov's transformation in Crime and

Punishment can be stated in three dimensions: psychological, moral, and ethical. Initially, he thinks that he is a superior being and must do something to eradicate the evil. Then, he experiences intense guilt, paranoia, and remorse after the murder leading to his psychological and moral collapse. Ultimately, he confesses his crime, and enters a process of purification of conscience. However, at the same time, he is a victim shaped not only by individual weaknesses but also by social conditions. The gloomy atmosphere of St Petersburg, poverty and class inequality are elements that lead to his mental breakdown.

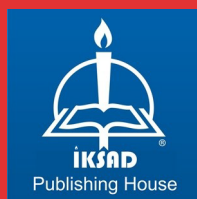
### **3. DISCUSSION AND CONCLUSION**

In Dostoyevsky's novel *Crime and Punishment*, Raskolnikov appears as a character caught between his own theoretical ideas and social norms, facing both a moral and psychological dilemma (Frank, 2002). From the reader's perspective, Raskolnikov can be seen not only as a murderer but also as a victim of social and economic conditions, intellectual isolation, and psychological fragility (Scanlan, 2025).

In conclusion, Raskolnikov is neither merely a murderer nor merely a victim; he is a multi-layered character built upon individual guilt, conscience, and existential questions about human existence. *Crime and Punishment* compels the reader to confront their own moral values, revealing that crime is not merely an individual act but also a social and philosophical problem. Therefore, the novel offers a dynamic moral debate that is reconstructed with each reading, depending on the reader's perspective.

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