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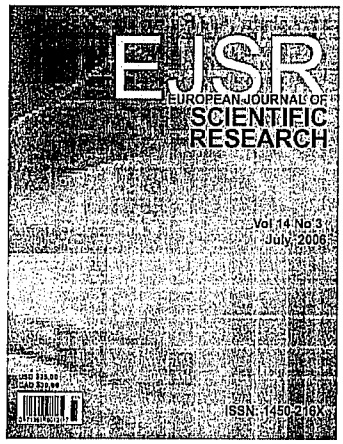
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The Relationship between the Objectivity and the Context of a Survey Research*

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Abstract

Survey research analyses the relationship between independent and dependent variables related to the environment in which we find ourselves. When the analyses of these relationships are established in an objective way, events gain significance within the context of their own environment. This means that we have found the points at which we can intervene on the variables and thus change the environment, in other words that the world has become controllable.

How far can we trust the relationships presented with certain formats between findings? Does the fact that these relationships are valid and reliable mean that the world can be managed rationally? This study's aim is to underline a point that goes beyond the question of the validity and reliability of the findings, a point that has to be taken into consideration from the very beginning: Why and how will the survey be organised and carried out? One way of providing an answer to this question is to analyse the findings of the survey. The information that is obtained on the basis of the findings of the survey, concerning why and how the survey has been set up (context), will show us whether objective explanations related to the subject of the survey can be provided. This objective explanation has been assumed to be the capacity to control the world by means of the findings of the survey. If the information concerning the context of the survey arouses suspicions about the objectivity of the survey, then we cannot talk about an independent survey or of rationality. In this study, the structural analysis of correlations between the findings of the survey will be used to obtain information concerning the context. It shall be assumed that the social assumptions obtained by the structural analysis of the correlations between the findings are indicators of the context of the survey.

If the structural correlations between the findings remain unchanged (the repetitious correlations), this might lead us to one of two conclusions: Either the social environment to which the survey refers remains unchanged, or the context of the survey is characterised by unchanged opinions concerning that environment. The second conclusion might also be expressed as a lack of objectivity of the survey and the concerned public not approving the fact that the world surrounds them is controlled. Thus, the risk of the survey being manipulative or democratic should be carried over to a platform of qualitative debate of the surveys.

After studying public opinion surveys that have been carried out previously, their contexts will be analysed and the objectivity of the surveys will be discussed. Surveys related to the social sciences that have already been carried out and have appeared in the

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Turkish press will be used, since we think that surveys that have been published in the press have a special place as far as the shaping of public opinion is concerned.

Keywords: The objectivity/the context of a survey, causality/connectivity/ transitivity as the phenomena of a survey, conservative/non conservative approach in a survey.

1. Introduction

Our desire to predict the future derives from our effort to have a life that is devoid of problems and is successful. Surveys are among the main instruments used in these predictions. Thanks to data we see in which direction we are proceeding and we get the possibility of structuring our future. In cases when surveys are our instrument for predicting the future, the main factor establishing our success will be the quality of the survey. The quality of the survey does not mean only the quality of the survey as a subject *per se*, but the quality of its results. In other words its results give the public information regarding their lives. One should debate not just the quality of the survey as a subject, but also as an object. The fact that the inner structure of the survey is of good quality from a technical point of view makes it objective as a subject. On the other hand the quality of the survey, regarding the benefit of the public with which it is related, expresses its quality as an object (its objectivity as an object).

As a logical concept, meaning is to be found not within the object (the survey for this study), but within its effectiveness in giving birth to correlations (Herring, 1987: 319). We can analyse the meaning of the survey or in other words the effectiveness of the survey in creating correlations, by means of the findings of the survey. However the elements that make it possible for us to discuss the meaning of the survey are not what the results or findings of the survey are, or are not; the are the kinds of correlations upon which the findings of the survey rest and the kinds of correlations that it excludes. These correlations, or in other words the way the findings are structured (the effectiveness of the survey in creating correlations), make it possible for us to discuss the meaning of the survey. In this way one can obtain generalisations not by studying one by one the findings of various surveys done in different times and with varying scope (which in any case would not always be possible), but by analysing the correlations created or excluded by surveys done within a certain time frame and with a certain scope. In other words one can find out the nature of findings. These kinds of structural analyses will provide us with an idea of the effectiveness of the survey in creating correlations (its meaning) and as a result it will show us the quality of the survey as an object (its objectivity as an object). Naturally enough, the nature of structurings made on the basis of the findings of a survey will not be independent from the nature of the findings of the survey (their correlations).

One can use the findings of a survey in two main fields: One is the world of sciences, the other the social world (we may also include commercial activities in this concept), which may be made up of a certain institution or of the general public, but which in any case includes the segments of society targeted by the study. True enough the aim of the sciences is not just to serve its own subjective field (this being only a secondary function of the world of sciences, while its primary function is to nourish itself so as to be able to create), but also to carry the social world to better positions (the primary function of the sciences). This is why the nature of the findings of a survey (its correlations) is so important. If from the point of view of method these correlations are an extension of trends already existing within society, and do not carry new or different points of view, than we can assume that the survey has a standardising effect (meaning) on social life, whatever its aims and findings.

The way results are obtained in a survey and the way they are presented (organised) are two different situations. In the first situation, elements of the survey itself like design, procedure, wording and sequence are taken into consideration and this first part is related to the capacity of the survey as a subject *per se* to be of good quality. In the second situation, elements like interpretation and reporting are taken into consideration. This second part is the function of the survey as an object and establishes the limits of the findings of the survey and of its presentation. Data related to the nature of the findings

of the survey (its correlations) are kept in this part. It is in this phase that one can reach the context of the survey (within this study, context is the framework of information concerning the reason and the way it was organised). The way the findings have been correlated provides us with information concerning the way the survey was organised. It is also possible to express ideas concerning the reason why a certain survey was organised, according to whether this connection perpetuates or does not perpetuate, from the point of view of method certain trends that already exist within society. If the surveys support already existing trends they will, within the context of this study, be defined as being part of a conservative approach and it will be assumed to be producing politics for a world that is being standardised (reason for organising the survey). Basically this situation tells us that the public, the mass of people targeted by the survey, is being controlled by the political entity organising the survey, but that the public cannot control its political future and that it is not able to become a political entity. What we mean by politics of a survey aiming to establish control is not just the politics of the researcher or of the institution requesting the research and not even the politics of mass media, which might attempt to formulate politics based on the survey. Also these subjects are part of the targeted mass, which will be affected by the results of the survey. Consequently, even if these various subjects reporting, interpreting and distributing the survey do not have a particular political aim, there is always an established social psychological perspective that influences them from the background. As becomes clear from these explanations the meaning of political aim is not connected to what these findings are, but to how they are correlated.

2. Literature Review

This study attempts to look at the quality of surveys with a deductive approach, is related to how the findings are correlated at a unit level, and considers these correlation units as phenomena of the survey. The phenomena based approach tends to analyse the method of surveys as an object, instead of assuming that survey methods are made up of rules, which have been previously determined down to their smallest details (Inam, 2000: 234). The assumption of predetermined rules considers surveys as being only subjects and from a methodological point of view limits their evaluation within a context of quality.

Since an attempt will be made to understand context within the phenomena in the study, these phenomena have to be defined. These are:

2.1. Causality

In this study causality means that a certain finding depends on certain causes. The findings of a survey that reach the targeted mass of people are experiences (respondents' experiences) that are communicated to them. "The cause of experience (perception) is an external reality" (Denkel, 1995: 37). Consequently the fact that findings are devoid of causes means also that they do not reflect external realities. "A causal line may always be regarded as the persistence of something... Throughout a given causal line, there may be constancy of quality... " (Denkel, 1995: 38). For example, a party that acts on the basis of information that voters will vote for it, may commit mistakes in its future communication strategies if it does not have information concerning the reasons why voters are going to vote for it, because it will not be able to transform its policies into something appropriate for all of its mass of voters. The policies followed by the party will, as a result of coincidences, be appropriate for part of its mass of followers (or to none at all).

A structure, which does not investigate the causes of certain responses (opinions) and which is content with describing the percentage of each response, will assume that everyone who gave the same response did so for the same reasons. Since the knowledge structure of each individual is different, the same response may be given by various people for different causes. "In essence, GKSs (general knowledge structures) are the means whereby the social perceiver constructs the meaning of the current experience" (Bodenhausen, 1992: 268). The fact that a causality relationship of findings has not been

established is the first error. The following error is the assumption that the subjective causes of a certain finding are all the same. In essence the aim of surveys is to provide certain information (findings) on subjects to which they are related. This information will indicate new aims related to that subject, which might be found and/or applied, and in other words the information will turn into knowledge. However, if certain information that is all the same has different causes, establishing new aims based on this same information might lead to errors, because the causes of the information shaping the new aims are not the same at the basis. "... any general knowledge structures of the respondents that is activated by the survey instrument itself may affect the retrieval of information undertaken in answering the survey questions" (Bodenhausen, 1992: 269). Even if the information (findings, responses) is the same, the causes may be different due to the retrieval of information process of individuals. Consequently if the causality relationship between information and its subject has not been established, the knowledge obtained from information will not be sound knowledge.

A third error can be defined as a basic error in reference. "A basic error in reference is the tendency to assume that the behaviour of a person is a result of personality characteristics and to underestimate important situational factors" (Nisbett, 2003: 157-158). The result of overlooking situational factors is that a survey loses its quality as an object.

"The notion of deliberative democracy is based on the exchange of arguments and opinions among citizens and therefore the articulation of individual opinions in public" (from Tocqueville by Scheufele&Eveland, 2001: 25). The democratic perspective can be won by means of an argument or opinion encompassing a cause and only thus can a basic exchange relationship be formed. If newspapers, which are one of the instruments for the distribution of survey findings and for the formation of public opinion, publish only the percentage distribution of survey findings, the democracy notion of the press will suffer. This may be due to a choice of the newspaper's management, but also to the fact that the survey results communicated to it were not inclusive of causality relationships.

The fact that a causality relationship has not been established will lead to a further error. Since surveys indicate opinions and not behaviour, actual behaviour may differ from the opinions expressed on a certain subject. The way to try and predict behaviour, at least up to a point, is to give priority to the causes (motivation), instead of to the opinions.

2.2. Connectivity

This refers to the relations among the findings of a survey (relational database). These relations, which we call cross tabulation operations in survey analysis are mostly presented by taking demographic characteristics as a basis. In other words, one of the cross tabulation variables is demographic characteristics in general. In this case one can talk about relations among subjects and findings. However, as a result of the complex structure of social life, and in the presence of certain conditions, not only might the findings change within the context of subjects (demography; subject-finding correlation) but the subjects might change as a result of the relations among the findings (information; subject-subject correlation). In other words, the change in the preferences of an individual member of society can depend only on himself, but can also be the result of the effect of his relations with various other members of society. Consequently, the functioning of relations among findings (relations among subjects) independently from the subject may be an important criterion used to predict and interpret the social world. What this means is that there is a need to also present the other findings contemporary of and with the same scope with a certain finding that might exist, and in particular those deriving from the same cause. At this point it becomes possible to understand the context of social life. However, "...survey research can seldom deal with the context of social life" (Babbie, 1995: 274).

An analysis of the relation among findings makes it possible to avoid an evaluation of the findings within a general (abstract) framework and helps in understanding their natural (inherent) characteristics. "... the conditioned response must be supplemented with other explanations" (Cantril, 1948, 56). "... everything is related to many different things. To really get to know something, all its relations have to be known, ..." (Nisbett, 2005: 137).

Evaluating the relations among the findings of a certain survey makes possible the interpretation of the survey within an all encompassing perspective. Debating a single element (finding) without taking into consideration its relations with other elements (without dialectic reasoning) means basically that that finding will not be evaluated within the context of the survey from which it derives (Nisbett, 2005: 137) and that its qualities will not come out. "Lack of information about consequences (findings) or poor reasoning ability or bad judgement all constitute obstacles to working through" (Yankelovich, 1991: 136).

2.3. Transitivity

It is the process by which the subject of the survey and its respondents are interpreted all together in a way suitable and in accordance to the real world. Every finding that arises from a survey has to be collective; something that reflects a collective structure, be it small or big. A survey will never be organised to obtain individual findings. Consequently, for the result of a survey to be meaningful, it has to be related to the group about which it is enquiring and as a result should arise with findings related to that group. This aim is generally reached, but new and/or alternative questions related to that subject are in most cases not asked. As a result new and/or alternative findings do not come out. And what is even more important, new problematic fields related to the subject of the survey will not become evident. This situation has two important results: The first is that the world in which we are located is once again described for us in a repetitive fashion. The other is that the survey methodology is not enough to study the world, because as a result of human relations the world is continuously changing, favourably or unfavourably.

When survey findings are interpreted, the judgements reached about the respondents of surveys are mostly wrong. "Finding out that a person gives conservative answers to a questionnaire does not necessarily mean the person is conservative; finding out that a person gives prejudiced answers to a questionnaire does not necessarily mean the person is prejudiced" (Babbie, 1995: 274). The main source of this error is the assumption that the subjects in real life are individuals, while actually the subjects of real life and in particular in an age of communications, are the relations between persons and not the persons themselves.

2.4. Relations between a Survey and the Press

"Survey research in and by the media has helped the media to fulfil three very important functions. First, to express what the public thinks, second, to find out about the public's agenda and third, to learn about what one's fellow citizens think is an important part of forming a community" (Donsbach, 1997: 21). However this does not mean that the findings of a survey will always be published in the press in the same way as they were placed in the context of the survey. Only a selected part of the survey findings will appear in the press. Consequently, we cannot form a precise opinion of surveys by looking at the press. However if the opportunity arises of analysing the structure of the surveys appearing in the press, then it becomes possible to form conjectures about the surveys by means of the press. Such an analysis also has an obligatory aspect: When the aim is to observe the effect of the survey over the public opinion formation processes, it becomes necessary to evaluate the survey in the media conveying it.

The press may be seen as an instrument institutionalising social consensus. In addition to this there is also the fact that the press may have, consciously or unconsciously, put itself at the service of the other instruments creating this consensus. In this case the mass media will become a passive participant in the agenda setting function.

Surveys are instruments that question the "multi-faceted and dynamic political environment" (Bektaş, 2000:162). This function of surveys is meaningful only so long as it provides us with clues (findings) related to making a chaotic environment more understandable and controllable. This meaning is important for the press itself as well as for its readers. That is why the press may not try to present survey findings from its own perspective.

3. The Research Design

It is important to be able to see whether the surveys published during a certain time frame and by a certain press group carry conservative characteristics. One of the most important channels through which surveys are communicated to the public is the press. If one takes into consideration the effect of the reality communicated by surveys as an authority, and also the effect of the press on the public opinion formation processes, then the importance of surveys published in the press in the formation of public opinion will become clear.

3.1. The Purpose of the Research

Since the aim is to get an idea about the approach of surveys, it will be necessary to analyse them both through the press and independently of the press. By means of establishing whether the approaches of surveys are conservative in their structural context, an attempt will be made to understand whether certain social assumptions are repeated or new perspectives are offered to the reader.

Hypothesis

H1: Surveys that appear in the press present conservative characteristics.

3.2. The Method of the Research

It is thought that the structural analysis of surveys provide an evaluation of them independently of the press.

3.2.1. Sample Selection

All surveys that appeared in the Turkish national press during a 6 month period between 1st November 2005 and 1st May 2006. This period includes a time frame during which the screening of the Science and Research field (beginning on 20th October 2005) was carried out as part of Turkey's negotiation for accession to the European Union. The surveys studied were taken from newspapers, the circulation of which was among the first five as far as absolute levels are concerned and among the top half as far as market share is concerned, during this period (http://www.medyatava.net/tiraj.asp). The *Milliyet* and *Sabah* newspapers are two of the five newspapers within these required absolute circulation numbers and market shares. Of these five newspapers three are part of the same publishing group and the reason for selecting *Milliyet* was that it gives priority to scientific subjects. One of the newspapers among the five was assumed to not follow an impartial line in interpreting the surveys since it represents only the Islamic segment of society. The other selected newspaper is *Sabah*.

In addition to these two newspapers there are newspapers that give priority to scientific subjects, but their circulations are very low. Since the aim is to establish the approaches of surveys that reach the public, the two newspapers most read by the public and which also give more space to such studies were selected.

3.2.2. The Definition and the Collection of the Data

The data collected are the correlations (correlations, relationships, phenomena, and characteristics) obtained from all surveys concerning the field of social studies that appeared in a certain part of the national press. Whenever these surveys are repeated, only one of them is taken into consideration.

3.2.2.1. Basic Classifications

After having classified surveys done by national, foreign and multinational (1. classification) public or private institutions, NGOs and universities (2. classification) according to their subject titles (3. classification), their characteristics have been studied. 3 separate characteristics have been observed.

3.2.2.2. Basic Characteristics

These characteristics are:

1. The establishment of a causality relationship between survey findings and their causes.
2. The establishment of a relation among the findings themselves, which does not mean presenting their percentages in the survey or explaining a single variable within the context of demography, but expressing the relation between the findings presented by the survey,
3. providing a new perspective concerning the aspect of the survey subject being studied and/or (b) providing a new aspect concerning the survey subject being studied and/or (c) indicating the existence of a new problematic field in that subject. The last characteristic (3.) does not mean that the information being provided by the survey is necessarily new. It may also be new information, but what is important is that it should not be presented in the usual way. It should be different in the way it approaches the (same) aspect of the subject and/or in the (new) aspect of the subject that it analyses and/or it should have the capacity to shape the future.

These 3 characteristics have been taken up as basic data. The correlation structure among the findings resulting from surveys in the press has been used as data for the analysis of the surveys. These characteristics have been set up as structural characteristics independent from the survey subject. No attention has been given to what was stated in the survey, preferring to concentrate on the structural relations between the statements.

These characteristics (the causality (1.), connectivity (2.) and transitivity (3.)) expressed as phenomena have been taken up with a structural analysis. When these 3 characteristics come together the conservative structure of the survey is broken, but when these characteristics are weakened or disappear completely the survey becomes conservative. This means that new 'shapes of thought' concerning the subject of the survey are being developed within public or within the segment of society targeted by the survey, or the opposite that the survey exists as a dogma. When the context of the survey (the reason and the way a survey has been organised) is so dogmatic one cannot talk about it being objective as an object. It is not enough that the survey should be objective as a subject or in other words that its method is valid and reliable, also its context should be validly set. The context is assumed to be a structure that explains how and why that subject has been treated in the survey. Since the findings will be transmitted through this structure, the interpretation of the findings will not happen independently from this structure. At the same time we know that the term context defines the circumstances preceding the formation of this structure. Those that are preparing the survey are influenced consciously or subconsciously by these. At the same time the mass of people related to the subject of the survey cannot interpret the findings in a way that is abstract from the contextual structure of the survey. Consequently, what is being studied is a single piece of data/namely context (conservative or non-conservative) that is going to be obtained by means of the above mentioned 3 characteristics.

3.2.3. Basic Codes/Data Analysis and Scale Development

Two separate (dichotomous) responses for each characteristic have been obtained, existent or nonexistent. If the characteristic exists it has been attributed the code 1, otherwise the code 0. The togetherness of these 3 characteristics has been placed in 'a derived scale'. This scale includes the points 0, 1, 2, 3. At point 0 there are all 3 characteristics, and it is a non-conservative context. At point 1 there is two characteristics and the other one is lacking, at point 2 there is one characteristic and two are lacking. Following these intermediate conservative structures, at point 3 all 3 characteristics are lacking. This last point indicates a completely conservative context. The hypotheses is completely absent at point 0, while it is completely existent in point 3. In this scale with 3 spaces each point has been considered as the independent variable (x) and the number of surveys has been considered as the dependent variable (y). Weighted mean of x, correlation and t_0 values have been calculated. For n: 139, ν (df): 137, the H_0 and H_1 hypotheses have been calculated according to the t_0 value realising α (p): 0.01.

A description of the points on the x scale (independent variable): 0, 1, 2, and 3:

x=0.

- There are reasons for the findings. +There are relations among findings. +Findings provide a new perspective to a certain aspect of the subject matter and/or a new aspect and/or a new field of problems on that subject.

All 3 characteristics are present. There are the 3 characteristics: 1. + 2. + 3.
On the scale it corresponds to point 0. It is a non-conservative structure.

x=1.

- There are reasons for the findings + there are relations among findings,
- or there are reasons for the findings + findings provide a new perspective to a certain aspect of the subject matter and/or a new aspect and/or a new field of problems on that subject,
- or there are relations among findings + findings provide a new perspective to a certain aspect of the subject matter and/or a new aspect and/or a new field of problems on that subject.

Only two of the 3 characteristics are present: 1. + 2. or 1. + 3. or 2. + 3.
On the scale it corresponds to point 1.

x=2.

- There are reasons for the findings,
- or there are relations among findings,
- or findings provide a new perspective to a certain aspect of the subject matter and/or a new aspect and/or a new field of problems on that subject.

Only 1 characteristic is present: 1. or 2. or 3.
On the scale it corresponds to point 2.

x=3.

- There are no characteristics.

On the scale it corresponds to point 3. It is a completely conservative structure.

3.3. The Hypotheses

The hypotheses of the relation between x and y (dependent and independent variables)*:

H_0: The structural trend in the surveys is not completely conservative, but also not completely non-conservative. For the 3 characteristics (causality, connectivity, transitivity) the presence of 1 (code 1: existence of the characteristic), is half of 0 (code 0: non-existence of the characteristic). The weighted average is the point 1.5 of the scale (=3/2).

H_1: The structural trend in the surveys is conservative. For all 3 characteristics 0 (code 0: non-existence of the characteristic), is more than 1 (code 1: existence of the characteristic). This is the research hypothesis. The weighted mean is somewhere in between points 1.5 and 3 of the scale (>3/2).

When one looks at the t_0 value (one sided test) to confirm H_0 or H_1, one of the two hypotheses is confirmed. If H_0 is true the research hypothesis (H_1: The surveys in the press carry conservative characteristics) is not supported, if H_0 is not true H_1 is supported.

3.4. Research Question

How many of the characteristics (correlation units) co-exist?

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* These references can be seen for formulas and analyses in detail: Serper, 1996: 60-64, 135; Geray, 2004: 71, 79-84; Altunışık et. al., 2004: 200; Köksal, 1998: 384–385; Sekaran, 1999: 404–405 and Sınıkkıran, 2001.

3.5. Hypothesis Testing and Results

3.5.1. The Relationship between the Number of Characteristics and the Number of Surveys and Hypothesis Testing

Table 1: The Relationship between the Number of Characteristics and the Number of Surveys

x (the number of characteristics)	y (the number of surveys)
0 (3 characteristics are present.)	10
1 (Only 2 of the 3 characteristics are present.)	25
2 (Only 1 characteristic is present.)	40
3 (There are no characteristics.)	64

The mean

The x mean ($\bar{x}$) = 1.5 ((0+1+2+3)/4)

The y mean ($\bar{y}$) = 34.75 (139/4)

The weighted mean of x (weighted $\bar{x}$)= 2.13

When the weighted mean of x is 2.13 on the x scale, it shows that it is to the right of the centre point 1.5 and that it is nearer the point 3, which excludes all characteristics. Surveys tend not to have any of the characteristics (conservative structure). 71% of the surveys have conservative trends (2.13/3 = 71%).

The correlation coefficient

$$r_{xy} = \frac{\Sigma(x-\bar{x}).(y-\bar{y})}{\sqrt{\Sigma(x-\bar{x})^2}.\sqrt{\Sigma(y-\bar{y})^2}} \quad r_{xy}= 88.48/\ 88.93= 0.99$$

This result shows that the correlation between x and y is very close to 1 and positive. Additionally the significance level of r_{xy} is tested (t test).

t-Test

The hypotheses of the relation between x and y (H_0 and H_1) are tested (n:139, v (df):137, α (p): 0.01.

$$t_0 = \frac{r_{xy}}{\sqrt{\left(1-r_{xy^2}\right)/n-2}} \quad t_0 > 2.326$$

This result excludes H_0 and supports H_1, which is the research hypothesis. In other words r_{xy} is statistically significant and there is a significant relationship between the variables (x and y). This result shows that as point 3 on the x scale is approached (as the conservative structure gets stronger) also the number y (number of surveys) increases.

3.5.2. The Relationships between the Basic Classifications and the Surveys

When in addition to this relation between x and y, we look also at basic classifications and to the relations between the classifications and x,

3.5.2.1. The Distribution of the Basic Classifications

Table 2: The Distribution of the Sources of Survey (1. classification)

The source of survey	Frequency	Percent
1. national	61	43,9
2. foreign	51	36,7
3. international	27	19,4
Total	**139**	**100,0**

The Turkish press gives priority to surveys organised in Turkey (43.9%). Surveys of foreign origin are not much (36.7%).

Table 3: The Distribution of the Kinds of Institution (2. classification)

The kind of institution	Frequency	Percent
1. official	19	13.7
2. private	63	45.3
3. NGO	15	10.8
4. university	28	20.1

The Turkish press gives priority to surveys organised or commissioned by private institutions (45.3%).

Table 4: The Distribution of the Themes of Survey (3. classification)

The theme of survey	Frequency	Percent
1. popular culture	2	1.4
2. public opinion	20	14.4
3. mass media	1	0.7
4. adaptation	16	11.5
5. consumer trend	20	14.4
6. perception	26	18.7
7. attitude and expectation	32	23
8. behaviour	16	11.5
9. analysis of problem/ need	5	3.6
10. economics	1	0.7
Total	**139**	**100**

Surveys published in the Turkish press are related to attitudes and expectations (32%), perceptions (26%), consumer trends (20%) and public opinion (20%).

3.5.2.2. The Cross Tabulation between the Basic Classifications and the Survey Approaches

Table 5: The Relationship between the Sources of Survey and the Survey Approaches (The Cross Tabulation between the First Classification and x)

The source of survey (1. classification)	The survey approach (x)				
	0	1	2	3	total
1. official	7 (5%)	9 (6%)	19 (13%)	26 (18%)	61 (43%)
2. foreign	1 (0)	11 (7%)	16 (11%)	23 (16%)	51 (36%)
3. international	2 (1%)	5 (3%)	5 (3%)	15 (10%)	27 (19%)
Total	**10 (7%)**	**25 (17%)**	**40 (28%)**	**64 (46%)**	**139(100%)**

If we compare the source doing the survey and the survey approaches, we can state that almost no source includes all 3 characteristics (x:0) that we call causality, connectivity and transitivity. In an increasing way all sources exclude the required characteristics. Even though international surveys are a bit more balanced than other sources, they also have the x:3 code with more frequently (15).

Table 6: The Relationship between the Kinds of Institution and the Survey Approaches (The Cross Tabulation between the Second Classification and x)

The kind of institution (2. classification)	The survey approach (x)				
	0	1	2	3	Total
1. official	1 (0)	3 (2%)	9 (6%)	6 (4%)	19 (13%)
2. private	3 (2%)	5 (3%)	12 (8%)	43 (30%)	63 (45%)
3. NGO	4 (2%)	2 (1%)	5 (3%)	4 (2%)	15 (10%)
4. university	1 (0)	14 (10%)	8 (5%)	5 (3%)	28 (20%)
5. uncertain	1 (0)	1 (0)	6 (4%)	6 (4%)	14 (10%)
Total	**10 (7%)**	**25 (17%)**	**40 (28%)**	**64 (46%)**	**139 (100%)**

If we compare the institution running the survey with the survey approaches, we can state that the 3 characteristics that we call causality, connectivity and transitivity are distributed with balanced frequency in case of surveys done by official institutions and NGOs, that surveys done by private institutions support the x:3 code (30%) more than the other codes and that for this reason they are structured in a conservative way, and that surveys done by universities support the x:1 code (a structure including both characteristics with 10%) more than the other codes and that for this reason they are structured in a non-conservative way. This last situation was to be expected.

We can say that the reason why private institutions also have a conservative structure about surveys is a reflection of their perception in the world of consumption that the subject is an object. A superficial understanding of this subject (only as an object) is considered to be sufficient by them. Debating a single element (subject/finding) without taking into consideration its relations with other elements (without dialectic reasoning) means basically that that subject/finding is only assumed as an object.

Table 7: The Relationship between the Themes of Survey and the Survey Approaches (The Cross Tabulation between the Third Classification and x)

The theme of survey (3. classification)	The survey approach (x)				
	0	1	2	3	Total
1. popular culture	0 (0)	0 (0)	0 (0)	2 (1%)	2 (1%)
2. public opinion	0 (0)	2 (1%)	4 (2%)	14 (10%)	20 (14%)
3. mass media	0 (0)	1 (0)	0 (0%)	0 (0)	1 (0)
4. adaptation	3 (2%)	2 (1%)	5 (3%)	6 (4%)	16 (11%)
5. consumer trend	5 (3%)	7 (5%)	5 (3%)	7 (5%)	20 (14%)
6. perception	3 (2%)	3 (2%)	6 (4%)	14 (10%)	26 (18%)
7. attitude and expectation	3 (2%)	4 (2%)	11 (7%)	14 (10%)	32 (23%)
8. behaviour	0 (0)	3 (2%)	7 (5%)	6 (4%)	16 (11%)
9. analysis of problem/ need	0 (0)	3 (2%)	1 (0)	1 (0)	5 (3%)
10. economics	0 (0)	0 (0)	1 (0)	0 (0)	1 (0)
Total	**10 (7%)**	**25 (17%)**	**40 (28%)**	**64 (46%)**	**139 (100%)**

When we look at the approaches of surveys as classified by their themes we can state that public opinion, perception, and attitude and expectation surveys are more conservative, while adaptation surveys are more homogeneous as far as their conservative structure is concerned.

4. Conclusion and Discussion

When one looks at Turkey's national newspapers, one sees that survey information is presented with certain formats. It can be stated that the relations between the findings that we call phenomena are not structured, consequently the premises of the existing findings are not perceived and because of this, possible assumptions by the public concerning their successors are left in a void. In this way a

democratic discussion platform on the theme of surveys that could have been formed by the survey and the newspapers is not realised. This is an antidemocratic process.

As a result, one could claim that all this might be completed by qualitative research processes, but since qualitative processes are carried out over a narrower range, larger ranges can be explained only by surveys.

Not being able to reach the natural (inherent) qualities of findings will prevent us from judging them in the correct way. Because of this the surveys (in the press) may cause a manipulative effect on the publics concerned with the theme of surveys. Similarly, certain situations that we face may result in not being correlated to certain relations, just like relations that are not established among findings.

The conservative approaches perpetuate an attitude by which alternatives are destroyed. However the social sphere is constantly changing due to dynamic relations and requires changes in the points of view. This is not something that one associates with a conservative approach.

Mostly, the fact that the subjects are judged instead of the relations in the social sphere creates the basis interpersonal conflicts.

More advanced studies on this subject may be developed by analysing surveys on social sciences in the places where they have been carried out.

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