

Aslı Çağlar

AdHority

An installation criticizing the endless pressure
of the advertising industry over individuals



Content

The Adhority Project 5

Survey 7

Installation 24

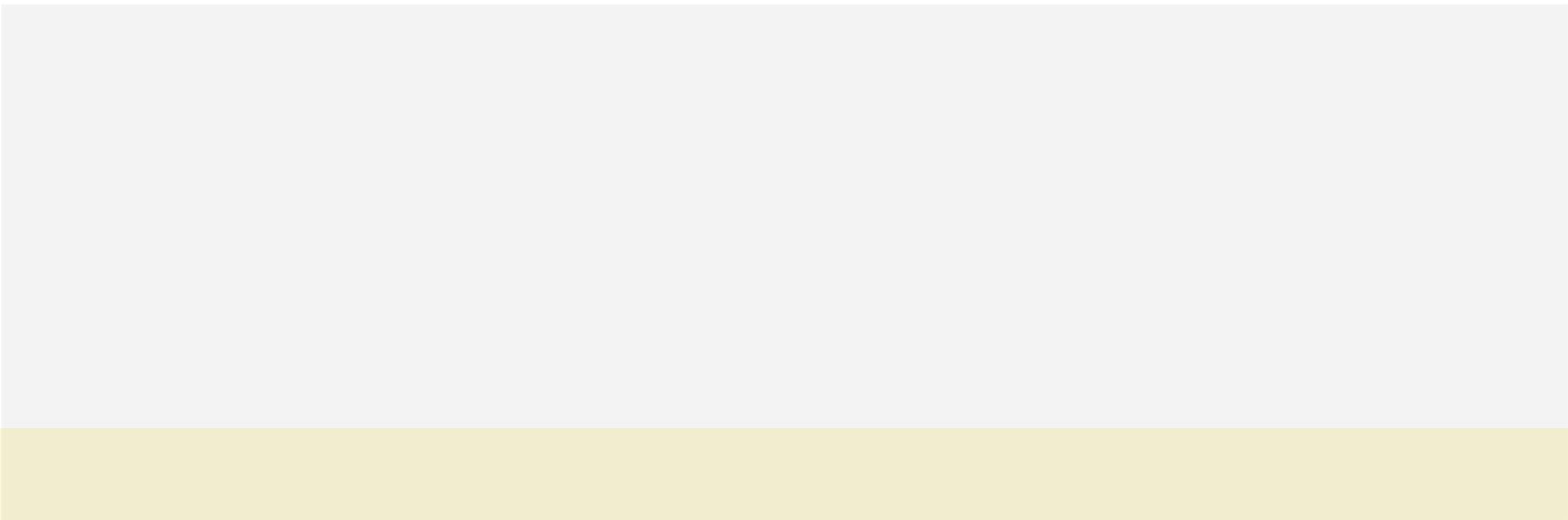
This project is called Adhority. The name Adhority is derived from the words advertisement and authority. The two words that create the name of the project are the two key concepts explaining it. It is basically an installation criticizing the endless pressure of advertising industry over individuals.

There are many different projects on criticizing the control of advertisement industry over people. However, they mostly react against the control of the advertisement industry in public spaces. With this project, I aim to criticize this control in a personal space. Both in public and personal space people shouldn't be forced to being exposed to the advertisement industry. However, they don't have the chance to decide. They

already live in a capitalist world where the streets, magazines, newspapers, Internet, television are filled with advertisements. Even though one prefers not to watch television or buy magazines; the generic music of an advertisement may play over and over in his head just because of the high volume of the radio that is just passing by the street.



Being exposed to advertisements in public space and personal space are two different aspects of this issue. This project focuses on the personal aspect of this issue. This installation consists of a television screen and a remote control. This screen and remote control are exhibited in a "personal" space. This means that it is not only a television and

a remote control. For emphasizing the personal aspect of the project this television and remote control are exhibited in a personal environment that the viewer can relate to. It is decorated as the living room of someone else. It is not cold and it gives the sense of someone living in it. It looks like a place where anybody can lie down to take a nap or watch television instead of being a distant conceptual art piece.






However, the main elements of the project are still the television and the remote control. The television has fake channels that are only made of advertisements.

Each channel has a different group of advertisements that are grouped according to a survey that was conducted. 68 people participated the survey. This survey was in Turkish and it had general questions about the participants, different advertising industries, techniques that are used, colors that stand out and the content.

1. Lütfen cinsiyetinizi belirtin.			
Kadın		31	46%
Erkek		37	54%
Total		68	100%

The first was asked to learn about some general information about the gender of the participants. 31 of the participants were female and 37 of them were male.

2. Ne kadar sıklıkla televizyon izliyorsunuz?

Haftada 7 saatten az		31	46%
Haftada 14-21 saat		27	40%
Haftada 28-42 saat		6	9%
Haftada 49-63 saat		1	1%
Haftada 63 saatten fazla		3	4%
Total		68	100%

The second question was asked to learn about the level of television consumption of the participants. 46% of the participants (31 people) declared that they watch television less than 7 hours per week. 40% (27 people) said that they watch television 14 to 21 hours a week. 9% (6 people) said that they watch 28 to 42 hours a week.

1% (1 person) said that he watches television 49 to 63 hours a week. And 4% (3 people) said that they watch television more than 63 hours a week. These results show that the majority of the participants don't prefer to watch television. More than half of the participants (58 people) watch television less than 21 hours a week.

Survey/ 3rd Question

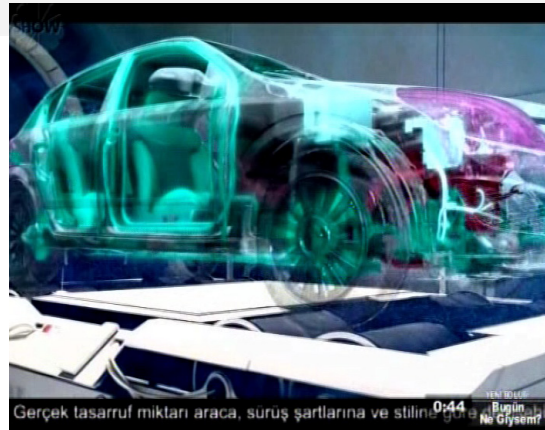
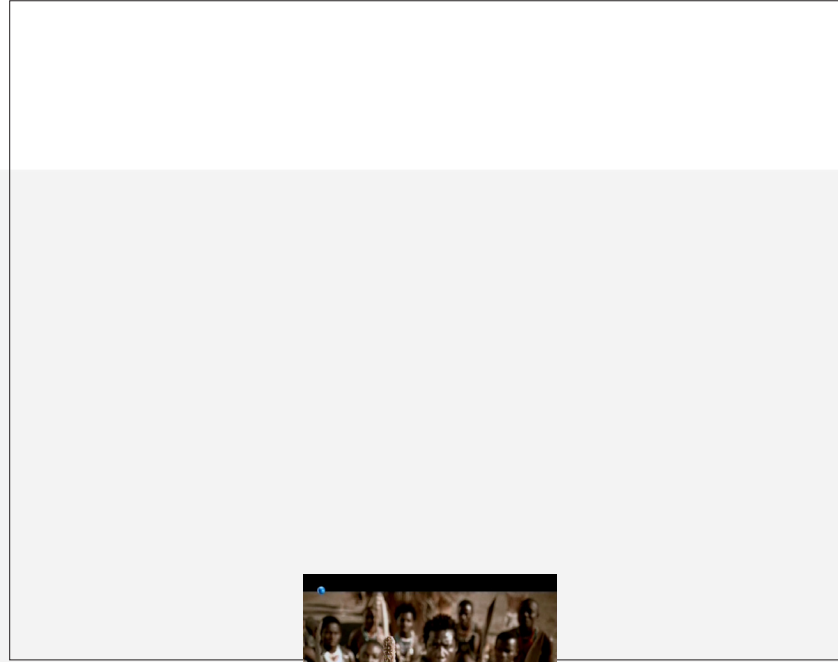
The third question was asked to learn what kind of programs the participants prefer to watch. The choices were news, series, movies, television discussion programs, competitions, matchmaking shows, magazine programs, talk shows, documentaries and women's television programs. 65% (31 people) have put news in first rank. None of the participants chose magazine programs as their first choice in their ranking.

However, the participants didn't list magazine programs as the last choice in the ranking. 38% (6 participants) listed matchmaking shows as their last choice in the ranking. This means that the majority of the participants prefer to watch news on television and they do not watch matchmaking shows.

3. Hangi program tiplerini izlemeyi tercih ediyorsunuz?										
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	1	2	3	4	5	6	7	8	9	10
Haberler	31 65%	7 15%	6 12%	0 0%	3 6%	1 2%	0 0%	0 0%	0 0%	0 0%
Dizi (Yalan Dünya, Muhteşem Yüzyıl...)	13 30%	17 40%	4 9%	3 7%	2 5%	3 7%	0 0%	0 0%	0 0%	1 2%
Film	11 29%	11 29%	8 21%	4 11%	2 5%	0 0%	1 3%	1 3%	0 0%	0 0%
Tatışma Programları (Sıcak Gündem, Söz Sende, Teke Tek...)	3 11%	5 19%	6 22%	8 30%	2 7%	3 11%	0 0%	0 0%	0 0%	0 0%
Yarışma Programları (Kim Milyoner Olmak İster?, Var Mısın Yok Musun?, Çarkıfelek...)	1 5%	2 9%	3 14%	5 23%	3 14%	2 9%	3 14%	3 14%	0 0%	0 0%
Evlendirme Programları (Su Gibi, Evlen Benimle, İzdivaç...)	3 19%	1 6%	1 6%	1 6%	0 0%	1 6%	2 12%	1 6%	0 0%	6 38%
Magazin (Süper Kulüp, Show Kulüp)	0 0%	2 12%	1 6%	1 6%	1 6%	1 6%	4 24%	5 29%	2 12%	0 0%
Talk Show (Disko Kralı, Muhallebi Kralı, Beyaz Show...)	4 12%	5 16%	9 28%	4 12%	5 16%	3 9%	0 0%	1 3%	1 3%	0 0%
Belgesel (Discovery Channel, National Geographic...)	1 3%	9 26%	8 24%	4 12%	4 12%	2 6%	2 6%	1 3%	2 6%	1 3%
Kadın Programları (Mutfağım, Melek, Beyazın Sultanı...)	1 7%	2 14%	0 0%	0 0%	1 7%	0 0%	1 7%	0 0%	6 43%	3 21%

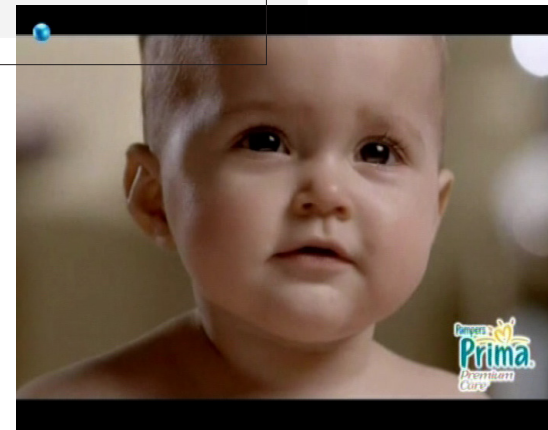
4. Televizyon reklamlarına karşı tutumunuz nedir?			
Kanalı değiştiriyorum, başka beğendiğim bir program arıyorum.		18	27%
Kanalı değiştiriyorum, başka kanallarda ne olduğuna bakıyorum, daha sonra izlediğim kanala geri dönüyorum.		30	45%
Kanalı değiştirmiyorum, televizyon dışında başka işlerimle uğraşıyorum.		14	21%
Kanalı değiştirmiyorum, reklamları izliyorum.		5	7%
Total		67	100%

Fourth question was asked to learn the participants approach to advertisements while watching television. 45% (30 people) said that they change the channel once the advertisements start and return back to the channel they were watching when the show they were watching start.



Fifth question was about the advertisement industries that attract most attention. Automotive sector (47%) and food sector (44%) were the ones that people chose as the first industries that attract their attention. And furniture sector was listed as the last choice of the participants with 26%.

5. Reklamlarda sırasıyla hangi sektör dikkatinizi çekiyor?	1	2	3	4	5	6	7	8	9
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.									
Bankacılık (Garanti Bankası, Finansbank, ING Bank...)	7 22%	10 31%	7 22%	3 9%	2 6%	0 0%	0 0%	2 6%	1 3%
Gıda (Coca-Cola, Biscolata, Nescafe, Milka...)	17 44%	10 26%	8 21%	2 5%	0 0%	0 0%	1 3%	0 0%	1 3%
Otomotiv (BMW, Fiat, Nissan...)	17 47%	5 14%	5 14%	3 8%	1 3%	1 3%	0 0%	1 3%	3 8%
Mobilya (Istikbal, Bellona, Merinos...)	0 0%	1 5%	3 16%	4 21%	1 5%	3 16%	0 0%	2 11%	5 26%
Kozmetik (Avon, Maybeline, Nivea...)	1 5%	1 5%	0 0%	3 15%	4 20%	4 20%	2 10%	5 25%	0 0%
Temizlik (Pril, Cif, Mr. Muscle...)	2 7%	5 19%	3 11%	1 4%	3 11%	3 11%	7 26%	1 4%	2 7%
Kişisel Hijyen (Orkid, İpana, Elidor...)	1 5%	4 20%	0 0%	0 0%	1 5%	4 20%	6 30%	3 15%	1 5%
Beyaz Eşya (Arçelik, Vestel...)	1 4%	2 8%	5 19%	4 15%	6 23%	2 8%	0 0%	4 15%	2 8%
GSM Operatörleri (Turkcell, Avea, Vodafone...)	13 37%	6 17%	4 11%	5 14%	1 3%	1 3%	2 6%	0 0%	3 9%

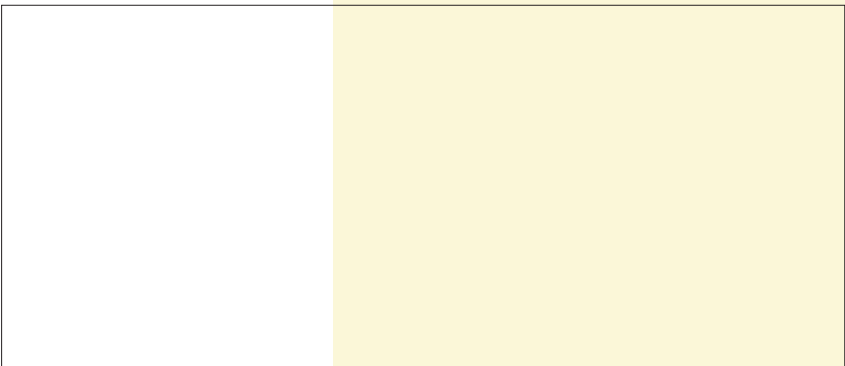
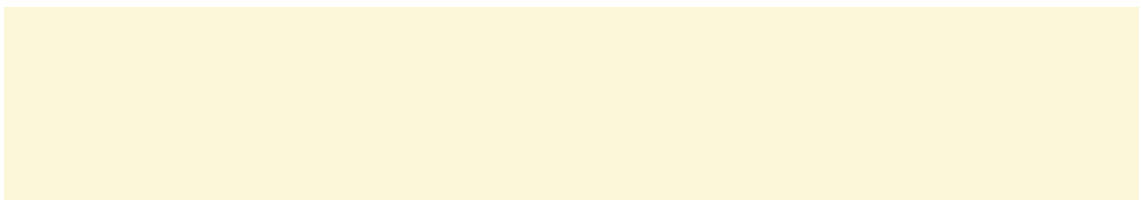


6. Reklamlarda sırasıyla hangi yaş gruplarının kullanılması dikkatinizi çekiyor?



Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

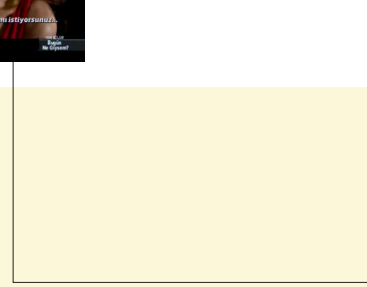
	1	2	3	4	5	6
0-5 yaş	21 54%	7 18%	5 13%	1 3%	2 5%	3 8%
5-15 yaş	6 24%	7 28%	5 20%	4 16%	1 4%	2 8%
15-25 yaş	13 41%	8 25%	4 12%	4 12%	1 3%	2 6%
25-45 yaş	14 42%	6 18%	3 9%	5 15%	5 15%	0 0%
45- 65 yaş	4 17%	0 0%	3 12%	5 21%	7 29%	5 21%
65 yaş üstü	5 19%	5 19%	5 19%	1 4%	3 12%	7 27%

Sixth question was about the age groups that are mostly used in advertisements. 54% of the participants answered that 0-5 age group attracted their attention the most. 27% answered that people aged over 65 attract least attention.



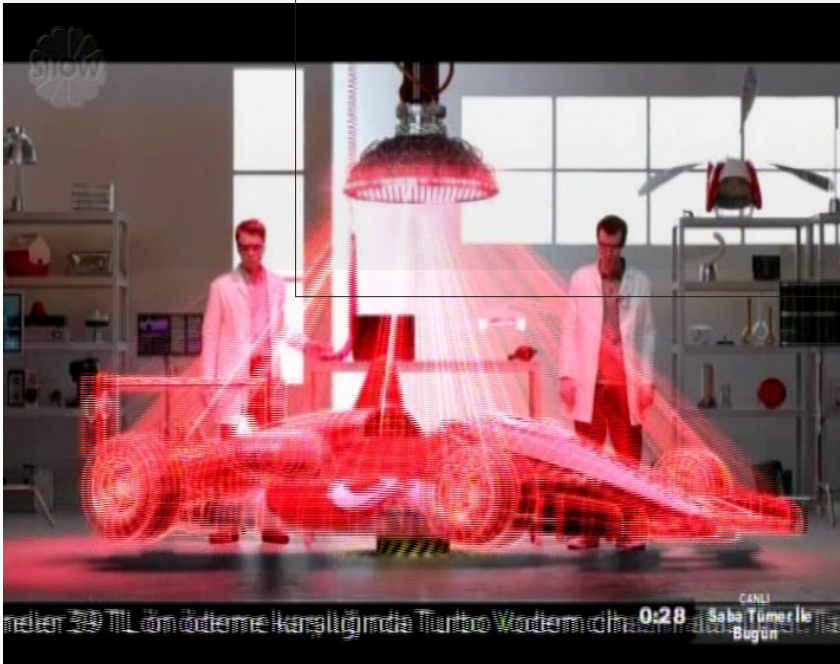
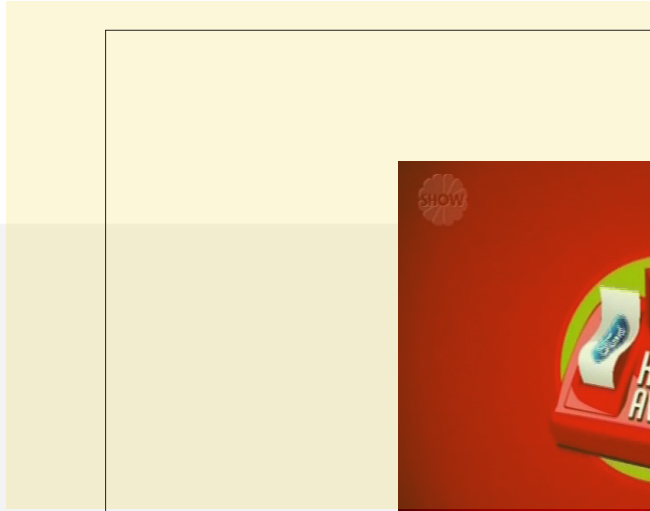
Seventh question was about the gender that is mostly used in advertisements. 83% (54 people) answered that women are used more than men in advertisements.

7. Reklamlarda en çok hangi cinsiyetin kullanılması dikkatinizi çekiyor?			
Kadın		52	83%
Erkek		11	17%
Total		63	100%



Eighth question was about the relationships of the people that are used in advertisements. 53% of the participants answered that the usage of sexual relationships attracts their attention. %50 of the participants answered that the family relationships attract their attention.

8. Reklamlarda sırasıyla hangi ilişkinin kullanılması dikkatinizi çekiyor?						
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	1	2	3	4	5	6
Aile	19 50%	8 21%	2 5%	4 11%	1 3%	4 11%
Arkadaş	8 27%	12 40%	4 13%	2 7%	2 7%	2 7%
İş ilişkisi	2 7%	4 15%	9 33%	6 22%	6 22%	0 0%
Romantizm	6 19%	4 13%	7 23%	8 26%	5 16%	1 3%
Cinsellik	19 53%	6 17%	1 3%	0 0%	3 8%	7 19%
Ünlü- ürün ilişkisi (bir ünlünün kendi gerçek haliyle ürünü tanıttığı reklamlar)	11 30%	7 19%	7 19%	2 5%	4 11%	6 16%



9. Reklamlarda sırasıyla hangi rengin kullanılması dikkatinizi çekiyor?					
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	1	2	3	4	5
Kırmızı	32 63%	5 10%	6 12%	2 4%	6 12%
Mavi	11 31%	13 37%	5 14%	6 17%	0 0%
Yeşil	5 15%	12 35%	9 26%	6 18%	2 6%
Sarı	5 16%	5 16%	2 6%	8 26%	11 35%
Beyaz	10 27%	8 22%	10 27%	4 11%	5 14%

Ninth question was about the color that attracts most attention in advertisements. Red was chosen as the first color in their ranking by 63% of the participants.



The last question was about the technique that was mostly used in advertisements and 68% of the participants chose animation as the technique that attract most of their attention.

10. Reklamlarda sırasıyla hangi tekniğin kullanılması dikkatinizi çekiyor?			
	1	2	3
Animasyon (Arçelik (Çelik), Garanti Bankası, Yapı kredi (Vade) reklamlarında kullanılan karakterler gibi karakterlerin olduğu reklamlar)	32 68%	9 19%	6 13%
Video	20 53%	13 34%	5 13%
Fotoğraf Gösterisi (sırayla fotoğraf sunulan reklamlar)	12 33%	12 33%	12 33%

Installation



The message of this project is to say that people should have a chance to decide rather they want to watch advertisements or not. Therefore the remote control represents the viewer being in control and deciding what he/ she wants to watch. However the television has fake channels that only have advertisements. Even if the viewer may seem in control, he/ she is only allowed to choose between different advertisement groups.

The choices are predetermined and he/ she is exposed to advertisements whether he/ she likes it or not. The freedom is limited even in personal space and the consumer culture surrounds us in every aspect of our lives.

The last question was about the technique that was mostly used in adAs I explained the main concept want to criticize is the fact that people do not have a chance to decide whether they like to be exposed to advertisements even in their own personal space.

That's why I wanted to create a personal space and exhibit my project as an installation. I constructed and decorated a room, that is comfortable and where the viewer can feel as if he/ she is in the living room of somebody's home. nique that attract most of their attention.

With this project, I don't want to criticize the advertisement industry or say that there shouldn't be advertisements. Today we live in a capitalist world where consumerism is the principle culture. Therefore, it is pointless to say, "There shouldn't be advertisements".



