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# American Philanthropic Foundations and their Role in Modernizing Post-Ottoman Türkiye

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## Abstract

**Key words:**  
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development.

*This research seeks to determine the effectiveness of American philanthropic foundations in improving the educational sector, the infrastructure sector, the public health sector, and American foreign policy interests in post-Ottoman Turkey. Existing studies in the corpus of knowledge have ignored these factors when analyzing the research's findings, so this study fills a gap in the literature. Using Likert scale data with a response rate of 513, Smart PLS 4 was used for data analysis to investigate the results with measurement model assessment and structural model assessment. The research concluded that American philanthropic foundations worked in post-Ottoman Turkey to enhance education, infrastructure, public health, and American foreign policies. This study contributes novel findings to the existing body of knowledge that can be used to enhance it critically. This study's findings have theoretical implications based on newly established relationships in the literature. These research results also have a practical impact on Turkish government officials seeking to reduce American hegemony. The limitations and future directions of this research are highlighted, and scholars are anticipated to consider these implications for future research projects.*

## Introduction

Post-Ottoman Turkey has undergone numerous demographic and political shifts. Indeed, the situation in post-Ottoman Turkey was not the same as it had been previously (Sjoberg, 2022a). During this period, numerous international organizations and foundations were active in Turkey. In the 19th century, numerous organizations were expected to operate in post-Ottoman Turkey. The fundamental objective of these foundations was to enhance the social structure and human behavior (Yanardaolu & Yanardaolu, 2021). During this period, many organizations were active, and the implementation of appropriate working standards enhanced the strategic significance of these organizations.

On the other hand, these organizations existed under the guise of charity work because individuals were expected to carry out their responsibilities properly (Bădescu, 2019). However, American organizations were expected to support improving the people's standard of living. These organizations labored diligently to establish a variety of educational institutions and hospitals.

The Rockefeller Foundation is one of the post-Ottoman Turkish organizations that began operations there. This organization worked on public health development, and a significant educational sector advancement in post-Ottoman Turkey can be attributed to its support and efforts (Neep, 2021). The improved working methods of these organizations assisted individuals in achieving organizational objectives and significantly advancing the health sector. As their work progressed significantly, these contemporary hospitals treated many patients (Sjoberg, 2022b). People are always able to benefit from the advancement

of the health sector. Grants from the Rockefeller Foundation supported the entire public health system, and people's standard of living increased as a result (Cora, 2020). Ford Foundation, on the other hand, established its enterprises in post-Ottoman Turkey. This organization supported American policies in Turkey by fostering the relationship between the Turkish and American communities.

The charitable efforts of these organizations aided the people of post-Ottoman Turkey in various ways. People had access to all amenities regarding their working and residential conditions (Yldz, 2022). People were expected to strive to improve their health (Gokatalay, 2021). These international organizations also aided in the post-Ottoman educational advancement of Turkey. Consideration was also given to these organizations supporting American interests in the country (Liebisch-Gümüş & Yenen, 2023). The establishment of educational institutions served as a means of advancing American policies in the region. The work of these organizations for the advancement of post-Ottoman Turkey reached its zenith, and the population's standard of living increased (Kyle Romero, 2023). The intervention and activity of these organizations were intended to improve people's lives (Zihniolu & Dalkran, 2022). People in post-Ottoman Turkey adopted European innovations due to the progress of American organizations working for development (Zencirci & Herrold, 2022).

This research seeks to determine the effectiveness of American philanthropic foundations in improving the educational sector, the infrastructure sector, the public health sector, and American foreign policy interests in post-Ottoman Turkey. Existing studies in the corpus of knowledge have ignored these factors when analyzing the research's findings, so this study fills a gap in the literature. Furthermore, this research has novel results in the literature that can be used to improve it critically. The theoretical implications of this research's findings are founded on newly developed relationships in the literature. In addition, these findings have a practical impact on Turkish government officials seeking to reduce American hegemony. Furthermore, the limitations and future directions of this research are highlighted, and it is anticipated that academicians will consider these implications for future research projects.

## Review of Literature

The charitable activity of numerous large foundations can be a means to improve the living conditions of individuals. More philanthropy is required for individuals to improve their health and education (Ozil, 2019). In every country that encounters the challenges associated with war, the communities living there face unique obstacles. (Sjoberg, 2022b) Community development is an appropriate method for strengthening and advancing community members' work. For the greater good of the people, it is necessary to enhance the community's development to increase people's comprehension. However, many investments are required to

improve the infrastructure for the people (Bădescu, 2019). Modern nations are needed to enhance their operations to function more effectively. Indeed, educational reforms are necessary to raise awareness of various issues (Cora, 2020). When infrastructure and high-level investments are made with careful planning, community development programs can be a means of achieving environmental sustainability. (Cora, 2020) The success rate of public work in any community can improve people's approach to improved outcomes. The focus of large foundations on charitable work for the general public can result in a more complex working style. When large organizations incentivize people to accomplish their organizational goals significantly, they must be able to work effectively in a confined space (Kyle Romero, 2023). Investing in the health sector and constructing health institutes for the populace can be a means for any community to enhance the working manner and progress of the public. Living in a conflict zone necessitated the construction of additional life-saving facilities (Cora, 2021). The level of individuals working for community advancement would be a different strategy for providing people with better facilities. (Bozcaga & Cansunar, 2021) Charitable organizations in any nation improve the behavior of individuals. In post-Ottoman Turkey, American foundations contribute to improving the health sector.

To advance the behavior of the populace, every nation must enhance its educational system. International philanthropic foundations must work to advance impoverished countries and confront way-related obstacles (Gokatalay, 2022). People must have access to health facilities and educational policies. (Liebisch-Gübisich & Yenen, 2023) Improving the public's comprehension of their actions in conflict zones requires substantial investment. It is necessary to improve the facilities available to the populace to ensure that they adhere to best cultural practices and enhance their methods. American institutes created educational facilities to improve environmental performance (Nobbs-Thiessen, 2021). When strategic actions are required to improve people's working approach, organizational objectives are effectively attained. When charity organizations from developed nations support charity work in developing countries, the relationship between developed and developing governments improve (Marom, 2023). The philanthropic efforts of various organizations to improve the behavior of individuals may be a means to enhance the education of the populace. (Carlsson, 2022) Many charitable organizations are required to advance their practices that are essential for the functioning of individuals. The success rate of people's educational advancement can be viewed as the greatest opportunity for people to engage in reasonable labor. Indeed, many charitable organizations labored in war zones to improve the local population's living conditions (Sanchez Summerer & Papastathis, 2021). In this manner, numerous organizations improved their working methods to accomplish success. It has been demonstrated that American organizations and their efforts to improve people's behavior contribute to their improved and more strategic approach (Aliprantis, 2020).

In addition, infrastructure development is required for a community to accomplish its organizational objectives most effectively (Sjöberg, 2022a). In the conflict zone, numerous distractions hinder the achievement of organizational goals. The devastation of infrastructure can undermine public confidence and their work ethic (Neep, 2021). It is necessary to take the essential steps to enhance public facilities to advance the health sector and other facilities. However, charitable foundations are required to improve the strategic advancement of working populations (Yanardaolu & Yanardaolu, 2021). In regions where the government offers fewer opportunities and resources for infrastructure development, charitable activity is encouraged. (Bădescu, 2019) American companies attempt to target various countries with their various agendas required to enhance people's functioning. Many non-profit organizations worked abroad to promote American agendas critically. Different philanthropic organizations have distinct goals, and the foundations of some corporations are working to promote their own culture and environment (Ozgüneş & Tsitselikis, 2019).

When the charity-receiving community is satisfied with the charity work, these businesses can be successful. (Efendic & Bisi, 2020) The success rate of charity work is contingent on the performance foundation's ability to build the infrastructure and other support to uplift the moralized community. The advancement of modern charity organizations for the people of underdeveloped nations can effectively alter people's perceptions of their community service. (Tziarras, 2022) Numerous organizations are consciously advancing various agendas that directly impact charitable work. The work of these agendas also supports cultural agendas and religious promotion policies. The success of charitable work for individuals is possible when they are provided with various opportunities, including assistance with infrastructure development (Romero, 2020). The largest American organizations played a significant role in developing multiple organizational-level improvement and public agenda improvement agendas. Indeed, the goal of any charitable organization is to enhance the infrastructure for the benefit of people (Alexandrova, 2022). However, many charitable organizations are also working to improve the educational sector because providing everyone with improved educational opportunities is essential. In addition, the development of the public health sector through charitable work is required, and large foundations must work on these agendas to provide the people with the necessary facilities (Enşk, 2022). Based on this literature, the following hypotheses are formed:

**Hypothesis 1:** *American philanthropic foundations worked for educational sector improvement in post-ottoman Türkiye.*

**Hypothesis 2:** *American philanthropic foundations worked for infrastructure sector improvement in post-ottoman Türkiye.*

**Hypothesis 3:** *American philanthropic foundations worked for public health sector improvement in post-ottoman Türkiye.*

*Hypothesis 4: American philanthropic foundations worked for American foreign policy interests in post-ottoman Türkiye.*

## Methodology

The initial consideration is given to the normality of these research data, as it is appropriate to consider the normality of research data when determining the significance of the findings. Smart PLS is populated with the Likert scale questionnaire information. Initially, the missing values were examined, and this study's data indicate no missing value. In addition, skewness and kurtosis values were utilized to determine the normality of the research. The skewness and kurtosis values between -1 and 1 are acceptable for assessing the normality of data (Royston, 1992). This study's data indicate that the skewness and kurtosis values have been significantly attained. Consequently, the findings of this study are acceptable for further investigation. Nonetheless, the data for this study are analyzed in conjunction with the results of measurement and structural model assessments to investigate significant findings.

This research relies on primary data to accomplish its purpose. In addition, this study's preliminary data are quantitative, as a Likert scale questionnaire is used to capture the information. In social science research, the Likert scale questionnaire is commonly used. This data collection method is appropriate when the objective is to determine people's opinions. In contrast, this investigation has devised scale items for data collection. Indeed, a critical evaluation of existing studies was conducted, but the reported measurement items in these studies were insufficient for data collection. Thus, a literature review was conducted for the operationalization of the variables. After operationalizing the scale items, a pool of scale items was established. The following phase was to evaluate the validity and reliability of the scale items. This study collected data from 55 actual population respondents to ascertain the reliability and validity of the findings or scale items. Initially, AMOS 24 was utilized to analyze the data. After determining the results of exploratory factor analysis, the study decided that the factor loadings and Cronbach alpha were achieved significantly. In addition, confirmatory factor analysis is applied to the findings to determine the relationship between variables.

Thus, the devised scale items for this study were deemed valid for actual data collection and analysis. The participants in this study were government officials. They were requested to submit data based on their comprehension of the Likert scale questionnaire. Random sampling is used to acquire the data because it is the most suitable method. Random sampling is beneficial for avoiding bias in data acquisition. In contrast, this study utilized a survey-based methodology to determine the findings and analyze the outcomes. For data collection, 600 questionnaires were distributed to respondents. Nonetheless, these respondents were also informed of the objective of this study. The data was gathered from 513 returned questionnaires. This response rate was deemed adequate for data

analysis to ascertain the findings of this study. Using Smart PLS 4 for data analysis, this study investigated the results of measurement model evaluation and structural model evaluation.

### Data Analysis and Findings

Using Smart PLS 4, measurement model assessment and structural model assessment were used to validate the findings of this study. Utilizing the calculations of the PLS Algorithm, factor loadings are determined. The values of the factor loadings are used to evaluate the individual-level validity of the scale items. Shevlin and Miles (1998) deem the results of factor loadings greater than 0.60 acceptable. According to the study's reported results, the appropriate factor loadings have been attained.

Additionally, the findings of Cronbach alpha and composite reliability are evaluated. These results are utilized to ascertain the reliability and validity of the scale's items globally. Alarcón et al. (2015) and Tavakol and Dennick (2011) determined that the appropriate Cronbach alpha and composite reliability values have been attained, as both exceeded 0.70. On the other hand, the findings of average variance extraction were also evaluated to identify the variable between the research data. The findings of average variance extracted greater than 0.50 are acceptable for significantly extracted average variance (dos Santos & Cirillo, 2020). The statistical results of substantial convergent validity are shown in Figure 1 and Table 1.

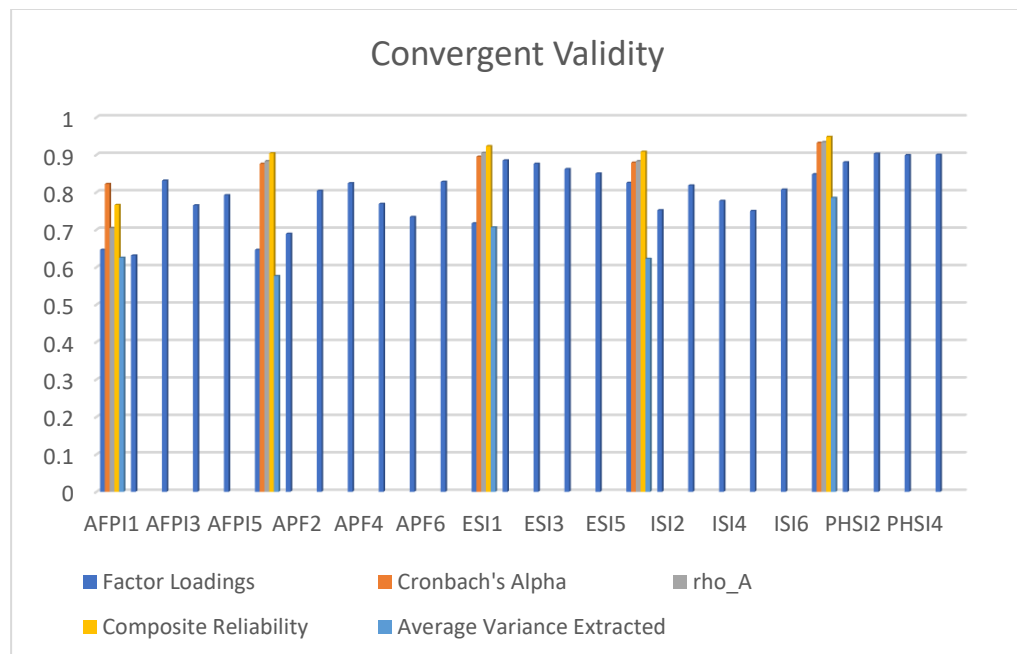


Figure 1. Convergent Validity

APF = American Philanthropic Foundations, ESI = Educational Sector Improvement, ISI = Infrastructure Sector Improvement, PHSI = Public Health Sector Improvement, and AFPI = American Foreign Policy Interest

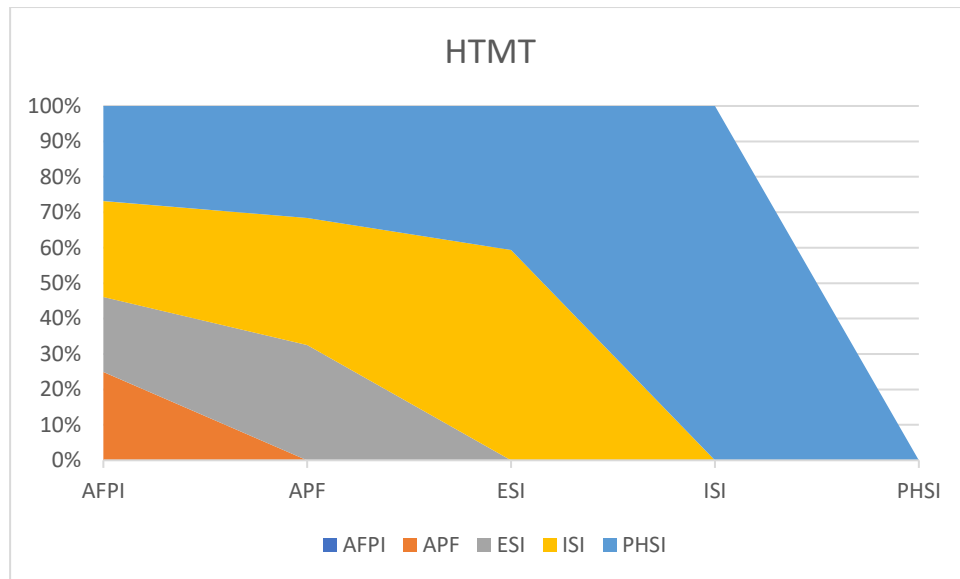
**Table 1.** Convergent Validity

Items	Factor Loadings	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted
AFPI1	0.646	0.822	0.704	0.766	0.625
AFPI2	0.631				
AFPI3	0.831				
AFPI4	0.765				
AFPI5	0.792				
APF1	0.646	0.876	0.883	0.904	0.576
APF2	0.689				
APF3	0.804				
APF4	0.824				
APF5	0.769				
APF6	0.734				
APF7	0.828				
ESI1	0.717	0.895	0.905	0.923	0.706
ESI2	0.885				
ESI3	0.876				
ESI4	0.862				
ESI5	0.850				
ISI1	0.825	0.879	0.883	0.908	0.622
ISI2	0.752				
ISI3	0.818				
ISI4	0.777				
ISI5	0.750				
ISI6	0.807				
PHSI1	0.848	0.932	0.934	0.948	0.785
PHSI2	0.880				
PHSI3	0.903				
PHSI4	0.899				
PHSI5	0.900				

APF = American Philanthropic Foundations, ESI = Educational Sector Improvement, ISI = Infrastructure Sector Improvement, PHSI = Public Health Sector Improvement, and AFPI = American Foreign Policy Interest Heteritrait-Monotrait (HTMT) results are evaluated to determine the discriminant validity of this research's data.

In any study, the discriminant validity is assessed to determine the differences between the research data. The determination of discriminant validity is required for the analysis of significant results. (Gold et al., 2001) Significant results require HTMT findings in the matrix to be no greater than 0.90. The results of Figure 2 and Table 2 indicate that the required discriminant validity has been attained.





**Figure 2.** Discriminant Validity

APF = American Philanthropic Foundations, ESI = Educational Sector Improvement, ISI = Infrastructure Sector Improvement, PHSI = Public Health Sector Improvement, and AFPI = American Foreign Policy Interest

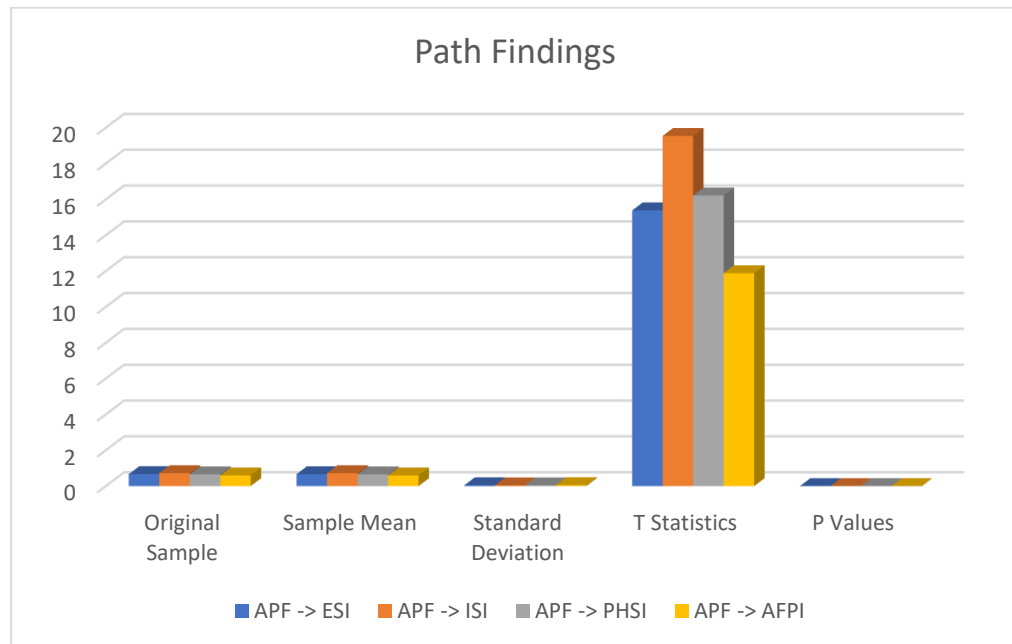
**Table 2.** Discriminant Validity

Variables	AFPI	APF	ESI	ISI	PHSI
AFPI					
APF	0.763				
ESI	0.648	0.741			
ISI	0.828	0.816	0.849		
PHSI	0.822	0.719	0.582	0.693	

APF = American Philanthropic Foundations, ESI = Educational Sector Improvement, ISI = Infrastructure Sector Improvement, PHSI = Public Health Sector Improvement, and AFPI = American Foreign Policy Interest

The findings of the structural equation model are used to validate the results of this research path. (Ramayah et al., 2018) The t-statistics > 1.96 are deemed statistically significant for this study's developed hypotheses if they are greater than 1.96. The findings of Hypothesis 1 (original sample = 0.664, standard deviation = 0.043, t-statistics = 15.386, and p values = 0.000) indicated that American philanthropic foundations contributed to the development of the educational sector in post-Ottoman Turkey. Second, the results of Hypothesis 2 (original sample = 0.722, standard deviation = 0.037, t-statistics = 19.542, and p values = 0.000) indicated that American philanthropic foundations worked to enhance the infrastructure sector in post-Ottoman Turkey. In the meantime, the results of hypothesis 3 (original sample = 0.653, standard deviation = 0.040, t-statistics = 16.216, and p values = 0.000) indicated that American philanthropic foundations worked to enhance the public health sector in post-Ottoman Turkey. In conclusion, hypothesis 4 results (original sample = 0.591, standard deviation = 0.050, t-statistics = 11.881, and p values = 0.000) demonstrated that American philanthropic foundations supported American foreign

policy interests in post-ottoman Turkey. The results of this study are shown in Table 3 and Figure 3.



**Figure 3.** Path Findings

APF = American Philanthropic Foundations, ESI = Educational Sector Improvement, ISI = Infrastructure Sector Improvement, PHSI = Public Health Sector Improvement, and AFPI = American Foreign Policy Interest

**Table 3.** Path Findings

Relationships	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
APF -> ESI	0.664	0.663	0.043	15.386	0.000
APF -> ISI	0.722	0.722	0.037	19.542	0.000
APF -> PHSI	0.653	0.654	0.040	16.216	0.000
APF -> AFPI	0.591	0.596	0.050	11.881	0.000

APF = American Philanthropic Foundations, ESI = Educational Sector Improvement, ISI = Infrastructure Sector Improvement, PHSI = Public Health Sector Improvement, and AFPI = American Foreign Policy Interest

## Discussion and Conclusion

The findings of this study are supported by quantitative data collected via a Likert scale questionnaire and statistical evidence. The objective of this study has been attained. For these research data, structural equation modelling results are considered. According to the effects of hypothesis 1, it is statistically demonstrated that American philanthropic foundations contributed to the development of the educational sector in post-Ottoman Turkey. This relationship is newly established in the literature, but prior research findings support it. According to Cora (2020), the charitable efforts of numerous significant organizations can be a step in the correct

direction in improving people's living standards. If people are to enhance their education and health, greater charitable giving is necessary.

Each war-torn nation confronts unique obstacles. According to [Neep \(2021\)](#), the community should be strengthened, and how individuals work together should advance. The community must develop more efficiently to better understand individuals for their own benefit. According to [Liebisch-Gümüş and Yenen \(2023\)](#), significant investment is required to enhance the infrastructure for the people. Many organizations labored in the conflict zone to improve the living conditions of the locals. According to [Romero \(2020\)](#), several organizations enhanced their working methods in this manner to achieve success. American organizations and their efforts to improve people's behavior are essential to a better and more strategic approach for individuals. According to [Ozil \(2019\)](#), for a community to effectively achieve its organizational goals, its infrastructure must be improved. In a combat zone, numerous distractions make it difficult to achieve organizational objectives.

According to the results of hypothesis 2, it is statistically proven that American philanthropic foundations contributed to the development of the infrastructure sector in post-Ottoman Turkey. This relationship is newly established in the literature, but prior research findings support it. According to [Yanardaolu and Yanardaolu \(2021\)](#), infrastructure devastation is a possible tactic for lowering public opinion and the general work ethic. In every country where charitable organizations operate, people's conduct will improve. According to [Aliprantis \(2020\)](#), the health of post-Ottoman Turkey has been enhanced with the help of American charities. Any nation that desires to improve the behavior of its citizens must strengthen its educational system. According to [Kyle Romero \(2023\)](#), international charitable foundations are essential for the global advancement of underdeveloped nations. People must have access to educational and healthcare programs. For the public to comprehend their efforts in conflict zones, substantial expenditures are required. According to [Sjoberg \(2022b\)](#), the individual facilities should be improved to ensure that everyone is working with the finest culture and advancing their practices. Work-related to these objectives also supports religious and cultural promotion policies. Individual charitable work can be successful when provided the opportunity to succeed, such as through assistance with infrastructure development. According to [Alexandrova \(2022\)](#), the largest American organizations substantially influenced the creation of diverse agendas for organizational-level development and the advancement of public agendas. The objective of any charitable organization is to strengthen the system so that people can live improved lives.

According to the results of hypothesis 3, it is statistically proven that American philanthropic foundations contributed to the development of the post-Ottoman Turkish public health sector. This relationship is newly established in the literature, but prior research findings support it. According to [enşık \(2022\)](#), selecting modern charitable organizations for

the citizenry of underdeveloped nations can significantly alter how individuals are perceived and their contributions to society. Numerous businesses are actively pursuing various agendas with direct implications for charitable activities. According to [Efendic and Bisi \(2020\)](#), large foundations must work on these agendas to strengthen the public health sector through charitable action and provide the people with the necessary facilities. However, because providing everyone with improved educational opportunities is essential, many philanthropic organizations also work to improve the educational sector. According to [Nobbs-Thiessen \(2021\)](#), large organizations that prioritize providing charitable services to the general public may hinder the evolution of their working methods. People must have a productive approach to working in confined spaces if they are to be motivated by large organizations to achieve their organizational objectives substantially. According to [Zihniolu and Dalkran \(2022\)](#), any community can advance by investing in the health sector and establishing public health institutions to improve its citizens' working and advancing conditions. Living in a conflict zone necessitated additional protection against various disasters that could endanger their lives.

According to the results of hypothesis 4, it is statistically demonstrated that American philanthropic foundations supported American foreign policy interests in post-Ottoman Turkey. This relationship is newly established in the literature, but prior research findings support it. According to [Carlsson \(2022\)](#), increasing the number of individuals working toward community development would be another strategy for providing the citizenry with more amenities. Today's nations must improve their working conditions to increase productivity. According to [Cora \(2021\)](#), education reforms are necessary to educate the populace on various issues. When infrastructure and high-level investments are meticulously planned, community development programs can be a step in the correct direction toward achieving environmental sustainability. According to [Zencirci and Herrold \(2022\)](#), the success rate of public work in a community can affect how individuals approach problems and produce improved results. Universities in the United States have developed educational facilities to enhance environmental performance. According to [Ozgüneş and Tsitselikis \(2019\)](#), organizational objectives have been effectively attained when strategic measures are required to improve people's working styles. Numerous non-profit organizations are required to develop procedures necessary for individuals to function. According to [Sanchez Summerer and Papastathis \(2021\)](#), the success rate of educational advancement for individuals can be regarded as the optimal opportunity for responsible working. To advance the health sector and other amenities, the necessary measures must be taken to improve public facilities.

According to [Tziarras \(2022\)](#), charitable foundations must advance their working strategies by working for the people. Philanthropic endeavors are encouraged in regions with limited opportunities and government support for infrastructure development. According to [Marom \(2023\)](#), American businesses target multiple nations with various human functioning-

enhancing objectives. When philanthropic organizations from developed countries support philanthropic initiatives in developing nations, ties between developed and developing nations are strengthened. According to [Sjoberg \(2022a\)](#), the charitable efforts of various organizations to improve human behavior are a step in the correct direction for improving public education. Many non-profit organizations supported American political interests in multiple countries. According to [Bozcaga and Cansunar \(2021\)](#), the objectives of philanthropic organizations vary, and some corporate foundations seek to improve their respective environments and cultures. These businesses can succeed when the recipient community is delighted with the charity work. According to [Gokatalay \(2021\)](#), the success rate of charitable activity will be determined by the foundation's ability to establish the necessary infrastructure and other forms of support to boost community morale.

### **Theoretical and Practical Implications**

The empirical findings of this study significantly advanced the body of knowledge. Before this study, these findings were not reported in the literature. The study has contributed to the literature on American strategic influence in post-Ottoman Turkey by establishing new relationships. According to the research, American philanthropic foundations worked to improve the educational sector in post-Ottoman Turkey, which established a novel relationship in the academic literature. Similarly, this research introduced a newly developed relationship in the literature by asserting that American philanthropic foundations contributed to developing the infrastructure sector in post-Ottoman Turkey. Thirdly, the study introduced a new relationship to the literature by asserting that American philanthropic foundations contributed to the development of the public health sector in post-Ottoman Turkey. Lastly, the research introduced a newly established relationship in the literature by asserting that American philanthropic foundations served American foreign policy interests in post-Ottoman Turkey. The results of this study expand the literature, and academicians are required to comprehend these relationships in the literature before developing the relationship and hypotheses for future research. In this fashion, the significant contribution of this research would advance scholars' understanding.

On the other hand, this research has practical implications because it has revealed that various strategic actions are required to develop policy in Turkey. Government officials must devise policies that significantly enhance the structure and operation of contemporary organizations. The advancement of government sector work could be a means to lessen the influence of American foreign policy in Turkey. The Turkish government must establish policies and strategies for the infrastructure and public health sectors. By implementing these policies, the government agency can accomplish environmental sustainability. Access to public policy that benefits the people could be a means of enhancing people's comprehension. When all parties, including the government department,

are on the same page, improving the relationship between individuals and their efforts to enhance the education department is possible. The development of modern facilities to improve the living conditions of people can be a strategic opportunity for individuals to enhance their work performance. The Turkish government must develop essential strategies to increase its influence in the region and improve the strategic functioning of its people.

### Future Directions

The research concluded that American philanthropic foundations worked in post-Ottoman Turkey to enhance education, infrastructure, public health, and American foreign policies. This study contributes novel findings to the existing body of knowledge that can be used to enhance it critically. This study's findings have theoretical implications based on newly established relationships in the literature. These research results also have practical consequences for Turkish government officials seeking to reduce American hegemony. The limitations and future directions of this research are highlighted, and scholars are anticipated to consider these implications for future research projects. The first limitation of this study is its data acquisition, as the response rate for generalization of the findings is extremely low.

Consequently, it is desired that future studies acquire data with a higher response rate to support the empirical findings of this study. Conversely, this study is based on primary data derived from people's perceptions and comprehension. In this manner, future research must consider secondary data to validate the findings of this study.

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