Social Media and Body Language in Arda Güler's Journey to Real Madrid: Going Beyond Performance with Communication Strategies

Arda Güler'in Real Madrid Yolculuğunda Sosyal Medya ve Beden Dili: İletişim Stratejileriyle Performansın Ötesine Geçmek

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ABSTRACT

This study was carried out to evaluate Arda Güler's transfer to Real Madrid within the framework of Instagram, a social media platform, and to analyze the body language used in the shared photographs of Arda Güler. The reason why Arda Güler was chosen as the scope of the research is that the transfer news had a great impact in both national and international media. In the research, document analysis technique, which is a descriptive method from qualitative research methods, was used and content analysis was used to analyze the documents. Within the scope of the purpose of the research, the photo posts of Real Madrid Sports Club (n = 31) and Arda Güler (n = 5) on their official Instagram accounts between 6-15 July 2023 were examined. The research took place in three stages. In the first stage, national and international literature review was conducted in order to create a conceptual framework on the subject. In the second stage, information about the posts and Instagram accounts of Arda Güler and Real Madrid Sports Club within the specified date range was tried to be revealed with a descriptive method. In the third stage, Arda Güler's body language was examined in both Instagram accounts and the obtained data was tabulated. While determining the body language categories used in the research, In accordance with the purpose of the research, subcategories were created in 3 different body language categories, and this study was conducted taking into account the body language categories created by Doğan (2020). Accordingly, facial expressions, hand/arm/finger movements, body posture categories are divided into subcategories according to Arda Güler's body language reflections. The validity and reliability study of the research was conducted according to the credibility criteria developed by Guba and Lincoln (1982). It is thought that the results obtained from this study will contribute to the field in terms of revealing the importance of body language in communication as well as social media visibility.

Keywords: Body language, Instagram, Social media, Athlete transfer.

ÖZET

Bu çalışma, Arda Güler'in Real Madrid transferinin bir sosyal medya platformu olan İnstagram çerçevesinde değerlendirilmesi ve Arda Güler'e ait paylaşılan fotoğraflarda kullanılan beden dilini çözümlemek amacıyla gerçekleştirilmiştir. Arda Güler'in araştırmanın kapsamı olarak belirlenmesindeki neden, gerek ulusal gerel uluslararası medya'da transfer haberinin büyük yankı uyandırmasıdır. Araştırmada, nitel araştırma yöntemlerinden betimsel bir yöntem olan doküman analizi tekniği, dökümanların analizinde ise içerik analizi yapılmıştır. Araştırmanın amacı kapsamında, Real Madrid Spor Kulübünün (n=31) ve Arda Güler'in (n=5), 6-15 Temmuz 2023 tarihleri arasındaki resmi instagram hesaplarından yaptıkları fotoğraf paylaşımları incelenmiştir. Araştırma üç aşamada gerçekleşmiştir. Birinci aşamada konuya dair kavramsal çerçeve oluşturmak amacıyla ulusal ve uluslararası alanyazın taraması yapılmıştır. İkinci aşamada Arda Güler ve Real Madrid Spor Kulübünün belirtilen tarih aralığındaki paylaşımları ve instagram hesaplarına dair bilgiler betimsel yöntem ile ortaya koyulmaya çalışılmıştır. Üçüncü aşamada ise ele alınan her iki instagram hesabında Arda Güler'in beden dili incelenmiş ve elde edilen veriler tablolaştırılmıştır. Araştırmada kullanılan beden dili kategorileri belirlenirken, araştırmanın amacına uygun olarak 3 farklı beden dili kategorisinde alt kategoriler oluşturulmuş ve bu çalışma Doğan (2020) tarafından oluşturulan beden dili kategorileri dikkate alınarak yapılmıştır. Buna göre yüz ifadeleri, el/kol/parmak hareketleri, vücut duruşu kategorileri, Arda Güler'in beden dili yansımalarına göre alt kategorilere ayrılmıştır. Araştırmanın geçerlik ve güvenirlik çalışması ise, Guba ve Lincoln (1982) tarafından geliştirilen inandırıcılık ölçütlerine göre yapılmıştır. Bu çalışmadan elde edilecek sonuçlarla, sosyal medya görünürlüğünün yanı sıra iletişimde beden dilinin önemini ortaya koyması açısından alana katkı sağlayacağı düşünülmektedir.

Anahtar Kelimeler: Beden Dili, Instagram, Sosyal Medya, Sporcu Transferi.

INTRODUCTION

The concept of social media is gradually increasing its popularity and strategic position as an indispensable part of the globalizing world. The concept of social media, which is increasingly popular and is the subject of research and study in almost every discipline, sheds light on many different views and perspectives within the framework of its definition. Although there is no common definition, social media is defined as websites that enable the creation of profiles that aim to reflect reality in internet-based environments and the visibility of these profiles. In line with these opportunities, users establish new relationships with different people and their social environment, share on various themes, and communicate and interact with different people (Diga and Kelleher, 2009:441).

Social media has become a system used by billions of people today because it allows creating different content and producing these contents for free or at low cost. Apart from all these opportunities, the concept of social media, which is also defined as an information system, is built on a series of internet bases and is also accepted as a culture in which technological beliefs are created, criticized and distributed, especially with communication and information processing technologies. In line with these foundations, it is accepted that the concept of social media has some basic technological and ideological dynamics (Berthon et al., 2011).

As seen in Figure 1, social media follows Web 2.0 technology and progresses as a system that adopts the ideology of transparency, sharing and integration. While this system is shaped specifically for the purpose of basic social features in the general framework, it is developed by the integration of various applications. While these integrations allow users to create an identity in the virtual world, they also enable individuals to be represented in social media with a pseudonym or their real name (Wolf et al., 2018:2).

Social Media									
Social Networking Sites, Blogs, MMORPG, Virtual Words, Knowledge Sites, Online Communities of Practice, Corporate In-House Platforms…									
Web 2.0 Technologies			Web 2.0 Ideology			IT Technologies and Market			
Media Richness	Interactive Applications	Content Creation	Transparency	Information Availability	Tools Availability	Smartphones fast CPUs and GPUs	Affordability	Fiber Broadband, WiFi, 4G	GPS

Figure 1. Technological, Ideological and Market Foundations of Social Media (Wolf et al.,2018: 3)

In recent years, social media platforms have been used as a reputation and image tool for individuals. This reputation is achieved through users' characterization of the content provided by different users and the level of trust among community members. While these trust levels vary between platforms, they proceed in the form of systematic integration through a scoring and ranking system. Therefore, the concept of social media is a system that evaluates the internal and integrative nature of Web 2.0 from the perspective of trust levels and reputation creation and creates an integrated communication network by combining individual abilities (Wolf et al., 2018:2).

Social Media and Sports: When we look at the century we are in, especially in the last 10 years, social media has greatly increased its power on the one hand, and on the other hand, it has increased its relationship with different disciplines. Especially in recent years, the relationship between sports and social media has become the focus of attention of brands and individuals, and it has also become an important research topic in scientific channels. From this perspective, social media has created an effective transformation in sports production within the framework of the sports industry. Within this transformation, federations, professional athletes, sports brands, clubs and personal brands have found ways to improve themselves by following social media strategies (Geurin and Burch, 2017: 5).

As a result of the scientific research conducted, the concept of social media in the context of sports is accepted as a strategic tool that transforms the relationship between athletes, clubs, fans and other sports stakeholders. Clubs, athletes and sports equipment brands in the sports industry that take these factors into consideration and adopt the social media process as a strategy reach their target audience, create a permanent presence on social media platforms and use social media platforms actively. Sports stakeholders who use social media platforms strategically see social media as an opportunity to strengthen and make permanent their relationships with their target audiences (Williams and Chinn, 2010: 8).

When the concept of social media is evaluated from the perspective of athletes, active athletes actively use social media platforms to sign individual sponsorship agreements and create economic income opportunities outside of their sports careers. Social media platforms have become a system where not only active athletes but also people who have ended their active sports life can actively use them and gain economic profit (Williams and Chinn, 2010:8).

Apart from athletes, social media is also defined as a system that provides a democratizing environment in which individuals can empower themselves and for sports consumers, who are among sports stakeholders. Sports consumers, especially those who play an active role in determining the content produced by clubs and players, play an important role in meeting individuals' own information needs with the widespread use of social media and its large mass features (Watanabe et al., 2016: 216).

As a result, within the framework of sports and social media, these opportunities and changes offered by social media have brought a new perspective to sports consumption and the world of sports for sports managers, fans and sports industry stakeholders. Especially recently, academic research on sports and social media components has been developing rapidly, and there is an increasing number of researchers who measure, collect and synthesize contributions to the literature (Lopez et al., 2020: 5).

Body Language: Body language is an important part of speaking in front of the masses. Body language is a way to express emotions and thoughts physically. Includes gestures, facial expressions, body movements and vocal modulation (Ezeh et al., 2021). In line with this definition, body language is in an important position in order to establish effective and healthy communication in daily life and business life. Body language, one of the leading roles in nonverbal communication, includes various gestures, movements, facial expressions and physical clues to communicate nonverbally with the masses. When body language is used professionally, deeper communication bonds are established with the target audience and the messages intended to be conveyed to the target audience become clearer (Fast, 2014:2).

Body language becomes strategically important, especially when speaking in public. Adopting appropriate body language in public provides significant advantages to individuals and provides a healthy communication environment. Establishing eye contact with individuals, smiling, and adding liveliness to the situations described with hand or arm movements, especially within the framework of body language, allows individuals to be listened to more carefully thanks to body language (Hans and Hans, 2015:49).

On the other hand, effective body language does not only regulate the message relationship of individuals with their target audience. It also gives the speaker a stance. Thanks to this stance, the person who speaks and conveys the message creates a strong and reliable profile in the eyes of the speakers. Thanks to body language, the speaker's mobility and space increases, and accordingly, the speaker has an upright posture, which makes it easier to breathe, resulting in a calmer communication process. In the opposite situation, individuals who are hunched over, have slumped shoulders, and show that they are sleepy will have difficulty in moving and breathing, thus preventing an effective communication process (Warfield, 2001:63).

Body language serves as a critical tool for communication in various dimensions of sports. It plays a pivotal role in conveying emotions, assessing performance, and influencing psychological dynamics among athletes, coaches, and officials. Furley and Schweizer (2020) emphasized the significance of body language in sports psychology, highlighting its utility in boosting athletes' self-confidence and exerting psychological pressure on opponents. Similarly, Greenlees et al. (2005) investigated how opponents' body language and attire impact initial impressions, demonstrating that athletes exhibiting positive body language are perceived as more dominant by their competitors. Furthermore, Laborde and Mosley (2018) underlined that body language can influence both physiological and psychological performance in sports, supporting its role as a strategic tool in athletic contexts.

Arda Guler: Born on February 25, 2005, Arda Güler is a football player who is 2.76 tall and played in the number 10 position during his career in Turkey. At a young age, when he was only 9 years old, he started his sports career in Gençlerbirliği, one of Turkey's well-established clubs. At the age of 14, Arda Güler was transferred to Fenerbahçe Sports Club, one of the biggest teams in Turkey, with the offer and intense interest of his coaches. Arda Güler, who started playing for the Fenerbahçe U16 team in 2019, started to attract the attention of football authorities at an early age with his successful and determined game.

In 2021, Arda Güler was recruited to Fenerbahçe Sports Club's U21 team and showed an outstanding performance there, starting his A Team career, and signed a 2.5-year professional contract with Fenerbahçe Sports Club on July 13, 2021. During his career at Fenerbahçe Sports Club, Arda Güler first found a chance in the U19 team and contributed to his team with 7 goals and 4 assists in a total of 19 matches, while becoming the top scorer in the play-off group of the U19 super league (www.hurriyet.com.tr, 2023).

At the beginning of his Fenerbahçe career, Arda Güler was selected as the best player in the Mladen Ramljak Tournament held in Dinamo Zagreb. While Arda Güler played in the Turkish Super League match against Hatayspor for the first time in his Fenerbahçe Sports Club career as the starting 11, he made moves that excited the stands on the field and was supported by the applause of the fans every time he met with the ball (Oğuz, 2023).

Following this successful course, Arda Güler, who was selected for the Turkish A National Team, added a new one to his success by wearing the national jersey for the first time in the friendly match against the Czech Republic. During his career in Turkey, Arda Güler played a total of 95 official matches and performed successfully by scoring 29 goals. He managed to attract the attention of European Football Clubs and was transferred to Real Madrid Sports Club, which is one of the European Clubs and competes in the Spanish League, in July 2023. This transfer of Arda Güler found wide coverage both in Turkey and in the world sports press and especially on social media platforms (Oğuz, 2023).

Social Media Accounts of Arda Güler: It can be seen from the social media data examined that Arda Güler, one of the important building blocks of our research, is an athlete who uses social media platforms very actively. Arda Güler uses Instagram, Twitter and Facebook platforms, which are very popular especially in Turkey, in a coordinated manner. Looking at the quantitative data specific to Arda Güler's Instagram platform, he currently has 5.6 million followers, whereas Arda Güler follows 438 users (Figure 2). Arda Güler, who uses a verified account profile, has shared a total of 68 posts on Instagram so far and has reached a total of 76 Million likes in these posts, while the comments made on these posts are in the range of 600,000 in total. In particular, the images published by Arda Güler regarding the Real Madrid transfer received 10.4 million likes and 72 thousand comments, and the post alone reached the highest figures of his profile with 3.9 million likes (www.instagram.com/ardaguler, 2023).
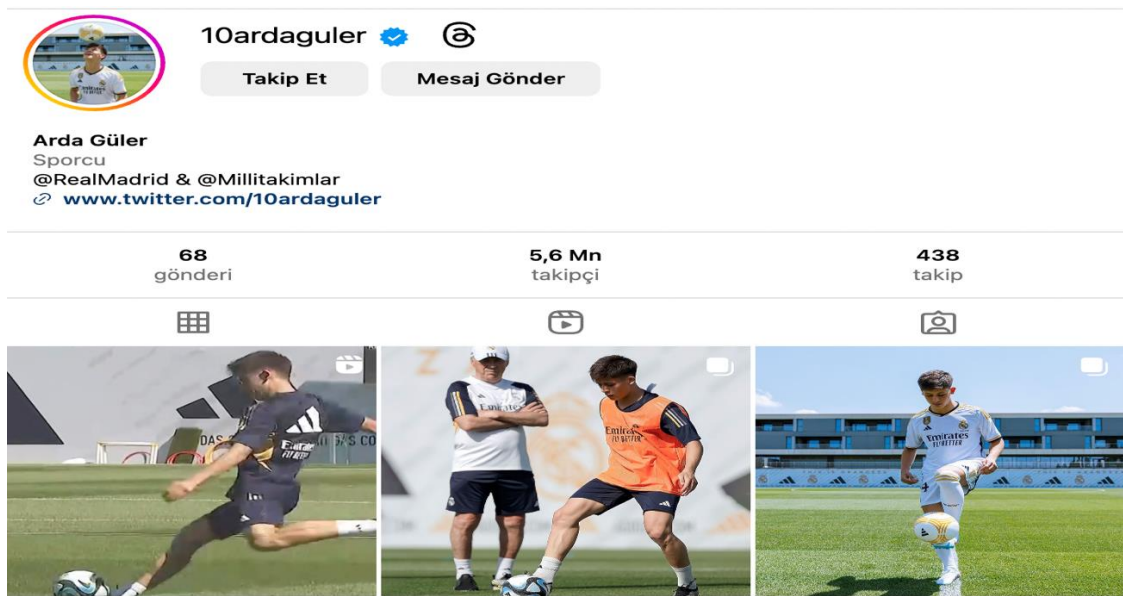
Figure 2. Arda Güler's Instagram Account Follower and Post Data (www.instagram.com/ardaguler, 2023).

While Arda Güler broke the records of his own profile, especially on the Instagram platform, while the number of followers before the Real Madrid transfer was 2.3 Million, there was a rapid increase in the number of followers after the transfer news was made and announced by Real Madrid, and in the 6-day period, the number of followers reached 4.6 Million with a 100% increase (Figure

3), Arda Güler, who shared his first Real Madrid post with the caption "one day", received 1.9 million likes in one day (www.chip.com.tr, 2023).
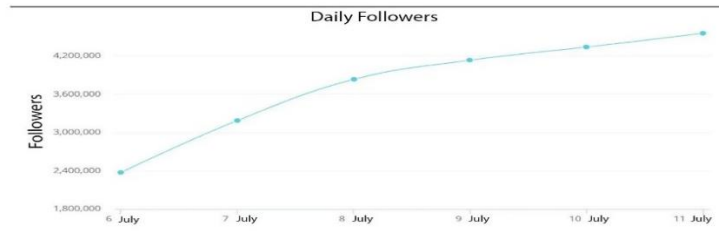
Figure 3. Instagram follower chart for 6 days after Arda Güler's transfer news (www.chip.com.tr, 2023)

METHOD

Research Design: This study was carried out with the aim of evaluating Arda Güler's transfer to Real Madrid within the framework of "Instagram", a social media platform. The reason why Arda Güler was chosen as the scope of the research is that the transfer news had a great impact in both national and international media. In the research, document analysis technique, which is a descriptive method among qualitative research methods, was used. With this technique, images shared on digital platforms can be examined (Corbin and Strauss, 2008). Document analysis allows grouping the obtained data by organizing them into main themes, categories and case examples through content analysis (Labuschagne, 2003). Content analysis is very common in analyzing social media content (Lai and To, 2015). Within the scope of the purpose of the research, the photo posts of Real Madrid Sports Club (n = 31) and Arda Güler (n = 5) on their official Instagram accounts between 6-15 July 2023 were examined.

Qualitative research methods aim to understand, interpret and describe participants' attitudes and behaviors by detailing their opinions and experiences. It allows the researcher to examine the subject in depth (Denzin and Lincoln, 1998). With this method, data is obtained through documents, interviews and observations (Berg and Luna, 2015; Merriam, 2009).

The research took place in three stages. In the first stage, national and international literature review was conducted in order to create a conceptual framework on the subject. In the second stage, information about the posts and Instagram accounts of Arda Güler and Real Madrid Sports Club within the specified date range was tried to be revealed with a descriptive method. In the third stage, Arda Güler's body language was examined in both Instagram accounts and the obtained data was tabulated. Table 3 shows the body language categories and subcategories used in the study.

Research questions related to the subject of the study;
• How were the official Instagram accounts of Arda Güler and Real Madrid Sports Club used during the transfer process of Arda Güler?
• What body language codes does Arda Güler use?

Data Collection Process: The first stage of the data collection process is the planning process (Altheide and Schneider, 2013 cited in Ak et al., 2022). Therefore, the process was planned by the researchers, who came together via the Zoom platform and had a meeting of approximately 2.5 hours. While performing the document analysis, the stages in the document analysis process shown in Figure 4 were followed.
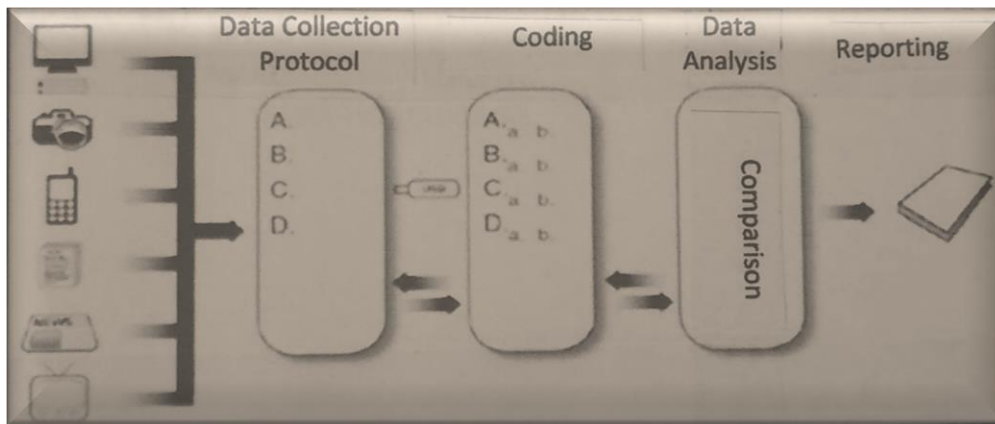
Figure 4. Document analysis process (Altheide and Schneider 2013 cited in Ak et al., 2022).

Analysis of Data: Content analysis technique was used in the analysis of the documents obtained within the scope of the study. Content analysis is an inductive approach that allows in-depth examination of documents and systematically organizes the information by dividing it into themes (Corbin and Strauss, 2008). According to Şimşek (2013), content analysis is to reach the

network of concepts and relationships that can explain the data obtained (cited in Atmaca and Akbulut, 2023). Explanations regarding the themes and sub-themes obtained within the scope of the research are given in the findings section. The validity and reliability study of the research was conducted according to the credibility criteria developed by Guba and Lincoln (1982). The research was conducted sensitively in line with these criteria, which are grouped under four headings: credibility, transferability, consistency and confirmability. In order to increase credibility (internal validity) during the research process, data collection was completed in 4 weeks. Two different researchers supported the research during the data collection process, and two other researchers supported the research during the analysis of the data. The final form of the analyzes was given as a result of discussions and consensus of all researchers. The transferability (external validity) of the research was increased by describing the entire research process in detail and including direct quotations. The coding made by the researchers was re-checked and evaluated by an expert researcher in order to increase the consistency (internal reliability) of the research. In order to ensure the confirmability (external reliability) of the research, all data obtained is stored in its raw form in a digital environment, allowing other researchers to examine it.

While determining the body language categories used in the research (Table 3.), the body language elements created by Doğan (2020) were examined, developed in accordance with the research purpose, and subcategories were created in 3 different body language categories. Accordingly, facial expressions, hand/arm/finger movements, body posture categories are divided into subcategories according to Arda Güler's body language reflections.

Limitations

• The research is limited to 6-15 July 2023
• The research is specific to National Athlete Arda Güler and Real Madrid Sports Club.

Ethics Committee Permission Information: Since the document analysis technique was used in the research, it is not among the studies that require Ethics Committee Approval. In addition, in order to ensure effective protection of personal data in social media applications, it is necessary to check whether the terms of use and privacy policy offered by the social media application used are complied with, both by the social media service provider and by the user himself (Yavanoğlu et al., 2012). According to the privacy policy of the Instagram application, which is within the scope of the research, "public account" is defined as an account where the person's profile and shared posts can be seen by everyone (Instagram, 2022). The social media platform used in this study is Instagram, and the profile accounts from which the data were obtained are the official accounts of Arda Güler and Real Madrid Sports Club, which are "public". In this way, it is accepted that individuals consent to data processing if data owners share photos and videos of their private lives on their social media accounts (Atasoy, 2016; Taner, 2018). Since the data obtained within the research was obtained from public accounts, it does not pose a legal problem (12th Criminal Administration of the Supreme Court of Appeals, 2016).

FINDINGS

Table 1. Number of posts/following/followers of Arda Güler and Real Madrid Sports Club, whose Instagram profiles were examined within the scope of the study

Account Name	Number of Posts	Number of Following	Number of Followers
ardaguler	71	455	6,6 M
realmadrid	11,2 M	51	151 M
Total		506	157,6

According to Table 1, it has been determined that Arda Güler has reached a total number of 6.6 M followers on his Instagram account. Real Madrid Sports Club has reached 151 M followers. While Arda Güler's total number of posts is 71, the number of posts of Real Madrid Sports Club is 11.2 M.

Table 2. Number of individual/group photo shoots according to Instagram posts of Arda Güler and Real Madrid Sports Club (shares made on 06 and 15 July 2023)

Account Name	Individual Photo Shots	Group Photo Shots	Total
ardaguler	4	5	9
realmadrid	21	9	31
Total	25	14	40

According to Table 2, Arda Güler shared a total of 9 posts within the date range covered within the scope of the research, 4 of which were individual shots and 5 of which were group shots in which others were also reflected in the photo frame. Real Madrid Sports Club shared a total of 31 posts, and in most of them, Arda Güler was seen individually reflected in the photo frame (n = 21).

Table 3. Body language categories/subcategories

Body Language Categories and Subcategories
1. Facial Expressions
1. Smiling
2. Emotional expressions (happiness, contentment, surprise, sadness, tension, etc.)
2. Arm, Hand and Finger Movements
1. Thumbs up (single or double hand)
2. Showing the palm
3. Pointing with index finger
4. Shake hands
5. Opening the hand/arm up or to the side
6. Clench your hand into a fist
7. Using his fingers
3. Body Posture
1. Standing
2. Sitting
3. Lying out
4. Bounce
5. Leg posture (tension, comfort)
6. Closed posture
7. Position to play the ball

Table 4. Body language reflections according to Arda Güler's facial expressions in Real Madrid Sports Club's Arda Güler posts

1. Facial Expressions Body Language — Category and Sub-Categories	6.07.2023/1	6.07.2023/2	6.07.2023/3	6.07.2023/4	6.07.2023/5	6.07.2023/6	6.07.2023/7	6.07.2023/8	6.07.2023/9	6.07.2023/10	6.07.2023/11	6.07.2023/12	6.07.2023/13	7.07.2023/1	7.07.2023/2	7.07.2023/3	7.07.2023/4	7.07.2023/5	7.07.2023/6	7.07.2023/7	8.07.2023/1	8.07.2023/2	9.07.2023/1	10.07.2023/1	11.07.2023/1	12.07.2023/1	12.07.2023/2	13.07.2023/1	13.07.2023/2	14.07.2023/1	15.07.2023/1
1. Smiling	✓	✓		✓								✓			✓		✓	✓		✓				✓						✓	
2. Expressions of emotion (happiness, contentment, surprise, sadness, tension, etc.)	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓		✓		✓				✓		✓			✓

It has been determined that facial expressions reflect body language in 2 subcategories under the body language category in Arda Güler's posts on the official Instagram account of Real Madrid Sports Club. When the 1st subcategory was examined, it was determined that he was smiling in 10 photographs and not smiling in 21 photographs. In the 2nd subcategory, it was determined that emotional expressions were reflected on his face in 21 photographs.

Table 5. Body language reflections according to facial expressions in Arda Güler's Instagram account posts

1. Facial Expressions Body Language — Category and Sub-Categories	07.07.2023/1	07.07.2023/2	07.07.2023/3	07.07.2023/4	10.07.2023/1
1. Smiling		✓		✓	
2. Expressions of emotion (happiness, contentment, surprise, sadness, tension, etc.)		✓	✓	✓	

It has been seen that Arda Güler's posts on his Instagram account reflect body language in 2 subcategories under the facial expressions body language category. According to the 1st subcategory, it was determined that he was smiling in 2 photographs and not smiling in 3 photographs. In the 2nd subcategory, it was determined that emotional expressions were reflected on his face in 3 photo frames.

Table 6. Body language reflections according to Arda Güler's hand, arm and finger movements in Real Madrid Sports Club's Arda Güler posts

2. Hand, Arm and Finger Movements — Body Language Category and Sub-Categories	6.07.2023/1	6.07.2023/2	6.07.2023/3	6.07.2023/4	6.07.2023/5	6.07.2023/6	6.07.2023/7	6.07.2023/8	6.07.2023/9	6.07.2023/10	6.07.2023/11	6.07.2023/12	6.07.2023/13	7.07.2023/1	7.07.2023/2	7.07.2023/3	7.07.2023/4	7.07.2023/5	7.07.2023/6	7.07.2023/7	8.07.2023/1	9.07.2023/1	10.07.2023/1	11.07.2023/1	12.07.2023/1	12.07.2023/2	13.07.2023/1	13.07.2023/2	14.07.2023/1	15.07.2023/1
1. Thumb up (single or double hand)																✓					✓						✓			
2. Showing the palm	✓																													
3. Pointing with index finger					✓														✓											
4. Shake hands																	✓													
5. Opening the hand/arm up or to the side	✓	✓	✓						✓			✓									✓						✓		✓	✓
6. Clench your hand into a fist								✓	✓			✓																		
7. Using his fingers					✓				✓										✓	✓	✓						✓			

In Arda Güler's posts on the official Instagram account of Real Madrid Sports Club, it has been determined that hand, arm and finger movements reflect body language in 7 subcategories under the body language category. When the subcategories were examined, it was determined that he raised his thumbs in 3 photographs and pointed with his index finger in 2 photographs. It was determined that he showed his palm and shook hands in 1 photograph, opened his hand/arm up or to the side in 9 photographs, and clenched his hand into a fist in 3 photographs.

Table 7. Body language reflections according to hand, arm and finger movements in Arda Güler's Instagram account posts

2. Hand, Arm and Finger Movements Body Language Category and Sub-Categories	07.07.2023/1	07.07.2023/2	07.07.2023/3	07.07.2023/4	10.07.2023/1
1. Thumb up (single or double hand)					
2. Showing the palm					
3. Pointing with index finger					
4. Shake hands					
5. Opening the hand/arm up or to the side	✓	✓	✓		✓
6. Clench your hand into a fist					
7. Using his fingers		✓			

In Arda Güler's posts on his Instagram account, it was seen that he used only his fingers (n=1) and opened his hand/arm up or to the side. In other subcategories, no body language reflected in the photograph was detected.

Table 8. Body language reflections according to Arda Güler's body posture in Real Madrid Sports Club's Arda Güler posts

3. Body Posture, Body Language Category and Sub-Categories	6.07.2023/1	6.07.2023/2	6.07.2023/3	6.07.2023/4	6.07.2023/5	6.07.2023/6	6.07.2023/7	6.07.2023/8	6.07.2023/9	6.07.2023/10	6.07.2023/11	6.07.2023/12	6.07.2023/13	7.07.2023/1	7.07.2023/3	7.07.2023/4	7.07.2023/5	7.07.2023/6	7.07.2023/7	8.07.2023/1	8.07.2023/2	9.07.2023/1	10.07.2023/1	11.07.2023/1	12.07.2023/1	12.07.2023/2	13.07.2023/1	13.07.2023/2	14.07.2023/1	15.07.2023/1
1. Standing		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓			✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2. Sitting														✓																
3. Lying out															✓															
4. Bounce									✓															✓			✓			✓
5. Leg posture (tension, comfort)		✓	✓	✓		✓	✓					✓		✓		✓								✓	✓		✓		✓	
6. Closed posture														✓																
7. Position to play the ball		✓				✓						✓										✓	✓	✓	✓				✓	

When Arda Güler's posts on the official Instagram account of Real Madrid Sports Club are examined, it is seen that he is mostly standing (n = 23), but he has shared very few posts in sitting (n = 1) and lying down (n = 1). It was observed that he was in a jumping position in 4 photo frames. In the photographs examined, the closed posture was reflected in 1 photograph. The tense or relaxed position of their legs can be seen in the photographs (n=12).

Table 9. Body language reflections according to body posture in Arda Güler's Instagram account posts

3. Body Posture, Body Language Category and Sub-Categories	07.07.2023/1	07.07.2023/2	07.07.2023/3	07.07.2023/4	10.07.2023/1
1. Standing	✓			✓	✓
2. Sitting		✓	✓		
3. Lying out					
4. Bounce					
5. Leg posture (tension, comfort)	✓			✓	✓
6. Closed posture					
7. Position to play the ball	✓				✓

In Arda Güler's posts on his Instagram account, it was seen that he did not reflect the body language in the 7 sub-categories of the body posture body language category in the lying, jumping and closed posture positions. When Arda Güler's posts are examined, it is seen that he mostly posts in a standing position (n=3), while he posts in a sitting position (n=2). The tense or relaxed position of their legs can be seen in the photographs (n = 3). The number of photo posts in the ball-playing position is 2.

DISCUSSION AND CONCLUSION

During the period in which Arda Güler's transfer to Real Madrid Sports Club, which was evaluated within the scope of the research, was in question (July 6-15, 2023), both Arda Güler and Real Madrid Sports Club shared a total of 40 photos with the public through their Instagram accounts. It was determined that the number of photos shared by Arda Güler (n=9) was less than the number of photos shared by Real Madrid Sports Club (n=31). In addition, it was seen that some of the photos shared by Arda Güler (n=4) were shared with the posts of Real Madrid Sports Club. Accordingly, it can be said that Arda Güler did not actively use his Instagram account during the transfer period.

Another aim of the researchers was to analyze the body language codes reflected in Arda Güler's posts. In this context, when Arda Güler's body language was examined on the photographs shared by Real Madrid Sports Club, it was determined that he did not use the expression laughing frequently according to the facial expressions body language category. In the photos, he is mostly seen in

training and playing with the ball. Therefore, emotional expressions such as tension and excitement were seen more frequently in the photographs. The expression of laughter was mostly reflected in the photographs taken on the day the transfer was announced. In this context, it can be concluded that he is very happy with his transfer. The emotion of happiness, together with the expressive element "smiling", is the only emotion among the "basic emotions" that is visibly linked to the underlying physiological and facial expression (Wolf, 2015). Various experiments have been conducted on facial expressions affected by human emotions (Mai and Luo, 2013). Research has shown that facial expressions can accurately identify human emotions. Facial expressions are an important factor that affects signaling systems that provide information about a person's emotional state. In the 1960s, Paul Ekman conducted a series of dynamic facial expression studies and concluded that the six facial expressions were global, contrary to the previous perception that they were culturally diverse. These expressions are surprise, disgust, joy, fear, sadness and anger (cited in Uzun Lider, 2020).

Hagen (2018) listed the characteristics of a real smile as the corners of the lips opening upwards, wrinkles forming around the eyes, muscles being active, and swelling of the nostrils. He described the opposite situation as a fake smile. Accordingly, it can be said that the findings obtained within the scope of the research reflect the real smile characteristics of Arda Güler. Arda Güler has often been seen in shared photos with his arms and hands open to both sides.

According to the findings obtained from the body language category of hand, arm and finger movements, Arda Güler posed with the thumbs up on both hands in a few photographs. This movement is an indication to most cultures that things are getting better (Hagen, 2018). It is thought that with this body language, Arda Güler may have wanted to convey to his followers that he was satisfied with his situation and that everything was fine. The way the arms and hands are used is an important reflection of body language. For example, moving the arms in a wide area may reflect a more authoritarian mood. In humans, hand gestures and other communicative body movements play an important role in language production and understanding. They are forms of knowledge, movements that shape what we think, how we think, and expressions that are difficult to understand. For example, when examining the role of gestures in learning, it was concluded that individuals who used gestures to solve mathematical problems remembered information for a longer time than those who did not use gestures (Deacu et al., 2018).

Athletes' attitude can be "read" in postures and facial expressions (staring into space, looking down indicates indifference or boredom, raising eyebrows indicates insecurity, a brisk walk with head up indicates confidence, sitting with legs apart indicates relaxation, listening with head tilted indicates interest, making a statement with open palms indicates sincerity, etc.). These gestures should not be interpreted separately from other gestures or situations, but should be considered together and associated with the situation as a whole (Preja, 2013).

It was seen that Arda Güler did not prefer the closed posture position in the body language reflected in the examined photographs. This stance causes problems in communication. According to Güneş (2011), closed posture is an obstacle for people who want to communicate, especially in interpersonal communication. It is also seen that photographs of Arda Güler standing are frequently shared. It can be said that Arda Güler reflects the excitement he feels from being in a different culture, a different environment and a good club. Body posture is a static state. It should not be confused with body movements. Body posture includes standing, folded arms, lying down, sitting, etc. contains (Patel, 2014). Biting the nails, tapping the fingers, touching the nose, rubbing the hands, bringing the fingertips together, taking the head between the hands, locking the ankles, stroking the chin, shaking the head, pulling the hair are examples of body movements (Davis, 1971 cited in Uzun Recommendation, 2020).

This study covers the period between 06-15 July 2023 and the posts made by national athlete Arda Güler, who was in an important transfer process during these dates, and Real Madrid Sports Club, one of the world's leading football clubs, on their official Instagram accounts. It is thought that research on body language reflections to be conducted in different date ranges or on samples of different athletes will contribute to the field in terms of revealing the importance of body language in communication as well as social media visibility.

Conflict of Interest: There is no conflict of interest between the authors regarding the publication of this article.

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