



# Quantitative Research on Turkish TV Series in Algeria: Analytical Study

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## Abstract

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Over the past two decades, Turkish TV series have been exported to dozens of countries and have increased their audience and popularity worldwide. Türkiye has become the third country in the world to export the largest number of TV series after the USA and the United Kingdom. Turkish TV series have also established a large audience across Arab countries. This study analyzes the status of Turkish series being watched by Algerian society and the reasons for their preference. Survey technique was used to collect data in the study and 473 participants were determined by a simple random sampling method. The questionnaires were delivered to the participants via online and face-to-face tools. Research data were collected between 05.05.2024 and 21.07.2024. Based on the result obtained, more than half of the participants specified that they follow Turkish series the most among other options and the majority of the participants follow Turkish TV series regularly. Based on the results of the crosstabs analysis, it was revealed that participants aged 36 and above are more likely to follow Turkish TV series than participants aged 35 and below and male participants watch regularly Turkish TV series at a slightly higher rate than female participants. The participants' interest in Türkiye/Turks and the production quality stand out as the main factors in choosing these TV series. Although the participants have positive thoughts about Turkish TV series, they also think that such TV series negatively affect the morality of Algerian society. In addition, participants who regularly watch Turkish TV series have more positive opinions about Türkiye and Turks compared to those who do not watch them.

## Keywords

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Turkish TV Series; Algeria; Turkish TV Series in Algeria; Türkiye-Algeria Relations



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# Популярность турецких телесериалов в Алжире: количественный анализ

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## Аннотация

За последние два десятилетия турецкие телесериалы были экспортированы в десятки стран, увеличивая свою аудиторию и популярность по всему миру. Турция стала третьей страной в мире по экспорту телесериалов после США и Великобритании. Турецкие сериалы также завоевали широкую аудиторию в арабских странах. В данном исследовании анализируется уровень популярности турецких сериалов в алжирском обществе и причины их предпочтения.

Для сбора данных использовалась методика опроса: выборка из 473 участников была определена с помощью метода простого случайного отбора. Анкетирование проводилось как в онлайн-формате, так и при личном взаимодействии. Данные исследования собирались в период с 05.05.2024 по 21.07.2024.

Согласно полученным результатам, более половины участников указали, что среди различных вариантов они чаще всего смотрят именно турецкие сериалы, а большинство опрошенных следят за ними регулярно. Анализ кросс-таблиц показал, что участники в возрасте 36 лет и старше чаще смотрят турецкие телесериалы, чем участники младше 35. Кроме того, мужчины смотрят турецкие сериалы на регулярной основе немного чаще, чем женщины.

Основными факторами, влияющими на выбор турецких сериалов, являются интерес к Турции и туркам, а также высокое качество производства. Несмотря на положительное отношение к этим телепродуктам, респонденты также выражают мнение, что они оказывают негативное влияние на моральные устои алжирского общества. Кроме того, участники, регулярно смотрящие турецкие сериалы, имеют более позитивное мнение о Турции и турках по сравнению с теми, кто их не смотрит.

## Ключевые слова

турецкие телесериалы; Алжир; турецкие телесериалы в Алжире; турецко-алжирские отношения



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## Introduction

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Turkish TV series have joined the most watched TV productions in many countries in recent years. With this success, Türkiye became the third country in the world that exported the largest number of TV series after the USA and United Kingdom (Çapık & Dulupçu, 2023, p. 16). Turkish TV series have made their mark, reaching 750 million international audiences in more than 170 countries around the world (TRT Haber, 2024). During recent years, an average of 60 different TV series have been produced annually in Türkiye (Euronews, 2024).

Cultural products, such as films and TV series have today turned into the tools used to influence societies and determine their opinions. Some Turkish TV series introduce the history, cultural values and beauties of Türkiye to the audience in the countries where they are broadcasted. It also contributes to the promotion of Turkish culture and traditions. In addition to the direct foreign currency inflow obtained through the export of TV series, these productions support the promotion of Turkish tourism and products of Turkish origin. The success of Turkish TV series generates added economic value and strengthens intercultural ties. Media products, cinema films and TV series are used as practical tools for countries to build a positive image. From this perspective, Turkish TV series stand out as a necessary “soft power” element in the construction of Türkiye’s nation and country image in the eyes of Arab societies (Korkmaz Kökdere, 2024, p. 45; Cengiz & Çakın, 2022, pp. 28-29; Issa, 2011, p. 26; Temina, 2019, p. 13; Aydos, 2018, p. 174).

Turkish TV series, which are very popular in many countries, are also broadcasted in Algeria via different channels. The research aims to disclose the level of follow-up of Turkish TV series by Algerian people and the reasons for watching them. Additionally, it was questioned which genres of Turkish TV series the participants preferred to watch more and which channels they watched the TV series on. Furthermore, the correlation between the participants’ watching status of Turkish TV series and their opinions about Türkiye and Turks was also investigated in the study.

## Turkish TV Series Industry

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The first TV broadcasting in Türkiye was initiated through TRT in 1968 and the first locally produced TV series date back to the mid-1970s (Cereci, 2014, p. 2). In 1974-1975, the first locally produced TV series adapted from Ömer Seyfettin’s “Beş Hikaye” (“Five Stories”) and Halit Ziya Uşaklıgil’s “Aşk-ı Memnu” (“al-Ashq al-Mamnu”), were broadcasted on TRT. TV broadcasting in Türkiye was continued as a single channel by TRT until 1986. TRT 2 started broadcasting in 1986, TRT 3 in 1989, and TRT 4 in 1990. Following these developments, TRT started to order TV series from private companies, and thus, private companies were also involved in the TV series sector (Serim, 2007, p. 131). Another significant development was



the launch of the private TV channel Magic Box Star 1 on May 5, 1990, which took TV broadcasting out of TRT's monopoly (Aziz, 1999, p. 103). In the early 2000s, the number of private TV broadcasting channels in Türkiye increased, expanding the domestic TV series market. Throughout the 2000s, TV series became the most popular productions in Türkiye, and the number of series broadcasted on public and private TV channels in Türkiye increased consistently (Öztürk & Atik, 2016, p. 69). In 2000, an average of 36 series were broadcasted weekly on TV channels, while in 2008, an average of 57 series were broadcasted weekly. The number of domestic TV series broadcast on TV channels has increased every year, and in 2016, an average of 159 series were broadcasted per week (Şentürk, 2018, p. 14). Turkish TV series, which became the most sought-after productions in the domestic market, achieved their first success abroad in 2001 when the series "Deli Yürek" started to be broadcasted in Kazakhstan (Arbatlı & Kurar 2015, p. 31). Following the success of "Deli Yürek", most Turkish TV series started to be exported to various countries. Türkiye's series export adventure, starting with "Deli Yürek", continued with various productions such as "Gümüş", "Muhteşem Yüzyıl", "İhlamurlar Altında", "Yabancı Damat", "Deli Yürek", "Kara Sevda" and "Kurtlar Vadisi" (Rousselin, 2013, p. 16).

The export of Turkish TV series in Arab countries began with the broadcasting of the United Arab Emirates-based MBC channel's "Çiçeklerin Tacı" in 2007 (Kraidy & Al-Ghazzi, 2013, p. 18). In April 2008, MBC started broadcasting "Gümüş" under the name "Noor" in prime time and the series achieved great success by reaching 85 million viewers in Arab countries quickly (Cengiz & Çakın, 2022, p. 17). Following the success of "Gümüş" ("Noor") in the Arab world, many Turkish TV productions started to be broadcasted in Arab countries and Turkish TV series became the most followed productions. Especially "Asmalı Konak" ("Qasr al-Hubb"), "Aşk-ı Memnu" ("al-Ashq al-Mamnu"), "Kurtlar Vadisi" ("Wadi al-Ziaab"), "Yaprak Dökümü" ("al-Awraq alMutesaaqite"), and "İhlamurlar Altında" ("Senewaata al-Diyaa") have become very popular among Arab audiences (Deniz, 2010, p. 54).

According to Nye (2004, pp. 5-11), "soft power is the ability to get others to want the outcomes that you want and political values, culture and foreign policy are the main source of soft power". Media products are beneficial as practical tools for countries to construct their image in the eyes of other nations. In this respect, Turkish TV series stand out as a "soft power" element in Arab countries. As a soft power instrument, Turkish TV series play a carrier role in conveying Türkiye's cultural and touristic values to Arab countries (Hürriyet, 2019). When these productions are exported to Arab countries, they provide economic benefits to Türkiye as they offer foreign currency inflows. In addition, such productions introduce Türkiye's cultural, touristic and economic values to Arab people. Thus, it can be argued that these all contribute to the formation of positive impressions towards Türkiye and the Turkish people (Arslan, 2022, p. 285; Temina, 2019, p. 130, Cengiz & Çakın, 2022, pp. 30-31).



In recent years, different studies have been conducted to measure the reasons for the preference of Turkish TV series in Arab countries and the effects of these productions on the perception of Türkiye and Turks in Arab societies. Deniz (2010), analyzed the effects of “Gümüş” (“Noor”) on Arab public opinion and found that the secular lifestyle depicted in the script of the series attracted the attention of the participants. Issa (2011), examined the effects of Turkish TV series on Arab women living in Qatar. The majority of the women stated that production quality of Turkish TV series is high and they prefer to watch Turkish TV series because they found the scripts romantic. Hayajneh and Inan (2015), investigated the viewing status and reasons for watching Turkish TV series in Jordan. According to the findings of the study, the participants stated that they watch Turkish TV series because they find them gripping. In addition, the participants also stated that they found the love and romance themes in the scripts of the series interesting. However, a significant number of participants stated that Turkish TV series negatively affect moral values of Jordanian society.

Matar (2017) investigated how Turkish TV series influence Arab viewers in terms of their intention to visit Türkiye. In this study, in-depth interviews were conducted with Arab tourists visiting Türkiye. The findings revealed that their viewing habits of Turkish TV series were influential in their decision to visit Türkiye. Temina (2019), examined the viewing status and reasons for watching Turkish TV series in Algeria and the effects of Turkish TV series on the perception of Türkiye and Turks. Temina found that the production quality of these television dramas and the topics covered in their scenarios were effective in the preference of Algerian participants for Turkish TV series. In addition, it was concluded that the viewing habits of Turkish TV series positively affects the perception of Türkiye. Özdemir (2021), examined the effect of Turkish TV series on Arab tourists' preferences to visit Türkiye. As a result of the analyses, a positive relationship was determined between the participants' habits of watching Turkish TV series and their preferences to visit Türkiye. Cengiz and Çakın (2022), investigated the viewing status and reasons for watching Turkish TV series in Morocco, and the effects Turkish TV series generate in the perception of Türkiye and Turks. As a result of the research, it was found that Turkish TV series are the most preferred productions among Moroccan participants. Participants who regularly watch Turkish TV series are more willing to visit Türkiye, work and live in Türkiye, and live with Turkish people than those who do not. These studies reveal that Turkish TV series have been widely welcomed among Arab peoples. It also reveals that Turkish TV series contribute positively to the image of Türkiye and Turks.

### **Algeria's Country Characteristics and Türkiye-Algeria Relations**

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Algeria, officially the People's Democratic Republic of Algeria, has an area of 2.381.741 square kilometers and is the largest country in Africa and the tenth largest



country in the world. It is also the second most populous country among Arab countries and the eighth most populous country in Africa with a population of 45.6 million (UNFPA, 2024). Tunisia and Libya surround Algeria to the east, Niger, Mali and Mauritania to the south, Morocco to the west and the Mediterranean Sea to the north. The country's capital is Algiers, and it is administratively divided into 58 provinces (vilâyat). Approximately 75 percent of the country's population is ethnically Arab, with 20 percent Berbers and 5 percent Tuaregs of sub-Saharan African origin, and other ethnic minorities scattered in different parts of the country (Sutton et al., 2024, p. 3).

The oil and gas sectors account for about 60 percent of Algeria's economy. Furthermore, iron, zinc, phosphate, mercury, lead and coal mines are among the vital underground resources of the country (Sutton et al., 2024, p. 3). The agricultural sector is also among the most crucial sectors in Algeria. The country has a significant place in the production of crops such as corn, barley, wheat, grapes, and olives (Hod, 2004, p. 40). Other important sectors of Algeria include construction, mining and manufacturing industries (Bouadam, 2011, p. 1). Today, Algeria is governed by a semi-presidential system, with the president elected every five years as the head of state and government. The president can issue decrees, appoint ministers and the prime minister, and is directly responsible for defense, security, and foreign policy. Article 88 of the Algerian Constitution defines the President as the head of state (Ustabulut, 2022, p. 355). Since 1996, the Algerian parliament has been composed of two chambers, the Council of Nation and the People's National Assembly. The Council of Nation comprises 144 members, directly appointed by the President of the Republic. The People's National Assembly is composed of 462 deputies whose members are directly elected by the people from 48 constituencies, and elections are held every five years. Both chambers are authorized to enact laws approved by the President of the Republic (Le Seur, 2010, p. 12).

The foundation of Türkiye-Algeria relations dates to the early 16th century (İnalçık, 2006, p. 9). Algeria remained under Ottoman rule between 1518 and 1830. (Kavas, 2006, p. 43). The Ottoman Empire protected the identities of the indigenous peoples in Algerian territory and allowed the development of a political life on their own foundations, thus enabling the creation of an Algerian identity (Halaçoğlu, 2013, p. 24).

The Turkish/Algerian relations were interrupted for the next 132 years when the French officially occupied Algeria on 5 July 1830 (Armaoğlu, 2010, pp. 290-291). Following 1960, Turkish foreign policy favoured the Algerian cause. On 31 July 1960, Prime Minister Cemal Gürsel made a statement saying, "I have been following the noble and heroic struggles of the Algerians with a close interest" and clearly indicated Türkiye's stance (Sönmez, 2010, p. 300). The turning point in Türkiye-Algeria relations was experienced during the Turgut Özal period. Then-Prime Minister Turgut Özal paid a visit to Algeria in 1985. As a result of this visit, Türkiye-Algeria relations started progressing positively (TYB, 2022). In the 1990s, Türkiye



and Algeria experienced tense years in domestic politics, which weakened bilateral relations (Entelis, 2011, p. 658). In the 2000s, Türkiye-Algeria relations regained dynamism, and mutual official visits between the two countries have also increased as of this period. Algerian President Abdelaziz Bouteflika paid a visit to Türkiye in 2005 upon the invitation of then-Turkish President Ahmet Necdet Sezer. Algerian President Bouteflika was the first statesman from this country to visit Türkiye at the presidential level and he expressed his visit as “My happiest day” (Yeni Şafak, 2005). A year later, then-Prime Minister Recep Tayyip Erdoğan similarly paid an official visit to Algeria. Within the scope of this visit, “Friendship and Cooperation Agreement” was signed between these two countries (Milli Gazete, 2006). In 2013, Prime Minister Erdoğan once again visited Algeria with a large delegation and held various meetings within the scope of this visit. In the following years, mutual visits continued and official visits from Türkiye to Algeria were made at the presidential level in 2018 and 2020 and at the level of the foreign minister in 2019, 2020, and 2021. In 2022, the Algerian President officially visited Türkiye for the first meeting of the Türkiye-Algerian High-Level Cooperation Council. These mutual visits have accelerated the relations between the two countries (MFA, 2024).

Türkiye-Algeria relations continue to show positive progress in recent years. The trade volume between the two countries has exceeded four billion dollars (Telci, 2022, pp. 5-6), and the friendship between the two countries dates back 500 years. In Algeria, which remained under Ottoman rule for about three and a half centuries, traces of Turkish history and culture are still evident (Cheneb, 1966, p. 159). “Turkish Minority Community” continues to exist in different parts of the country (Gedik, 2013, p. 25).

## Methodology

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### Subject and Purpose of the Research

The research aims to disclose the level of follow-up of Turkish TV series by Algerian people and the reasons for watching them. In addition, recent studies indicate that Turkish TV series broadcasted in Arab countries have increased interest in Türkiye and towards Turks (Deniz, 2010, p. 54; Issa, 2011, p. 26; Temina, 2019, p. 13; Aydos, 2018, p. 174; Cengiz & Çakın, 2022, p. 28; Arslan, 2022, p. 285). The study also aims to show how the Turkish TV series broadcasted in Algeria affect the opinions regarding Türkiye and Turks. The research questions designed in line with these objectives are as follows:

**Q1:** What is the participants' level of interest in watching TV series and Turkish TV series?

**Q2:** What is the correlation between the demographic characteristics of the participants and their viewing status of Turkish TV series?

**Q3:** What are the reasons for the participants to watch Turkish TV series?

**Q4:** In which genres do the participants prefer to watch Turkish TV series?



**Q5:** What do the participants think about Turkish TV series and their impact on Algerian society?

**Q6:** What is the correlation between participants' watching Turkish TV series and their views on Türkiye and Turks?

### **Research Population and Sample**

The population of the research consists of individuals above the age of 18 living in Algeria and having Algerian citizenship. When determining the sample number in the study, the method developed by Sekaran (2000) on representing the research population in social sciences was taken as a basis. In this method, a minimum of 384 people with similar demographic (age, gender, education level, marital status, income level, occupation) characteristics of the population represent the research population (Sekaran 2000, p. 295). Within the scope of the research, 473 participants were determined by a simple random sampling method, which is one of the random sampling methods. In this sampling method, the participants selected from the research population are determined randomly, and each person in the research population has an equal probability of being selected for sampling with other people. In quantitative studies conducted with this method, the researcher is less likely to make systematic errors while determining the sample from the population (Neuman, 2006, p. 214).

### **Research Methodology**

Since quantitative data will be analyzed in the research, the research data were obtained using the survey technique. In the scale used in the research, multiple choice and Likert scale questions were utilized. The participants were asked multiple-choice questions to determine how often and what genre of TV series they watch, which country-produced TV series they prefer to watch the most, how often they watch Turkish TV series and which channels they watch the TV series on. Five-point Likert scale questions were asked to the participants in order to reveal their opinions about the positive and negative effects of Turkish TV series on themselves and the Algerian society. In order to reveal the opinions of the participants about Türkiye and Turks, three Likert scale questions were asked. Chi-square tests were applied to measure the correlation between the participants' TV series viewing habits and their age and gender, and the correlation between the participants' TV series viewing habits and their views on Türkiye and Turks. The data were gathered between May 5, 2024 and July 21, 2024. The survey questions were delivered to the respondents living in different regions of Algeria, primarily via online tools. Nevertheless, it was considered that participants in the upper age group and with lower educational level used online tools less than participants in the lower age group and with higher educational level. To eliminate the inconsistencies that arise at the point of demographic representation of the sample, face-to-face survey applications were also performed for the participants in the upper age group and with low education level. In this way, an attempt was made to ensure similarity



in the representation of the sample research population. The data were analyzed via frequency analysis, weighted means and cross-tests (Chi-square test), and the findings were presented in tables and graphs. In line with the purpose and scope of the study, a survey consisting of 21 questions was administered to the participants and the survey was developed using studies by Cengiz & Çakın (2022) titled “A Quantitative Research on Turkish Series in the Kingdom of Morocco”.

## Figures and Tables

The research sample consists of individuals who have citizenship of the Algerian Democratic People’s Republic, are over the age of 18 and live in different cities of Algeria. Questionnaires were delivered to 473 participants determined by simple random sampling method using online and face-to-face tools. Demographic characteristics of the participants are presented in Table 1.

**Table 1. Demographic Information of the Participants**

<b>Gender</b>	<b>Percent</b>	<b>Frequency</b>	<b>Marital Status</b>	<b>Percent</b>	<b>Frequency</b>
Female	54.76%	259	Single	54.97%	260
Male	45.24%	214	Married	45.03%	213
Total	100%	473	Total	100%	473
<b>Income</b>	<b>Percent</b>	<b>Frequency</b>	<b>Profession</b>	<b>Percent</b>	<b>Frequency</b>
Less than DA 30.000	43.97%	208	Housewife	12.68%	60
DA 30.000-40.000	13.95%	66	Student	24.74%	117
DA 40.000-50.000	17.97%	85	Labourer	11.63%	55
DA 50.000-60.000	5.71%	27	Official	33.83%	160
More than 60.000 DA	18.39%	87	Retired	6.34%	30
Total	100%	473	Self employment	6.34%	30
			Other	4.44%	21
			Total	100%	473
<b>Age</b>	<b>Percent</b>	<b>Frequency</b>	<b>Education</b>	<b>Percent</b>	<b>Frequency</b>
18-25	22.83%	108	Primary school	2.11%	10
26-35	22.41%	106	Middle school	17.97%	85
36-45	21.56%	102	High school	16.49%	78
46-55	22.20%	105	University	37.00%	175
56-65	8.67%	41	Postgraduate	26.43%	125
65 +	2.33%	11	Total	100%	473
Total	100%	473			



### Participants' Views on TV Series

In the first part of the research, the participants' frequency of watching TV series was examined. In this framework, the participants were asked: "How often do you watch TV series?" The frequency distribution of responses is detailed in Table 2.

**Table 2. Frequency of Participants Watching TV Series**

TV Series Watching Frequency	Percent	Frequency
Several times a week	37.29%	176
At least once a week	22.25%	105
Once or twice a month	18.01%	85
Less than once a month	22.46%	106
Total	100%	473

Based on the findings in Table 2, it can be seen that 176 (37.29%) of the 473 participants who answered this question specified that they watch TV series several times a week; 105 (22.25%) of the participants asserted that they watch TV series at least once a week; 85 of the participants (18.01) stated that they watch TV series once or twice a month, and 106 (22.46%) of the participants declared that they watch less than once a month. According to the results, the majority of participants watch TV series either once a week or several times a week. Considering that a non-negligible number of participants stated that they watch TV series once or twice a month, it can be concluded that the habit of watching TV series is quite common among the participants.

Nowadays, TV series can be watched through different tools. Especially in recent years, with the spread of the internet and streaming services, the means of watching TV series have also diversified. In this part of the research, the tools where the participants watched TV series were examined. In this context, the participants were asked: "What tools do you watch the TV series on?" and the findings are illustrated in Table 3.

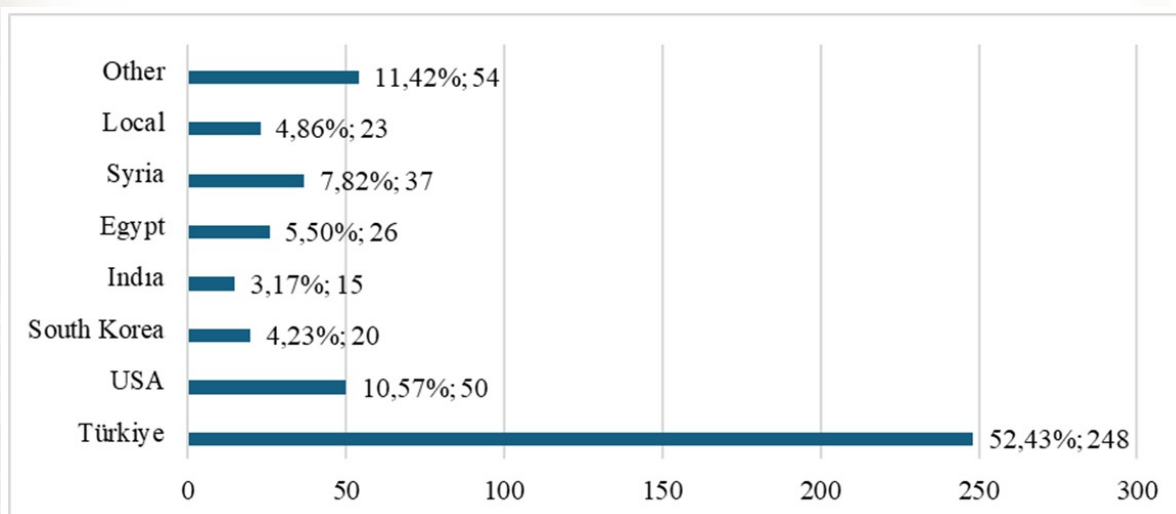
**Table 3. Tools to Follow TV Series**

Tools	Percent	Frequency
TV Channels	45.67%	216
Streaming Services (Netflix, HBO, Disney+)	6.55%	31
Internet (Websites)	42.07%	199
Other	5.71%	27
Total	100%	473



According to the findings in Table 3, 473 participants answered this question and 216 (45.67%) participants specified that they watch the series mostly on TV channels. A total of 199 (42.07%) participants stated that they watch it on the Internet (websites). A total of 31 (6.55%) participants declared that they watch it on Streaming Services (Netflix, HBO, Disney+ vb.) and a total of 27 (5.71%) participants specified that they watch it on other channels. It is understood that the participants mostly prefer TV channels and the internet to watch TV series. Although streaming services have become more popular in recent years for watching TV series and movies, they are not yet preferred among Algerian participants.

Global TV series production has a prominent role in the entertainment industry and countries across the world contribute to this industry each year. Türkiye is the third largest exporter of TV series in the world behind the USA and the UK (Economist, 2024). In recent years, South Korean TV series have been increasing the number of viewers worldwide (Aljazeera, 2024). India is increasing in popularity in the cinema and TV series industry (Medium, 2023). At this stage, the participants were asked: “Which country’s TV series do you watch the most?” The findings can be accessed in Graph 1.



**Graph 1. The Most Preferred Countries for Watching TV Series**

Based on the findings in Graph 1, it can be said that 473 participants answered this question and 248 (52.43%) of the participants declared that they prefer to watch Turkish TV series the most. The results show that 50 (10.57%) participants prefer to watch American TV series; 37 (7.82%) participants prefer to watch Syrian TV series; 26 (5.50%) participants prefer to watch Egyptian TV series; 23 (4.86%) participants prefer to watch local TV series; 20 (4.23%) participants prefer to watch South Korean TV series and 15 (3.17%) participants prefer to watch Indian TV series most. On the other hand, 54 (11.42%) participants chose the other option.



These results reveal that more than half of the Algerian participants prefer to watch Turkish TV series the most and these productions are really popular among Algerian participants.

### Participants' Views on Turkish TV Series

In this stage of the research, in order to reveal the participants' opinions and thoughts about Turkish TV series, the participants were asked some questions directly about Turkish TV series. In this context the participants were asked "Do you watch Turkish TV series regularly?" The findings are available in Table 4.

**Table 4. Frequency of Regular Viewership of (the following) Turkish TV Series**

Status of Following Turkish TV Series	Percent	Frequency
Yes I do	43.97%	208
No I do not	56.03%	265
Total	100%	473

According to the findings in Table 4, 473 participants answered this question and 208 (43.97%) participants asserted that they regularly watch Turkish TV series. On the other hand, 265 (56.03%) participants stated that they do not watch Turkish TV series regularly. The findings reveal that nearly half of the participants follow Turkish TV series regularly.

TV series and movie watching habits may differ according to demographic characteristics such as age and gender. In the present instance, the correlation between the participants' status of watching Turkish TV series and their age was analyzed with crosstabs. The findings are presented in Table 5.

In the light of the findings in Table 5, it is evident that there are significant differences between the respondents' age variables and the status of watching Turkish TV series. According to the results of the crosstabs analysis, 25% (108) of the respondents aged 18-25 and 19.81% (106) of the respondents aged 26-35 stated that they regularly watch Turkish TV series. On the other hand, 37.25% (102) of the participants aged 36-45; 76.19% (105) of the participants aged 46-55; 78.05% (41) of the participants aged 56-65 and 90.91% (11) of the participants aged 60+ stated that they regularly follow Turkish TV series. The findings reveal that participants aged 36 and above are more likely to follow Turkish TV series than participants aged 35 and below.

In this stage of study, the correlation between the participants' status of watching Turkish TV series and their gender was analyzed with crosstabs. The findings are presented in Table 6.



**Table 5. The Correlation Between the Participants' Status of Watching Turkish TV Series and Their Age**

	Question 11.			
	Do you watch Turkish TV series regularly?			
	No, I do not	Yes, I do	Total	
Question 1. Your age?	18-25	81 %17,12 %75 %30,57	27 %5,71 %25 %12,98	108
	26-35	85 %17,97 %80,19 %32,08	21 %4,44 %19,81 %10,1	106
	36-45	64 %13,53 %62,75 %24,15	38 %8,03 %37,25 %18,27	102
	46-55	25 %5,29 %23,81 %9,43	80 %16,91 %76,19 %38,46	105
	56-65	9 %1,9 %21,95 %3,4	32 %6,77 %78,05 %15,38	41
	65 +	1 %0,21 %9,09 %0,38	10 %2,11 %90,91 %4,81	11

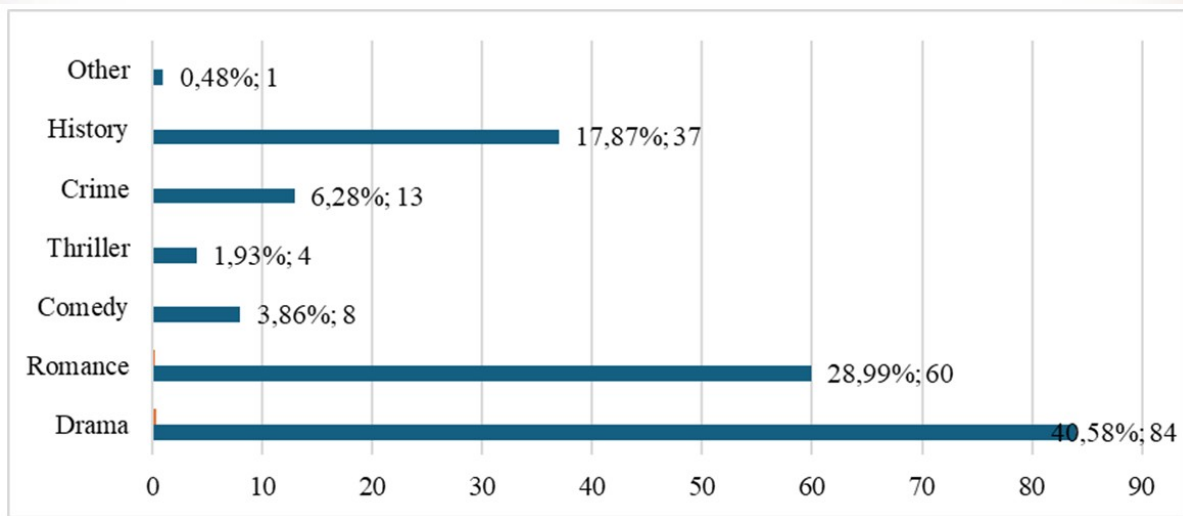
**Table 6. The Correlation Between the Participants' Status of Watching Turkish TV Series and Their Gender**

	Question 11.			
	Do you watch Turkish TV series regularly?			
	No, I do not	Yes, I do	Total	
Question 2. Your gender?	Female	150 %31,71 %57,92 %56,6	109 %23,04 %42,08 %52,4	259
	Male	115 %24,31 %53,74 %43,4	99 %20,93 %46,26 %47,6	214



Based on the findings in Table 6, it can be seen that male participants (46.26%; 109) regularly watch Turkish TV series at a slightly higher rate than female participants (42.02%; 99).

Dozens of TV series produced every year appear with different scenarios and genres. The following question was asked to the participants who regularly watch Turkish TV series: “Which type of Turkish TV series do you prefer to watch?” The findings are available in Graph 2.



**Graph 2. Most Preferred Turkish TV Series Types**

According to the findings in Graph 2, 207 participants answered this question and 84 (40.58%) participants specified that they prefer to watch Turkish TV series in the drama genre. Drama is a genre of narrative fiction which is generally intended to be more serious than humorous in tone. In Turkish drama series, the love story between a man and a woman is generally handled with a dramatic tone. While one of the two parties is rich and the other is poor, the events take place around the love of these two characters. There are always bad characters around these two main characters, making their lives difficult. On the other hand, fewer good characters support the two main characters in some matters. The results suggest that Romance is the second (28.99%; 60) and history is the third (17.87%; 37) most preferred genre among the participants.

In this stage, participants' reasons for watching Turkish TV series were investigated. In this framework, participants who watch Turkish TV series regularly were asked: “What is your reason for watching Turkish TV series?” The findings are offered in Table 7.

**Table 7. Reasons to Watch Turkish TV Series**

Reasons to Watch Turkish TV Series	Percent	Frequency
Because I find it to be of high quality in terms of production.	21.84%	45
Because it tells stories similar to our lives and culture	21.84%	45
Because I love Türkiye and Turks	32.52%	67
Because my favorite actors are playing	6.80%	14
Because it describes a modern lifestyle	3.40%	7
Because my family and friends watched	7.28%	15
Other	6.31%	13
Total	100%	206

Based on the findings in Table 7, it can be seen that 67 (32.52%) out of 206 participants asserted that they watch Turkish TV series because they love Türkiye and Turks. 45 (21.84%) participants declared that they find it to be of high quality in terms of production and another 45 (21.84%) participants said that it tells stories similar to their lives and culture. This is followed by the options “Because it describes a modern lifestyle”. “Because my favorite actors are playing” and “Because it describes a modern lifestyle” respectively. The results show that the participants’ love and interest towards Türkiye and Turks, as well as the production quality and scenarios of these series are decisive in their preference.

For the next part of the research, some positive and negative statements were made to the participants about Turkish TV series and the participants were asked to what extent they agreed with these statements. First, some positive statements were made to the participants about Turkish TV series and the findings are presented in Table 8.

In the light of the findings in Table 8, it is evident that the level of participation with positive statements about Turkish TV series is at a high level. The statement “I get information about Türkiye and Turks thanks to Turkish TV series” received the highest level of participation. While most of the participants agreed positively with three statements, almost half of the participants agreed positively with other statements. The majority of the participants think that Turkish TV series help them learn about Türkiye and Turks, make them love Türkiye and Turks and help them have a good time at home. Additionally, nearly half of the participants think that the Turkish TV series reflects Türkiye and Turkish society in a positive way.

This time, some negative statements were made about Turkish TV series and the participants were asked about their opinions on these statements. The findings are available in Table 9.



**Table 8. Levels of Participation in Positive Statements About Turkish TV Series**

	I strongly disagree		I disagree		I am undecided		I agree		I strongly agree		Total	Weighted average
I get information about Türkiye and Turks thanks to Turkish TV series.	6.97%	31	12.58%	56	8.99%	40	57.08%	254	14.38%	64	445	3.59
Turkish TV series make me love Turkish people and Türkiye.	7.62%	34	17.04%	76	12.33%	55	43.05%	192	19.96%	89	446	3.51
Turkish TV series help me have a good time at home.	11.24%	50	16.18%	72	8.54%	38	43.37%	193	20.67%	92	445	3.46
Turkish TV series reflect Türkiye and Turkish society in a positive way.	12.72%	57	24.11%	108	16.29%	73	36.38%	163	10.49%	47	448	3.08

**Table 9. Levels of Participation in Negative Statements About Turkish TV Series**

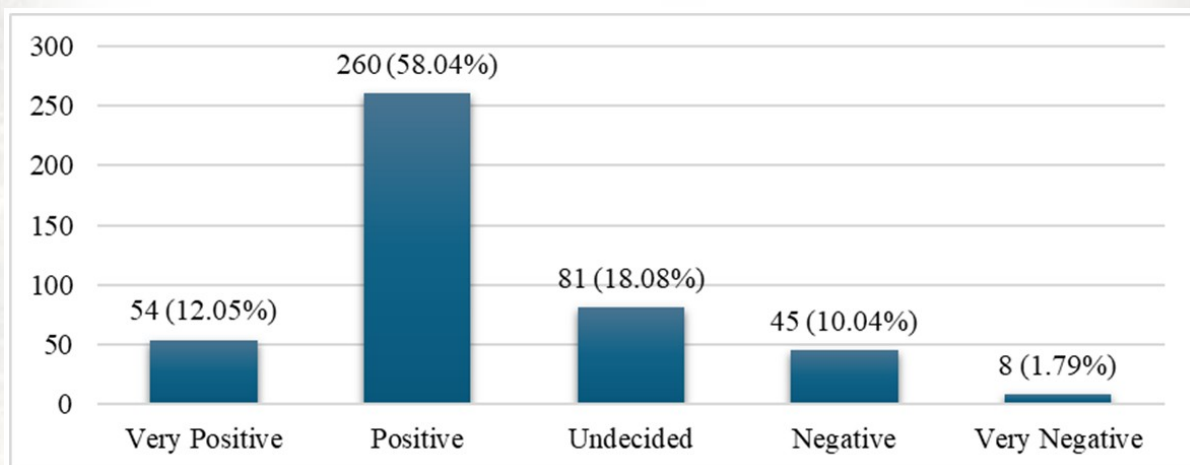
	I strongly disagree		I disagree		I am undecided		I agree		I strongly agree		Total	Weighted average
Turkish TV series encourage viewers to have extramarital affairs.	4.25%	19	8.95%	40	17.67%	79	44.74%	200	24.38%	109	447	3.76
Turkish TV series do not fit the lifestyle and culture of the Algerian people.	4.04%	18	12.58%	56	15.06%	67	45.39%	202	22.92%	102	445	3.71
Turkish TV series negatively affect the morality of Algerian society.	2.90%	13	19.42%	87	16.07%	72	41.96%	188	19.64%	88	448	3.56
Turkish TV series encourage viewers to gamble, drink alcohol and commit crime.	5.37%	24	18.34%	82	22.37%	100	41.83%	187	12.08%	54	447	3.37



Based on the findings in Table 9, it can be clearly seen that the level of agreement among participants in negative judgments about Turkish TV series is also high. “Turkish TV series encourage viewers to have extramarital affairs” is the expression with the highest level of positive participation and “Turkish TV series encourage viewers to gamble, drink alcohol and commit crime” is the expression with the lowest level of positive participation. However, it is remarkable that the majority of participants agreed positively with all negative statements about Turkish TV series. The majority of participants think that Turkish TV series encourage extramarital affairs, gambling, alcohol and crime; that they negatively affect the morality of the Algerian people, and that the scenario of these TV series does not comply with the lifestyle of the Algerian people.

Upon evaluating the weighted scores in Table 8 and Table 9 together, it is clear that participants showed high levels of agreement with both positive and negative statements. On the one hand, the participants think that Turkish TV series have high production quality, help them learn about Türkiye/Turks and make them love Türkiye and Turks. On the other hand, they think that these productions negatively affect the morality of the Algerian people, and encourage viewers to have extramarital affairs, drink alcohol, gamble and commit crime. These results reveal that the participants are in a dilemma about the effects of Turkish TV series.

Islamic rules form the basis of Algerian social and family life and Islam strictly forbids drinking alcohol, gambling and extramarital relations between men and women (Sattari vd., 2018, pp. 151-152; Dialmy, 2010, p. 161). But in recent years, Algerian society has been highly affected by the various modern socio-cultural changes (Slimi & Doudah, 2025, p.146). The impact of media products on this socio-cultural change cannot be ignored. The findings show that while the participants think that they get to know Türkiye and Turks better thanks to Turkish TV series and enjoy their time at home, they also think that these TV series have a negative impact on the society and family life in Algeria, which is formed by Islamic rules.



**Graph 3. Participants' Thoughts About Türkiye**



According to the findings in Graph 3, 448 participants answered this question. A total of 314 (70.09%) participants evaluated Türkiye positively, including 54 (12.05%) very positively and 260 (58.04%) positively. 81 of the participants (18.08%) declared that they were undecided on this matter. On the other hand, only 53 (11.83%) of the participants, including 45 (10.04%) negative and 8 (1.79%) very negative, stated that they had a negative view regarding Türkiye. Based on the findings, it can be said that the majority of participants think positively about Türkiye.

In the present instance, the correlation between the participants' thoughts about Türkiye and their viewing of Turkish TV series was analyzed with crosstabs. The findings are available in Table 10.

**Table 10. Correlation Between Participants' Watching Turkish TV Series and Their Views About Türkiye**

		Question 16. How do you think about Türkiye?					
		Very positive	Positive	Undecided	Negative	Very negative	Total
Question 11. Do you watch Turkish TV series regularly?	No. I do not	18	126	55	38	8	245
		%4.02	%28.13	%12.28	%8.48	%1.79	
	Yes. I do	<b>%7.35</b>	<b>%51.43</b>	<b>%22.45</b>	<b>%15.51</b>	<b>%3.27</b>	203
		%33.33	%48.46	%67.9	%84.44	%100	
		36	134	26	7	0	
		%8.04	%29.91	%5.8	%1.56	%0	
		<b>%17.73</b>	<b>%66.01</b>	<b>%12.81</b>	<b>%3.45</b>	<b>%0</b>	
		%66.67	%51.54	%32.1	%15.56	%0	

Based on the findings in Table 10, we can see a correlation between the participants' habits of watching Turkish TV series and their opinions about Türkiye. Participants who watch Turkish TV series regularly have a more positive opinion about Türkiye compared to those who do not.

In this part of the research, the participants were asked some questions about Türkiye and Turks. The correlation between the participants' watching habits of Turkish TV series and their opinions about Türkiye and Turks was analyzed with crosstabs. In this framework, the participants were asked: "Would you want to live in Türkiye, would you want to have a Turkish neighbor, would you like to work with a Turk and would you marry a Turk or would you like your son/daughter to marry him/her?" The findings are available in Table 11.

**Table 11. Participants' Views on Türkiye and Turks**

<b>Would you want to live in Türkiye?</b>	<b>Percent</b>	<b>Frequency</b>	<b>Would you want to have a Turkish neighbor?</b>	<b>Percent</b>	<b>Frequency</b>
Yes. I do	34.60%	155	Yes. I do	53.57%	240
Undecided	18.08%	81	Undecided	22.54%	101
No. I do not	47.32%	212	No. I do not	23.88%	107
Total	100%	448	Total	100%	448

<b>Would you like to work with a Turk?</b>	<b>Percent</b>	<b>Frequency</b>	<b>Would you marry a Turk or would you like your son/daughter to marry him/her?</b>	<b>Percent</b>	<b>Frequency</b>
Yes. I do	53.35%	239	Yes. I do	31.70%	142
Undecided	22.54%	101	Undecided	20.09%	90
No. I do not	24.11%	108	No. I do no	48.21%	216
Total	100%	448	Total	100%	448

In the findings obtained in Table 11, A total of 448 participants answered all four questions. A total of 155 (34.60%) participants specified that they want to live in Türkiye, 81 (18.08%) participants undecided and 212 (47.32%) participants stated that they do not want to live in Türkiye. A total of 240 (53.57%) participants asserted that they want a Turkish neighbor, 101 (22.54%) participants undecided and 107 (23.88%) participants declared that they do not want a Turkish neighbor. A total of 239 (53.35%) participants stated that they want to work with a Turk, 101 (22.54%) participants undecided and 108 (24.11%) participants specified that they do not want to work with a Turk. A total of 142 (31.70%) participants stated that would marry a Turk or would like their son/daughter to marry a Turk, 90 (20.09%) participants undecided and 216 (48.21%) participants asserted that they would not marry a Turk or would not like their son/daughter to marry a Turk.

According to the findings, the majority of the participants think positively about working in the same workplace with a Turk and having a Turkish neighbor. Again, a significant portion of the participants have a positive approach to living in Türkiye. Another important finding obtained in the research is the participants' desire to establish marital relationships with Turks. As a matter of fact, a significant portion of the participants think positively about this issue as well. According to the findings, it can be said that Türkiye and Turks have a positive image among the participants.



### Effects of Watching Habits of Turkish TV Series on Türkiye and Turks

In this stage of the research, the correlation between the participants' watching habits of Turkish TV series and their opinions about Türkiye and Turks was analyzed with crosstabs. First, the correlation between the participants' watching habits of Turkish TV series and their opinions about living in Türkiye was analyzed. The findings are presented in Table 12.

**Table 12. The Correlation Between Participants' Watching Turkish TV Series and Their Views on Türkiye and Turks**

		<b>Question 18. Would you want to live in Türkiye?</b>			
		Yes, I do	Undecided	No, I do not	Total
Question 11. Do you watch Turkish TV series regularly?	No, I do not	37	38	170	245
		%8.26	%8.48	%37.95	
		<b>%15.1</b>	<b>%15.51</b>	<b>%69.39</b>	
	Yes, I do	%23.87	%46.91	%80.19	203
		118	43	42	
		<b>%26.34</b>	<b>%9.6</b>	<b>%9.38</b>	
		<b>%58.13</b>	<b>%21.18</b>	<b>%20.69</b>	
		%76.13	%53.09	%19.81	
		<b>Question 19. Would you want to have a Turkish neighbor?</b>			
		Yes, I do	Undecided	No, I do not	Total
Question 11. Do you watch Turkish TV series regularly?	No, I do not	81	72	92	245
		%18.08	%16.07	%20.54	
		<b>%33.06</b>	<b>%29.39</b>	<b>%37.55</b>	
	Yes, I do	%33.75	%71.29	%85.98	203
		159	29	15	
		<b>%35.49</b>	<b>%6.47</b>	<b>%3.35</b>	
		<b>%78.33</b>	<b>%14.29</b>	<b>%7.39</b>	
		%66.25	%28.71	%14.02	
		<b>Question 20. Would you like to work with a Turk?</b>			
		Yes, I do	Undecided	No, I do not	Total
Question 11. Do you watch Turkish TV series regularly?	No, I do not	88	68	89	245
		%19.64	%15.18	%19.87	
		<b>%35.92</b>	<b>%27.76</b>	<b>%36.33</b>	
	Yes, I do	%36.82	%67.33	%82.41	203
		151	33	19	
		<b>%33.71</b>	<b>%7.37</b>	<b>%4.24</b>	
		<b>%74.38</b>	<b>%16.26</b>	<b>%9.36</b>	
		%63.18	%32.67	%17.59	



		Question 21. Would you marry a Turk or would you like your son/daughter to marry him/her?			
		Yes, I do	Undecided	No, I do not	Total
Question 11. Do you watch Turkish TV series regularly?	No, I do not	64	53	128	245
		%14.29	%11.83	%28.57	
	<b>%26.12</b>	%21.63	%52.24		
	%45.07	%58.89	%59.26		
Yes, I do	78	37	88	203	
	%17.41	%8.26	%19.64		
	<b>%38.42</b>	%18.23	%43.35		
		%54.93	%41.11	%40.74	

Based on the findings in Table 12, we can argue that there is a correlation between the participants' habits of watching Turkish TV series and their opinions about living in Türkiye, having a Turkish neighbor, working with a Turk and desire to establish marital relations with Turks. Participants who watch Turkish TV series regularly have a more positive opinion about living in Türkiye, having a Turkish neighbor, working with a Turk and desire to establish marital relations with Turks compared to those who do not. In the light of findings in Table 12, it can be said that there is a correlation between the participants' watching habits of Turkish TV series and their opinions about Türkiye and Turks. The results show that those who regularly watch Turkish TV series have a more positive opinion about Türkiye and Turks than those who do not watch them.

## Conclusions

The worldwide popularity of Turkish TV series has made Türkiye is a leading exporter of TV products after the USA and the United Kingdom and it substantially bolsters Türkiye's international image in the world (Çapık & Dulupçu, 2023, p. 16). Turkish TV series have made their mark, reaching 750 million international audiences in the Middle East, Russia, Turkic Republics, Korea, China and Latin America (APNews, 2024; TRT Haber, 2024). Turkish TV series are also so popular in the Arab world thanks to common history and cultural proximity. They foster a unique interest in Türkiye among Arab viewers and boost in Arab tourism to Türkiye in recent years (Kantarıcı, et al., 2017, p. 4; Özdemir, 2021, p. 169; TRT World, 2024). This study was conducted in order to reveal the viewing status and reason of Turkish TV series in Algeria.

Considering the findings of the research in the context of Q1, it can be seen that the majority of participants watch TV series once or several times a week. The findings reveal that the habit of watching TV series is quite common among the participants. Participants more often follow TV series via television channels and the internet. It is understood that streaming services such as Netflix and



Disney+ are not widely used or preferred in Algeria yet. Considering the population of Algeria, one can conclude that there is a vast market for streaming services companies in Algeria. The results obtained reveal: more than half of the participants specified that they follow Turkish series the most compared other options. Although US productions are preferred in second place, Turkish series are clearly ahead. Moreover, almost half of the participants stated that they follow Turkish series regularly. It can be concluded that Turkish series are quite popular among the participants as well. Furthermore, these results are similar to the findings of Issa (2011) in Qatar, Hayajneh and Inan (2015) in Jordan, Temina (2019) in Algeria, and Cengiz and Çakın (2022) in Morocco.

TV series and movie watching habits may differ according to demographic characteristics such as age and gender. Considering the findings of the research in the context of Q2, it was seen that there are noteworthy differences between the participants' age variables and the status of watching Turkish TV series. Based on the results of the crosstabs analysis, it was revealed that participants aged 36 and above are more likely to follow Turkish TV series than participants aged 35 and below. When we look at the relationship between the participants' status of watching Turkish TV series and their gender, we observe that male participants regularly watch Turkish TV series at a slightly higher rate than female participants.

TV series viewing preferences may vary depending on the quality of the production, script, and acting. Within the scope of Q1 and Q2, the participants' preferences of Turkish TV series and the genre that they preferred to watch were investigated. As a result of the analysis, it was noted the participants' love and interest towards Türkiye and Turks, as well as the production quality and scenarios of these productions were decisive in their preference.

In the study, the participants' opinions on Turkish TV series and their effects on Algerian society were investigated within the scope of "Q1". Based on the results we can conclude that the participants show a high level of agreement with positive statements about the Turkish series. Turkish TV series are appreciated by the participants in terms of production quality and acting. In addition, the participants believe that they learn about Türkiye and Turks through these productions. However, participants also think that Turkish series negatively affect the moral structure of Algerian society. The findings obtained here are consistent with the results of the study conducted by Hayajneh and Inan (2015) in Jordan. While participants think that they get to know Türkiye and Turks better thanks to Turkish TV series and evaluate Turkish TV series as good in terms of production quality, script and acting, they are also of the opinion that these productions have a detrimental impact on the moral fabric of their society. Turkish TV series mostly deal with secular lives. The characters in the series often have extramarital affairs and bad habits such as alcohol and gambling. But Islamic rules form the basis of Algerian social and family life and Islam strictly forbids drinking alcohol, gambling and extramarital relations between men and women (Sattari vd., 2018, pp. 151-152; Dialmy,



2010, p. 161). Considering the social structure of Algerian society, the lifestyles and the stories in the Turkish TV series are not welcomed by some participants. Here, it can be argued that the participants are in a dilemma about Turkish TV series.

The study also examined the participants' thoughts about Türkiye and Turks. The relationship between the participants' status of watching Turkish TV series and their thoughts about Türkiye and Turks was inquired within the context of Q6. It can be stated that the participants have a very positive view of Türkiye and Turks. In addition, participants who watch Turkish TV series regularly have a more positive opinion about Türkiye and Turks compared to those who do not watch them.

As a result of the research, it was revealed that Turkish TV series are broadly followed and enjoyed by the participants who believe that they learn more about Türkiye and Turks thanks to Turkish TV series. It could be said that Turkish TV series broadcasted in Algeria have a positive influence on the perception of Türkiye and Turks. In this respect, Turkish TV series may be considered as an element of Türkiye's soft power in Algeria. However, it is necessary to take into account the respondents' opinions on the negative effects of Turkish TV series on Algerian society. In this context, it would be a better approach for Turkish media companies and TV series producers to consider the socio-cultural structure of Algeria when deciding to export series to Algeria.

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