

# UNIVERSITY STUDENTS' PERCEPTIONS OF TWO COUNTRIES: TURKEY AND U.S.A.

**Norman V. Schnurr**, Associate Professor of Marketing, Robert Morris University, Pittsburgh, Pennsylvania, U.S.A

**Selime Sezgin**, Ph.D., Director the Institute of Social Sciences, Bahcesehir University, Istanbul, Turkey.

**Gulberk Gultekin Salman**, Graduate Assistant, Ph.D. candidate, Istanbul, Turkey.

## ABSTRACT

This study was generated to understand how Turkish university students perceive their country and the U.S.A. and how U.S.A. university students perceive their country and Turkey. Perceptions are people's realities. They use their perceptions to make decisions, form opinions and behave based on them. Perceptions may have tremendous impacts on the economic and political future relations for both countries. The paper was conceived and conducted by university faculty from both Turkey (Bahcesehir University, Istanbul Turkey) and the U.S.A. (Robert Morris University, Pittsburgh, PA). The authors would like to thank their colleagues who had their students complete the surveys.

## PURPOSE

Bahcesehir University (BU), Istanbul, Turkey and Robert Morris University (RMU), Pittsburgh, Pennsylvania, U.S.A. have a study abroad agreement. During the several years since this agreement had been in effect, BU students have studied at RMU but no RMU students have opted to study at BU. The hypothesis is that RMU students' perception of Turkey is significantly different from that of BU students. The perceptions of Turkey and the U.S.A. for students at both RMU and BU will be evaluated.

Additional purposes of the study:

- To delineate the information by BU versus RMU students, and
- To isolate why "people" may not travel to the others' country
- To further examine if perceptions by males versus females at each university differ.