



Yıldız Technical University

Short Story Competition

The Platform of Human Perception

Ayşenur YERLİKAYA

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The Platform of Human Perception



A tall middle-aged poor man was walking along the nostalgic streets of the 70's. He was almost challenging to the cold with his worn jacket. He turned right from end of the street. Then, he became closer to a door. The information that he took had brought him here. He was willing to try his last chance no matter how it seems impossible. The name of slogan that brought him to this door was the “easiest way to become rich”. How impressive! He took deep breath and opened the door. The office was wide and unique. There was interesting objects and big table in the middle of office. There was a serious-looking woman with bone glasses who had her blonde hair in a tight bun at the table. The man greeted the woman nervously. She pointed the chair without looking up from the table. The man swallowed nervously and sat on the chair. The woman took off her glasses and looked at him with her brown eyes.

“Hi, I am Maria Gatlin. Probably, you saw the slogan and you came for it.” She said that by looking his old outfit. The man moved uncomfortably and nodded that means “yes”.

“I have specific rules. If you want this job really, don't question it and do what I say” said woman.

“Okay but how is it going to be? It's impossible to get rich in such a short time. what is the plan in your mind?” asked man curiously.

“Quite simply, people can be controlled on perceptions. They let their emotions to control themselves, also enjoy watching brave fools. ”

The man shook his head in confusion.

“You will set up a platform in the big market area tomorrow. Put your money box there and dance ” said woman.

“But I don't know dancing” said man.

“that's exactly what we need. You will disgrace yourself. Although they will feel shame when they watch you, they will keep watching.”

“I get it.” said man confusedly.



The next day, the man had set up his platform in market area and danced in a shameful way. Just as she said, people laughed at him and put money in his box by mocking. The money was increasing in the box as he humiliated himself.

Things were going well but on the other hand, some people reacted to this movement. They threw tomatoes to him. The man returned the office quickly. His income was good, but he took a lot of reactions.

The woman looked him calmly and talked.

“I said you will gain but we have to change tactics” then she continued

“People are emotional beings. Go to the platform tomorrow with your oldest and worst clothes and let's give your face some pale. You should look sick. Everyone will think that you became like this because of lynch”

The man did what the woman said. And he saw how she is rightful. How interesting was human perception? The people who felt sad for him was supporting him to others. He had tons of donations and gifts. Now there were fan and enemy masses, but over time, this incident had been forgotten too.

The man came back to the office.

“everything has happened as you said but they have been forgetting me. They don't talk about me anymore” said man

“These events are like that, people's perceptions and feelings quickly burn out, the important thing is to keep you on the agenda. “said woman then she added.

“clothing companies have heard of your reputation and they want to use you in product promotion, and this means that you can gain so much money.”

The man liked that. Time was passing. He was both promoting products and playing fictions that influenced people on his platform.

That platform became his theater area. But its difference from theater was that people thought it was real.



Sometimes he was fighting with someone in this platform like it was real. And sometimes he was telling people his un-lived love stories.

So, the days passed, and things got bigger. The poor man had become quite rich.

One day he returned the office. They were rich enough to quit now. Of course, these tactics were noticed by some cunning people and started to be applied in certain parts of the city.

This platform was founded with social perception and variable human emotions. So, they decided to give a name for this platform. And thus, the name of this small platform that transforms human perception into commerce became "Social Platform".

