

VRlab (R Block)

13.15 / 14.15

1. Session: Social Media and Technology in Education

Moderator: Hüseyin Kazan

Technology and Accreditation Process in
Communication Education

Hülya Yengin

Evaluation on First Ottoman Newspapers Transition
From Verbal to Written Culture

Esra Oğuzhan Yeşilova

Social Media Comments in Triangle of Belonging,
Ignorance of Narcissism

Gül Dilek Türk

The Effects of Social Media Ads on Adolescents'
Perception of Consumption

Hüseyin Kazan, Gözde Karaman, Merve Okdemir

14.15 / 14.25

Coffee Break

14.25 / 15.35

2. Session: New Media, Advertising and Marketing

Moderator: Tuğçe Çevik

Contribution of Digitalization to The Brand Registry
Applications in The Context of Globalization

Sema Gümüş

Cultural Indicators in Global Advertising Strategies
An Apple Case

Meriç Kılınç

Use of Artificial Intelligence in Creative Advertising in
Terms of A New Work Ethic

Mustafa Cebraail Sadakaoğlu

The Effect of Social Media Marketing Activities of E-
Commerce Companies on Vocational School of Higher
Education Students

Tuğçe Çevik

Online Cultural Transmission: A Memetic Approach to
the Case of Tombili The Cat

Dilara Tekrin

CTC 2019

Communication and Technology Congress

17th April 2019



<http://vrlab.aydin.edu.tr/ctc-2019/>



CTC 2019

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online

#ctc2019

Turuncu (D Block)

09.00 / 09.30
Registration

09.30 / 10.00
Opening

10.00 / 10.30
Keynote Speaker
Atif Ünaltd

10.30 / 10.40
Coffee Break

10.40 / 12.00
1. Session: Series and Cinema in New Media
Moderator: Özden Cankaya
Analysing The Series "Game of Thrones"
From A Freudian Perspective
Ayten Övür
Online Film Platforms and the Future of the Cinema
Okan Ormanlı
New Media and Turkish Cinema
Arif Can Güngör
An Evaluation on Forms of Movie Watching and Interactive Cinema in Digital Age (Netflix and Bandersnatch Movie)
Engin Başcı, Orhan Tanakıncı
A Study of Generation Z Viewing Habits in Context of Uses and Gratification Theory: The Protector Netflix Series Case
Adem Ayten, Sema Bulat, Elif İnceismail
Interactive Series on New Generation Televisions
Ayşegül Akaydın

12.00 / 13.00
Lunch

13.15 / 14.15
2. Session: The New Agenda of New Media
Moderator: Deniz Yengin
Comparison of the Online Education Platforms, and Innovative Solution Proposals
Serhat Yılmaz, İhsan Emre Erol
A New Dimension in Marriage Relationship: Digital Sexuality, Its Reasons and Future
Sümeyya Olcay
Photolurking, an Example of Digital Disorder Within The Context of Digital Privacy Phenomenon in Turkey
Nur Emine Koç
Protecting The Rights in WEB 2.0 with WEB 1.0 Instruments or Self-Defence
Ömer Kahraman Kurtoğlu, İhsan Emre Erol

14.15 / 14.25
Coffee Break

14.25 / 15.25
3. Session: New Media, Journalism and Data
Moderator: Cem Sefa Sütçü
A Comparative Study of Fact-checking Organizations in Turkey: teyit.org and dogrulukpayi.com
Gökmen H. Karadağ, Adem Ayten
The Innovation in The Form of Crowd-Sourcing That Modern Communication Technologies and The Online Individual Brought to Journalism Practices
Sertaç Kaya
A Sample Pragmatic Analysis in Natural Language Processing: Sentimental Analysis on Movie Reviews
Cem Sefa Sütçü, Çiğdem Aytekin
An Analysis on The Context of News Texts
Naciye Beril Ekşioğlu Sarılar

15.25 / 15.35
Coffee Break

15.35 / 16.35
4. Session: New Media Applications
Moderator: And Algül
Youtube Motivations of University Students in The Context of Uses and Gratifications Approach
And Algül, Aysun Köktener
The Role of Influencers' Credibility on Attitude Towards Advertising
Ceyda Deneçli, Sevda Deneçli
New Media and Digital Surveillance Reflections
İrem Yeniceler, Hicran Özlem Ilgın
To Examine The Transformation of Personal Image Management in the Context of Bourdieu on Social Media
Hakan Tan
New Privacy Understanding in Social Media in Digital Society
Laman İsmayilzada, Özge Topçu

16.35 / 16.45
Coffee Break

16.45 / 17.55
5. Session: Digitization and Gamification
Moderator: Aysun Köktener
Analysis of Virtual Reality Technology in Gamification
Tamer Bayrak, Deniz Yengin
The Usage of Green Gamification For Public Interest Function of Public Relations
Gonca Yıldırım, Deniz Akbulut
An Evaluation of Game Mechanics and Dynamics: "Black Mirror" Series Exemplary
Berkan Bayındır, Gökmen H. Karadağ
Reflections of Digitalization on Painting
Derya Aydoğan