


Research & Publications

Published or Accepted to be Published in Journals (SCI, SSCI or AHCI)

Z.Arda, H.Özler, C.Fernandez, F.Alonso (2024). **Interactions with Smart Mobile Assistants while Driving: Technology for Safe Traffic, Visual/Multimedia Notifications and Head-Up Displays.** *Frontiers in Sustainable Cities: Communication and Connectivity to Improve Sustainable Mobility.* [accepted to be published]

Z.Arda (2023). **Isthmus of Creatives and Liminal Identities: A Proposal for an Artistic Migrant Persona and Alternative Narratives of Migration.** *Design Issues, M.I.T.* [accepted to be published] 

H.Özler, Z.Arda (2023). **User Expectations while Interacting with Smart Mobile Assistants in Multiple Use Scenarios: Having a Considerate Personal Assistant or Your Privacy?** [in the pipeline to be published]

Z.Arda (2014). **Conspicuous Travel: Consuming and Sharing on Facebook.** *Historia y Comunicación Social*, Vol. 19, 861-874, ISSN: 1137-0734.

E.Bernad Monferrer, Z.Arda and C.Fernandez Fernandez (2013). **Comunicación e historia al servicio de la proyección territorial: la imagen oriental de la ciudad de Granada.** *Historia y Comunicación Social*, Vol. 18, No. 2013, 893-904, ISSN: 1137-0734.

Z.Arda (2012). **Academicians on Online Social Networks: Visibility of Academic Research and Amplification of Audience.** *Estudios Sobre El Mensaje Periodístico*, Vol. 18, 67-75, ISSN: 1134-1629.

Z.Arda , C.Fernandez Fernandez (2012). **Social Media, Auto-Imagen y Imagen de la Marca** [Social Media, Self-Image and Brand Image]. *ADComunica - Revista Científica de Estrategias, Tendencias e Innovación en Comunicación Castellón*, No. 3, 231-234.

Published or Accepted to be Published in Journals Covered by Other Indexes

Z.Arda, E.Bernad Monferrer (2016). **Evolución de la Publicidad Comparativa en el Panorama Español.** *Opción: Revista de Ciencias Humanas y Sociales*, Vol. 32, No. 11, 88-110, ISSN: 1012-1587; 2477-9385.

Z.Arda, E.Bernad Monferrer and C.Fernandez Fernandez (2013). **Reconquering Andalusia: The Muslim Cities of the West.** *American International Journal Of Contemporary Research*, Vol. 3, No. 9, 18-28, ISSN: 2162-139X.

C.Fernandez Fernandez, Z.Arda (2011). **Ciudadano/a 2.0** [Citizen 2.0]. Actas Icono 14, No. 8, ISSN: 1697-8293.

Published or Accepted to be Published in Refereed Journals

Z.Arda (2011). **Representacion femenina en las redes sociales** [Female Representation on the Online Social Network]. Fórum De Recerca, No. 16, ISSN: 1139-5486.

Z.Arda (2009). **Bocetos de identidad: Yo soy mi imagen 2.0** [Identity Drafts: Image Becomes Identity 2.0]. Fórum De Recerca, No. 14, ISSN: 1139-5486.

Papers Published in Conference Proceedings



Z.Arda, O.Mengi and D.Deniz (2021). **City Branding and Fictional Layers: Reading Istanbul through Filming Locations**. CUMULUS Conference Proceedings Roma 2021 / Design Culture(s) 2650-2666, ISBN: 978-952-64-9004-5.

Z.Arda (2019). **Designing for Interaction and Integration: The Artistic Migrant Persona**. Cumulus International Association Of Universities And Colleges Of Art, Design And Media. Aalto University, School Of Arts, Design And Architecture / AROUND THE CAMPFIRE - RESILIENCE AND INTELLIGENCE Cumulus Conference Proceedings Rovaniemi 2019 48-60, ISBN: 978-952-337-158-3.

Z.Arda (2017). **There Are Always Stories: Storytelling Fundamentals from Oral to Transmedia**. CUICID 2016 40-41, ISBN: 978-84-617-4431-2.

E.Bernad Monferrer, Z.Arda (2015). **La utilización de la imagen femenina de manera erótica o sexualizada en la publicidad convencional y en la publicidad on line**. La Latina - Universidad De La Laguna 2752-2773, ISBN: 978-84-15698-98-2.

Z.Arda, E.Bernad Monferrer (2015). **How Social Media Can Help Voice Reactions to Sexist Advertisements: A Dialogue that Actually Works to Improve Female Representation or Just a Buzz?** TMIC Asociación Española De Investigación De La Comunicación - Universidad De Málaga.

E.Bernad Monferrer, Z.Arda (2015). **El Regimen Juridico sobre la Publicidad Comparativa en el Derecho Espanol: Estudio de Casos Concretos**. CUICID 2015 / Libro De Actas - ISBN: 978-84-608-5139-4.

E.Bernad Monferrer , Z.Arda (2015). **Evolución de la Publicidad en el Panorama Español** [Evolution of Comparative Advertising within the Spanish Framework] CUICID 2015.

Z.Arda (2014). **Contemporary Pathologies: Comparison, Image Obsession & Self-Marketing Online**. CUICIID 2014.

Z.Arda (2014). **Designing Identities on the Digital Mirrors of Facebook: The Reflection and the Real**. STS Italia / Proceedings Of The 5th STS Italia Conference 2014: A Matter Of Design: Making Society Through Science and Technology, 495-510, ISBN: 978-90-78146-05-6.

Z.Arda (2013). **Tracing History and Spectacle on Online Social Networks: Facebook Tourism**. CUICIID 2013.

Z.Arda (2012). **Visibility of Academicians and Academic Research on Online Social Networks: Amplification of Audience and Plagiarism**. CUICIID 2012 / El EEES Como Plataforma De Innovacion Universitaria 59-83, ISBN: 978-84-9011-631-9.

E.Bernad Monferrer, Z.Arda and C.Fernandez Fernandez (2012). **Publicidad de la industria de la belleza y mercado de trabajo: La belleza asociada al éxito profesional** [Advertisements of the Beauty Industry and the Labour Market: Associating Physical Attractiveness with Success at Work]. Universidad de Sevilla, Spain / Investigación y Género.

E.Bernad Monferrer, Z.Arda and C.Fernandez Fernandez (2012). **Reconquering Andalusia: The Muslim Cities of the West**. European Association For Urban History 11th International Conference On Urban History: Cities And Societies In Comparative Perspective.

C.Fernandez Fernandez, Z.Arda (2011). **Ciudadano 2.0** [Citizen 2.0]. II Congreso Internacional Ciudades Creativas. Universidad Complutense De Madrid, Spain.

Z.Arda (2011). **Representación femenina en las redes sociales** [Female Representation on the Online Social Network]. Universitat Jaume I, Castellón, Spain. Jornadas De Fomento De La Investigación XVI.

Z.Arda (2009). **Bocetos de identidad: Yo soy mi imagen 2.0** [Identity Drafts: Image Becomes Identity 2.0]. Fórum De Recerca, ISSN: 1139-5486.

Books

Z.Arda, C.Fernandez Fernandez [authors] (2012). **Image Becomes Identity 2.0: Contemporary Approaches to the Construction of Human Identity**. TDX - Doctoral Thesis Network, Spain, ISBN: 978-84-695-4268-2.

E. Paykoç, M. Bengisu, Z.Arda [editors] (2018). **Ethics of (Re)Production**, Yasar University.

Book Chapters

Z.Arda (2020). **Dijitalleşme ve Gelecekte İnsan**. I.Çelebi [editor] Gelecek Nasıl Olacak? Dijital Yönetim, Kırılma ve Yeni Bir Dünya Düzeni. Altınbaş Üniversitesi Yayınları, ISBN: 978-605-2065-50-1.

Z.Arda, C.Fernandez and E.Bernad Monferrer (2021). **Home Turned Inside Out: Blurring of the Lines Between Private/Public Spaces and Image/ Identity with COVID-19 Induced Remote Work Practices**. Investigaciones Emergentes de Nuevo Cuño. Thomson Reuters Aranzadi, ISBN: 978-84-1124-318-6.

Z.Arda (2019). **The Barefoot Contessa: On Identity, Femininity and the Cinematographic Gaze**. 19-45 D.Caldevilla Dominguez , M.E.Del Valle Mejías. El Cine en el Cine, ACCI, Madrid, ISBN: 978-84-17519-99-5.

Z.Arda (2019). **Condenados à Imagem: Comunicação Introvertida Online**. 46-59 A.Fernandez Paradas. Interatividade e Redes Sociais. Media XXI Formalpress, Ramada, ISBN: 989-989-729-103-6.

Z.Arda, C.Fernandez and E.Bernad Monferrer (2018). **A Critical Eye for Design and Communication in the Age of Storytelling & Designing Experiences**. 1-16 E.Jiménez Pérez, M.E.Del Valle Mejías and A.Felipe Morales. Los Nuevos Retos en Ciencias Sociales, Artes y Humanidades. Gedisa, ISBN: 978-84-17690-32-8.

Z.Arda (2017). **Las Lecciones de Ballet y de la Vida en Billy Elliot**. No. 1, 21-46 J.Rodríguez Terceño. La imagen de los docentes en el cine. ACCI, Madrid, ISBN: 978-84-16956-78-4.

Z.Arda (2016). **The Museum of Innocence and Transmedia Storytelling: Designing Experiences from Pamuk's Memories of Love**. 53-70

C.Del Valle Rojas, C.Salgado Santamar. Nuevas formas de expresion en comunicacion. McGraw-Hill Education, ISBN: 9788448612559.

Z.Arda (2014). **Condena a la imagen: Comunicación introvertida en línea**. A.Fernandez Paradas. Interactividad y redes sociales. ACCI, ISBN: 978-84-15705-24-6.

Z.Arda (2014). **Constructing Online Identity: Comparison, Image Obsession and Narcissism**. No. 4, 63-76 J.E.Gonzalvez Vallés, M. Valderrama Santomé. Comunicación actual: Redes sociales y lo 2.0 y 3.0. McGraw-Hill Education, ISBN: 978-000850028-3.

E.Bernad Monferrer, Z.Arda and C.Fernandez Fernandez (2013). **Prácticas de city-marketing: Rentabilizandola imagen oriental de Granada mediantela comunicación expandida del territorio**. C.J.Santos Martinez. Análisis audiovisual y publicitario actuales. Vision Libros, Madrid, ISBN: 978-84-15965-92-3.



Invited Speaker

March, 2023 LIFE: Learning Institute for Elders, UCF, Orlando, U.S.A.
Image Becomes Identity: Who Are We on the Face of Technology?

February, 2023 PBS - WUCF TV Global Perspectives, Orlando, U.S.A.
TV Programme hosted by David Dumke | Season 2022 | Episode 22
Image Becomes Identity 2.0

November, 2022 University of Central Florida, U.S.A.
Breaking Bread / An Intercultural Conversation

February, 2022 School of Visual Art and Design, UCF, Orlando, U.S.A.
Designing for Interaction and Integration: Artists in Exile

September, 2022 Workshops of Culture, Lublin, Poland
How This Project Trans-made Me into a Cultural Worker?

December, 2021 RCE, Cite International des Arts, Paris, France
Breaking Bread / An Intercultural Conversation

October, 2021 Asociación Española de Cerámicos, Castellon, Spain
Identidad Digital, Comunicacion y Diseno Contemporanea

February, 2020 Università degli Studi di Palermo, Palermo, Italy
Trans-making: Timeline Workshop

December, 2019 Universidad Jaume I, Castellon de la Plana, Spain
The Unbearable Lightness of Going to the Bathroom without Your Phone

October, 2019 Mimar Sinan University, Istanbul, Turkey
Human-making (Moderator)

March, 2017 Universidad Jaume I, Castellon de la Plana, Spain
Social Media, Digital Narratives and Transmedia Storytelling

November, 2016 Universidad Jaume I, Castellon de la Plana, Spain
Creatividad, diseno y nuevas tecnologias en los preparativos del evento tradicional y en procesos de hibridacion (Moderator)

October, 2015 Universidad Jaume I, Castellon de la Plana, Spain
Fundamentals of Visual Communication Design and Visual Storytelling

April, 2015 Universidad Jaume I, Castellon de la Plana, Spain
Creativity and Open-Mindedness: Designing Experiences