

Res. Asst. PhD Oğuz KUŞ

Personal Information

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Education Information

Doctorate, İstanbul Üniversitesi, Institute of Social Sciences, Halkla İlişkiler Ve Tanıtım, Turkey 2015 - 2019

Doctorate, University Of Tartu, Misafir Araştırmacı - Center For Migration And Urban Research, Estonia 2018 - 2018

Post Graduate, Vilnius Üniversitesi, Araştırma Ziyareti - İletişim Fakültesi, Lithuania 2015 - 2015

Post Graduate, İstanbul Üniversitesi, Institute of Social Sciences, Halkla İlişkiler Ve Tanıtım, Turkey 2012 - 2015

Under Graduate, Marmara Üniversitesi, İletişim Fakültesi, Halkla İlişkiler Ve Tanıtım, Turkey 2008 - 2012

Foreign Languages

English, C1 Advanced

German, A2 Elementary

Dissertations

Doctorate, The role of public relations in social integration of Syrian refugees, Istanbul University, Institute Of Social Sciences, İletişim Fakültesi Bölümü, 2019

Post Graduate, Sosyal Ağlarda ve Bloglarda İçerik Merkezli İletişimin Marka Farkındalığı Oluşturmadaki Rolü, Istanbul University, Institute of Social Sciences, Halkla İlişkiler Ve Tanıtım, 2015

Research Areas

Social Sciences and Humanities, Mass Communications and Mass Media, Public Relations, Advertising and Acquaint, Communication Sciences

Academic Titles / Tasks

Research Assistant PhD, Istanbul University, Communication Faculty, Public Relations And Publicity Department, 2014 - Continues

Courses

Mezuniyet Projesi, Under Graduate, 2019 - 2020

Articles Published in Other Journals

- I. **"I'm Not Like Real Life in Videos, I'm Pretending": A Review of The Self Presentations of TikTok Users**
Gül Ünlü D., Kuş O., Göksu O.
Intermedia International e-Journal, vol.7, pp.115-128, 2020 (International Refereed University Journal)
- II. **Exploring crypto-currency ownership in the context of technology acceptance model and technology adopter categories: Coin-optimistics, observers and coin-sceptics**
Öksüz Karademir C., Kuş O.
Ankara Üniversitesi Sosyal Bilimler Dergisi, vol.11, pp.43-59, 2020 (International Refereed University Journal)
- III. **Developing An Understanding On The Moment Of Crisis On Social Media By Analysing Tweets And Facebook Posts: Case Of An Electronic Music Festival**
KUŞ O.
Öneri Dergisi, vol.12, pp.37-55, 2017 (International Refereed University Journal)
- IV. **The influence of cultural background on content marketing practices: the approach of Turkish and Lithuanian youth to the main components of content marketing**
KUŞ O.
Informacijos Mokslai, pp.45-60, 2016 (Refereed Journals of Other Institutions)
- V. **UNDERSTANDING DIGITAL HATE SPEECH: ANALYSIS OF USER COMMENTS ON BBC WORLD SERVICE FACEBOOK PAGE VIA TEXT MINING IN CONTEXT OF SYRIAN REFUGEE CRISIS CASE**
Kuş O.
İstanbul Üniversitesi İletişim Fakültesi Dergisi, vol.2016, pp.97-121, 2016 (International Refereed University Journal)

Books & Book Chapters

- I. **Algoritmalar ve Filtre Baloncuğu Çağında Marka Değerinin Yönetilmesi Sorunsalı Üzerine**
Kuş O.
in: Kolektif Zeka: Yeni Medya Perspektifinden Katkılar, Oya Morva, Erkan Saka, Editor, Kalkedon, İstanbul, pp.167-192, 2018
- II. **Understanding the Possible Contribution of Big Data Analysis to Storytelling Process**
KUŞ O.
in: Linking Business And Communication From A Sparkle To A Flame, Aşanin Gole, Pedja, Editor, Doba Business School, Maribor, pp.141-154, 2018
- III. **Digital Marketing and Big Data: Crossing Paths in the Age of Digital Transformation**
KUŞ O., Efremov L., Suhadolc J.
in: Linking Business And Communication From A Sparkle To A Flame, Aşanin Gole, Pedja, Editor, Doba Business School, Maribor, pp.127-140, 2018
- IV. **İçerik Pazarlama: Dijital Dünyada Marka ve Hikaye Yaratma Stratejileri**
KUŞ O.
Pales Yayınevi, İstanbul, 2016
- V. **Graffiti 2.0: Sosyal Ağlarla Kitle Kültürüne Entegre Edilen ve Yeniden Tanımlanan Graffiti**
KUŞ O.
in: Ağdaki Şüpheler, Tolga Kara, Ebru Özgen, Editor, Beta Basım Yayım Dağıtım, İstanbul, 2016
- VI. **Dijital Dönüşümün Kıyısında: Büyük Veri, Bilgi Keşfi ve Halkla İlişkiler**
KUŞ O.
in: Dijital Kavramlar, Olanaklar, Deneyimler, Nilüfer Timisi, Editor, Kalkedon, İstanbul, pp.109-126, 2016
- VII. **Büyük Birader'den Büyük Veriye Gözetim Toplumu**
Şener G., KUŞ O.
in: İletişimde Sosyal Medya : Sosyal Medyada Etkileşim, Özlem Oğuzhan, Editor, Kalkedon, İstanbul, pp.53-82, 2015

Refereed Congress / Symposium Publications in Proceedings

- I. **Exploring Discourse About Refugees on New Media and Achieving Social Integration: Syrian Refugees in Turkey and Potential Solutions for Integration from Public Relations Perspective**
Kuş O.
Moscow Readings 2020, Moscow, Russia, 19 - 20 November 2020
- II. **Understanding The Morphology of Branded Content on Facebook Through Data-Driven Approach**
KUŞ O.
Central and Eastern European Communication and Media Conference 2019, Sofya, Bulgaria, 19 - 21 June 2019
- III. **A Data Driven Study for Exploring Metrics of Successful Twitter Content**
KUŞ O.
8th International Conference: "Turn Innovative Ideas Into Reality", Maribor, Slovenia, 12 - 13 November 2018, pp.144-146
- IV. **Exploring Refugee Crisis and Hate-speech with Social Media Data: An Analysis via Text Mining on RT Facebook Fan Page**
KUŞ O.
Digital Democracy: Critical Perspectives in the Age of Big Data, Stockholm, Sweden, 10 - 11 November 2017, pp.17
- V. **Discovering The Refugee Crisis: An Analysis On Al Jazeera English Facebook Page**
KUŞ O.
International Berlin Conference, Berlin, Germany, 17 - 22 May 2017
- VI. **Documenting And Categorizing Hate Speech: Investigating Islamophobia In User Comments On Social Networks**
KUŞ O.
International Symposium of New Media from the Past to the Future, İstanbul, Turkey, 10 - 15 May 2017, pp.26
- VII. **Türkiye ve Rusya Arasındaki Uçak Düşürme Krizinin Ülke Markası Bağlamında İncelenmesi: Ruptly Haber Sitesi Örneği**
KUŞ O., Gül Ünlü D.
Yeni Medya Çalışmaları III. Ulusal Kongre, Ankara, Turkey, 9 - 10 March 2017, pp.80-81
- VIII. **Effect of Cultural Differences on Content Marketing Practices: A Pilot Study on Turkish and Lithuanian Youth**
KUŞ O.
Communication and information sciences in network society: experience and insights: III, Vilnius, Lithuania, 9 - 10 June 2016, pp.36
- IX. **External Factors on Branded Blogs: A Study on Turkish Bloggers**
KUŞ O.
14th International Symposium Communication in The Millennium, İstanbul, Turkey, 5 - 07 May 2016, pp.13
- X. **Looking Through Different Lenses: Women's Feminist Perspectives in Public Relations - Araştırma Fabiana Mariutti tarafından sunulmuştur.**
Mariutti F., KUŞ O., Yeomans L.
EUPRERA 2015: Oslo, Oslo, Norway, 1 - 03 October 2015

Supported Projects

Mengü S., Eraslan Yayınoglu P., Özbebek Tunç A., Aslan P., Kurşun A. K., Özkoyuncu F., Kuş O., Erasmus Project, E-PROFMAN / Joint Online Programme for Professional Development in Innovative Management, Leadership and Strategic Communication - Macedonia, Slovenia and Turkey, 2015 - 2018

Activities in Scientific Journals

İstanbul Üniversitesi İletişim Fakültesi Dergisi, Assistant Editor, 2015 - Continues

Memberships / Tasks in Scientific Organizations

European Communication Research and Education Association, Member, 2018 - Continues

Scholarships

2224-A - Yurt Dışı Bilimsel Etkinliklere Katılımı Destekleme Programı - 2018/3, TÜBİTAK, 2018 - 2018

Awards

KUŞ O, II. Hürriyet Bumerang Blog Ödülleri, Hürriyet Bumerang, November 2012