

## Research & Publications

### Published or accepted to be published in journals (SCI, SSCI or AHCI)

Z.Arda, H.Özler, C.Fernandez, F.Alonso (2026) **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 (2025) **Creative Practitioners and Liminal Identities: Communication Behaviors of Immigrant Creatives and Alternative Narratives of Migration**. [in the pipeline to be published]

Z.Arda, E.Bernad Monferrer (2024) **Panorama of Female Representation in Spanish Advertising After 20 Years of LOVG (2004) and Facebook**. *Investigaciones Feministas*, No. 15(2), 251-272.

Z.Arda, L.Başarır (2024) **Defending Truth and Democracy in the Age of AI: A Framework for Empowering Voters Against Persuasion and Misinformation with AI Literacy**. *ADComunica*, No. 28, 115-142.

Z.Arda (2014) **Conspicuous Travel: Consuming and Sharing on Facebook**. *Historia y Comunicación Social*, Vol. 19, 861-874, ISBN: 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, ISBN: 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, ISBN: 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, ISBN: 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, ISBN: 2162-139X.

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