

# New Paradigms in Communication Technologies and Humanity Symposium

## ARTIFICIAL INTELLIGENCE: TECHNOLOGICAL, SOCIAL, AND CULTURAL TIES

6-7 March 2025

SYMPOSIUM PROGRAM BOOKLET



**utad**

UNIVERSIDADE  
DE TRÁS-OS-MONTES  
E ALTO DOURO



6 March 2025

11:00 - 11:45

(Turkish Time Zone, GMT+3, Portugal + 3)

## Opening Remarks

Link: <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=92784476486>

Moderator

**Bahar Muratođlu Pehlivan**

Üsküdar University

**Nazife Güngör**

Rector

Üsküdar University

**Daniela Fonseca**

Pro-Rector for Culture and Documentation Services

(in representation of UTAD Rector, **Emıdıo Gomes**)

**Susana Fontes**

Head of the Department Humanities, Arts and Communication

UTAD

**Süleyman İrvan**

Senior Advisor to the Rector, Head of Journalism Department

Üsküdar University

**Orquídea Ribeiro**

Coordinator of the CICANT delegation in UTAD

6 March 2025

11:45 - 13:00

(Turkish Time Zone, GMT+3, Portugal + 3)

## Keynote Session I

**Link:** <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=92784476486>

Moderator

**Fábio Ribeiro**

UTAD

**Helena Sousa**

President Portuguese Regulatory Authority for the Media (ERC)

***“Artificial Intelligence, Regulation and Journalism: A Pragmatic Approach”***

**Halil Nalçaoğlu**

Istanbul Bilgi University

***“From Inquiry to Probability: The Transformation of Knowledge and Education in the Age of AI”***

6 March 2025

13:15 - 14:45

(Turkish Time Zone, GMT+3, Portugal + 3)

## Session 1: Algorithmic Mediation and the Construction of Social Realities

**Link:** <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=92784476486>

Moderator: **Sinan Aşçı**, Dublin City University

13.15 – 13.30 | ***THE CONSTRUCTION OF SOCIAL REPRESENTATION MEDIATED BY ALGORITHMS***

**Aline Veronize** - University of Minho, **Luís Loureiro** - University of Minho,  
**Alexandra Figueira** - Lusófona University - Porto

13.30 – 13.45 | ***THE ROLE OF MEDIA ORGANIZATIONS IN THE AGE OF ARTIFICIAL INTELLIGENCE: THE DUTY AND RESPONSIBILITY TO PROTECT TRUST IN MEDIA***

**Valdone Rudenkiene** - Vilnius University

13:45 – 14:00 | ***NEW FORM OF DIGITAL LEASHES: PARENTAL CONTROL APPLICATIONS AND ARTIFICIAL INTELLIGENCE PLUG-INS***

**Enes Akdağ** - Üsküdar University, **Necati Alp Çelebi** - Maltepe University

14.00 – 14.15 | ***AN ANALYSIS OF OPINIONS ON THE USE OF GENERATIVE MODELS IN THE FILM INDUSTRY THROUGH YOUTUBE USER COMMENTS: THE FROST AND AIR HEAD***

**Yağmur Tanrıverdi** - Üsküdar University

14.15 – 14.30 | ***ARTIFICIAL INTELLIGENCE IN THE INFLUENCERS' ECOSYSTEM: ADVERTISING, CONTENT AND ENGAGEMENT***

**Gamze Gül Öргеç** - Istanbul Galata University

14.30 – 14.45 | Q&A Session

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14:45 - 15:45

(Turkish Time Zone, GMT+3, Portugal + 3)

# LUNCH BREAK

6 March 2025

15:45 - 17:15

(Turkish Time Zone, GMT+3, Portugal + 3)

## Session 2: AI and the Evolution of Digital Labor, Creativity, and Ethics

**Link:** <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=92784476486>

Moderator: **Orquídea Ribeiro**, UTAD

15.45 – 16.00 | ***HUMAN-ARTIFICIAL INTELLIGENCE INFLUENCER INTERACTION IN THE DIGITAL WORLD: ANALYZING PERCEPTION AND EMOTIONAL EXPERIENCES WITH PSYCHOPHYSIOLOGICAL DATA HARVESTING TECHNIQUE***

**Yaren Demirel** - Aydın Adnan Menderes University, **Neslihan Erdem** - Aydın Adnan Menderes University

16.00 – 16.15 | ***THE ETHICAL AND AESTHETIC TRANSFORMATION OF ART IN THE AGE OF ARTIFICIAL INTELLIGENCE***

**Sibel Gök** - Yıldız Technical University, **İsmail Erim Gülaçtı** - Yıldız Technical University

16.15 – 16.30 | ***THE TRANSFORMATIVE IMPACT OF ARTIFICIAL INTELLIGENCE ON ART AND DIGITAL INEQUALITIES***

**Artür Vahe Karapekmez** - Yıldız Technical University, **İsmail Erim Gülaçtı** - Yıldız Technical University

16.30 – 16:45 | ***MOVING IMAGE SUPPORTED BY ARTIFICIAL INTELLIGENCE IN THE ADVERTISING SECTOR: CREATIVE PROCESSES AND AUDIENCE PERCEPTION***

**Duygu Yaprakçı** - Yıldız Technical University, **İsmail Erim Gülaçtı** - Yıldız Technical University

16:45 – 17.00 | ***AN ALTERNATIVE SYSTEM SEARCH WITH ARTISTIC CREATIVITY: THE CASE OF PLANTOID***

**David M. Berry** - University of Sussex, **Merve Güven Özkerim** - Giresun University / University of Sussex

17.00 – 17.15 | Q&A Session

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## Session 3: AI, Gender, and Digital Culture: Representation, Identity, and Communication

Link: <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=92784476486>

Moderator: **Bilge Şenyüz** - Marmara University

17.45 – 18.00 | ***ASSESSING CHATGPT'S PERCEPTION OF GENDER ROLES THROUGH 'PROFESSION' IMAGES: IS INEQUALITY DEEPENING?***

**Dilek Evirgen** - Ankara Hacı Bayram Veli University

18.00 – 18.15 | ***A ROMANTIC OR SEXUAL ATTRACTION? A COMPARATIVE INTERSECTIONAL STUDY OF DIGISEXUAL EXPERIENCES***

**Enes Akdağ** - Üsküdar University, **Necati Alp Çelebi** - Maltepe University

18.15 – 18.30 | ***AN EVALUATION ABOUT ADVERTISE/SPONSORSHIP/COLLABORATION HASHTAGS USED IN SOCIAL MEDIA PLATFORMS IN TURKEY; FEAR CULTURE CREATED BY UNCERTAINTY***

**Özgün Arda Kuş** - Üsküdar University, **Asena Irmak Yavuz** - Üsküdar University

18.30 – 18.45 | ***CULTURAL HERITAGE: DIGITIZATION AND METAVERSE EXPERIENCE***

**Orquídea Moreira RIBEIRO** - UTAD

18.45 – 19.00 | ***ARTIFICIAL INTELLIGENCE AND DIGITAL COMMUNICATION: A STUDY ON OPENAI'S TIKTOK PRESENCE***

**Zindan Çakıcı** - Üsküdar University, **Neslihan Bulur** - Üsküdar University

19.00 – 19.15 | Q&A Session

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11:00 - 11:45

(Turkish Time Zone, GMT+3, Portugal + 3)

## Keynote Session II

**Link:** [https://uskudar-edu-tr.zoom.us/j/9082291352?  
omn=97512631572](https://uskudar-edu-tr.zoom.us/j/9082291352?omn=97512631572)

Moderator

**Gül Esra Atalay**

Üsküdar University

**Raquel Recuero**

Federal University of Pelotas (Brazil)

Federal University of Rio Grande do Sul (Brazil)

***"Big Data Infrastructures and Cultural Narratives"***



7 March 2025

12:00 - 14:15

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## Session 4: AI and Society: Influence, Perception, and the Digital Future

Link: <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=97512631572>

Moderator: **Rute Bastardo** - UTAD

12.00 - 12.15 | ***ELECTIONS 4.0: NEW TOOLS FOR BUILDING CONSENSUS IN THE DIGITAL UNIVERSE***

**Daniele Battista** - University of Salerno, **Alessandra Petrone** - University of Salerno

12.15 - 12.30 | ***JOURNALISM STUDENTS' ATTITUDES TOWARDS ARTIFICIAL INTELLIGENCE***

**Süleyman İrvan** - Üsküdar University

12.30 - 12.45 | ***EXPLORING CHATBOTS AND HUMAN INTERACTION WITHIN THE TERM OF CONVERSATIONAL MEMORY***

**Ecem Ergül** - Fenerbahçe University, **Aysun Eyrek** - Fenerbahçe University, **Esra Pelin Güregen Dereboyu** - Fenerbahçe University

12.45 - 13.00 | ***POST-TRUTH ALGORITHMS: AI, DISINFORMATION, AND THE RISE OF DIGITAL NEOPOPULISM***

**João Pedro Baptista** - UTAD, **Concha Perez-Curiel** - University of Sevilla, **Fábio Ribeiro** - UTAD, **Daniela Fonseca** - UTAD

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13.00 – 13.15 | ***RETHINKING INFLUENCER EFFECT: HOW DE-INFLUENCING IS REDEFINING CONSUMER AWARENESS***

**Özge Uğurlu** - Üsküdar University

13.15 – 13.30 | ***THE AGE OF PERCEPTIONS: ANALYSIS OF AI-RELATED NEWS IN THE PORTUGUESE ONLINE MEDIA***

**Fábio Ribeiro** - UTAD, **João Pedro Baptista** - UTAD

13.30 – 13.45 | ***AI AND CRITICAL DIGITAL SKILLS IN HIGHER EDUCATION: ARE WE CROSSING THE RUBICON?***

**Luís Pereira** - City, University of London

13.45 – 14.00 | ***AI IN CHANGING ROLES, RELATIONSHIP AND WORKFLOW IN NEWSROOMS***

**Georgeta Drula** - University of Bucharest

14.00 - 14.15 | Q&A Session

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14:15 - 16:00

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## Session 5: AI, Communication, and Accessibility: Transforming Media and Interaction

Link: <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=97512631572>

Moderator: **Derya Gül Ünlü**, İstanbul University

14.15 – 14.30 | ***THE ROLE OF ADVERTISING IN THE RELATIONSHIP BETWEEN SUSTAINABILITY AND ARTIFICIAL INTELLIGENCE***

**Bahşende Çoban Azizoğlu** - Üsküdar University, **Özgül Dağlı** - Üsküdar University

14.30 – 14.45 | ***VOICEOVER VS. TALKBACK: EXPLORING AI'S ROLE IN ACCESSIBILITY FOR USERS WITH VISUAL IMPAIRMENTS***

**Semih Eken** - Üsküdar University, **Mustafa Ekim Atay** - Üsküdar University

14.45 – 15.00 | ***USING AI IN INTERPRETER TRAINING TO GIVE FEEDBACK***

**Gözde Büklüm** - Üsküdar University

15.00 – 15.15 | ***YOU SHALL SPEAK MY LANGUAGE: MIND THE LANGUAGE GAP IN THE ERA OF AI***

**Maria Pia Ester Cristaldi** - Üsküdar University

15.15 – 15.30 | ***USE OF AI IN NEWSROOMS: EXPERIENCES AND ATTITUDES OF JOURNALISTS IN TURKEY***

**Dilruba Çatalbaş** - Galatasaray University, **Ceren Saran** - Üsküdar University

15.30 – 15.45 | ***ENHANCING MEDIA LITERACY FOR JOURNALISM STUDENTS IN HIGHER EDUCATION THROUGH ARTIFICIAL INTELLIGENCE***

**Élmano Ricarte** - European University of Lisbon, **Milton Cappelletti** - European University of Lisbon

15.45 – 16.00 | Q&A Session

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## Session 6: "AI and Future of Data: Risks, Literacy, and Cultural Shifts"

Link: <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=97512631572>

Moderator: **Marisa Mourão** - UTAD

16.00 – 16.15 | ***AI FOR SUSTAINABLE DEVELOPMENT: RISKS, CHALLENGES, AND POLICY SOLUTIONS FOR SOCIAL GOOD***

**Hafize Nurgül Durmuş Şenyapar** - Gazi University

16.15 – 16.30 | ***MEDIA LITERACY IN THE AGE OF ARTIFICIAL INTELLIGENCE: EXPANDING EDUCATIONAL FRAMEWORKS***

**Elif Posos Devrani** - Turkish - German University, **İrem Dölen** - Turkish - German University

16.30 – 16.45 | ***WHEN SKIN IS REPLACED BY STEEL: ROBOTS, L.L.M.S, AND THE REIMAGINATION OF CULTURAL AND SOCIAL NORMS***

**Sara Pascoal** - The Porto Accounting and Business School (ISCAP), **Rosa Mesquita** - The Porto Accounting and Business School (ISCAP)

16.45 – 17.00 | ***ALGORITHMIC PERSONALIZATION IN THE EVOLVING PATHWAYS TO NEWS CONSUMPTION IN PORTUGAL***

**Paulo Couraceiro** - University of Minho, **Miguel Paisana** – University Institute of Lisbon

17.00 – 17.15 | ***ARTIFICIAL INTELLIGENCE IN A PEDAGOGICAL PRACTICE WITH MASTER STUDENTS***

**Élmano Ricarte** - European University of Lisbon

17.15 - 17.30 | Q&A Session

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## Closing Ceremony

**Link:** <https://uskudar-edu-tr.zoom.us/j/9082291352?omn=97512631572>

**Nazife GÜNGÖR**

Rector, Üsküdar University

**Marlene Loureiro**

Vice Head of Department Humanities, Arts and Communication  
(UTAD)

**Bahar Muratođlu Pehlivan**

Organising Committee

**Fábio Ribeiro**

Organising Committee

**Gül Esra Atalay**

Organising Committee