

ADU AMT-LAB RELATED STUDIES

User and UX Research • Interaction and Graphic Design Fields

	PROJECT NAME	PROJECT TYPE	RESEARCHERS	KEYWORDS	STATUS	DATE
1	Augmented Reality in E-Commerce: A Psychophysiological Investigation of User Experience and Purchase Intention	ARTICLE	+ Mustafa Seçkin Aydın + Hüseyin Şenkayas + Behiç Alp Aytekin	Augmented Reality, User Experience, E-Commerce, Biometric Tools	PUBLISHED ✅	2025
2	Art Perception Comparison Between Novice to Expert Students' within the Scope of the Vienna Integrated Model (VIMAP)	ARTICLE	+ Neslihan Erdem + Behiç Alp Aytekin + Kerem Rızvanoğlu	Psychophysiological Data Harvesting, Eye Tracking, Visual Communication Design, Art Perception, Exploratory Study	IN REVIEW 🙌	2025
3	Exploring Visual Communication Design Students' User Experience to Generative AI Applications Due to Their Text-to-Image and Sketch-to-Image Prompt Interactions: An Exploratory Study with Psychophysiological Data Harvesting Technique	ARTICLE	+ Barış Atiker + Behiç Alp Aytekin + Neslihan Erdem + Ezgi Şen Atiker	Psychophysiological Data Harvesting, Eye Tracking, AI, User Experience, UX Research	PUBLISHED ✅	2025
4	İletişim Tasarımı Eğitiminin Görsel Algı ve Etkelişim Deneyimi Olguları Üzerindeki Etkisinin Psikofizyolojik Temelli Karma Yöntem Yaklaşımıyla İncelenmesi	Ph.D. THESIS	+ Neslihan Erdem	Psychophysiological Data Harvesting, Eye Tracking, Basic Design, Visual Perception, Exploratory Study	IN PROGRESS 🙌	2025
5	Evaluating the Visual Impact of One-Point Perspective: An Eye-Tracking Study	ARTICLE	+Türker Söğütülür +Derya Akbaş	Linear perspective, one-point perspective, visual impact, evaluation, eye-tracking	IN REVIEW 🙌	2025

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6	Comparing Glasses-Based and Remote Eye Tracking for Mobile Banking Usability Assessment	ARTICLE	+ Mustafa Seçkin Aydın + Behiç Alp Aytekin	Mobile FinTech App User Experience, Eye Tracking, Usability, HCI	PUBLISHED ✓	2025
7	Human-Artificial Intelligence Influencer Interaction in the Digital World: Analyzing Perception and Emotional Experiences with Psychophysiological Data Harvesting Technique	PROCEEDING	+ Yaren Demirel + Neslihan Erdem	Artificial Intelligence Influencer, Human-Artificial Intelligence Interaction, Psychophysiological Data Harvesting, Eye Tracking, Electrodermal Activity (EDA)	PUBLISHED ✓	2025
8	Evaluation of User Experience for Augmented Reality Applications in E-Commerce by Biometric Data Based Multi Method Approach	Ph.D. THESIS	+ Mustafa Seçkin Aydın	Augmented Reality, User Experience, E-Commerce, Biometric Tools, Multi Method Approach	PUBLISHED ✓	2024
9	A Psychophysiological Investigation of How Visual Perceptual Skills and Interaction Experiences of Visual Communication Design Students Change: Which Eye Tracking and Electrodermal Activity Metrics to Use?	PROCEEDING	+ Neslihan Erdem + Behiç Alp Aytekin	Psychophysiological Data Harvesting, Eye Tracking, Electrodermal Analysis, Visual Com. Design, Visual Perception	PUBLISHED in IECHCI Conf. ✓	2023
10	The Combined Evaluation of Biometric Data Collection Technique and Sensory Analysis of Food Products: A New Proposal for Interdisciplinary Field Studies	PROCEEDING	+ Mustafa Seçkin Aydın + Alican Taşçıoğlu + Behiç Alp Aytekin	Biometric data,electrodermal activity, Eye tracking	PUBLISHED ✓	2022
11	Can Dental Anxiety During Impacted Third Molar Surgery Be Measured Biometrically? Clinical Study with the Galvanic Skin Response Technique	ARTICLE	+ Hasan Onur Şimşek + Behiç Alp Aytekin	Biometric data, dental anxiety, galvanic skin response, patient experience, third molar surgery, electrodermal activity	PUBLISHED in ESCI ✓	2021

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12	New Approaches in Oral and Maxillofacial Surgery Pre-Graduate Education: A Pilot Study with Eye Tracking Technique	PROCEEDING	+ Hasan Onur Şimşek + Behiç Alp Aytekin	Eye tracking technique, dentistry, education	Presented at DECON 2021 ✓	2021
13	Investigation of the Effect of Autonomous Sensory Meridian Response (ASMR) as a New YouTube Phenomenon in the Context of Audience and Content Interaction with Galvanic Skin Response (GSR) Measurement Technique	ARTICLE	+ Behiç Alp Aytekin	Autonomous sensory meridian response (ASMR), Electrodermal Response (EDR, GSR), Misophonia, Sensory Brand Experience, Synesthesia, Watching Experience, YouTube	PUBLISHED in TRDizin ✓	2019
14	Visual Communication Design Evaluation of Crowdfunding Websites in Turkey in the Context of Usability and Visual Aesthetics Concepts	ARTICLE	+ Behiç Alp Aytekin	Interaction Design, Public Domain, Crowdfunding Ecosystem, User Experience, Usability, Sharing Economy, System Usability Scale, Design Evaluation Template, Web Usability Scale.	PUBLISHED in TRDizin ✓	2019
15	Monitoring The Importance of Patient – Physician Interaction in the Context of Health Communication with Participatory Action Research and Electrodermal Data Collection Methods	ARTICLE	+ Behiç Alp Aytekin + Hasan Onur Şimşek	Dentist-Patient Interaction Experience, Biometric Data Collection, Electrodermal Activity Measurement (EDA, GSR), Participatory Action Research (PAR), Health Communication	PUBLISHED in TRDizin ✓	2019
16	A Curious Look at İhap Hulusi Görey Posters	PROCEEDING	+ İçten Duygu Özbek	Graphic Poster Design, Eye-Tracking, Logo, Corporate Image	Presented at İhap Hulusi Görey ve İletişim Devrimi Conference ✓	2019

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17	User Interactions Analysis of The Brochure as a Public Relations Tool, An Eye Tracking Technique Research	PROCEEDING	+ Mehmet Umut Tuncer	Graphic Design, Eye-Tracking, Public Relations, Brochure Design	Presented at CICMS Conf. 	2018
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Communication Studies • Corporate Image, Identity and Reputation Fields

	PROJECT NAME	PROJECT TYPE	RESEARCHERS	KEYWORDS	STATUS	DATE
18	Cinema as a Museum: Investigating Recollection through Space and Objects in Films with Psychophysiological Data Harvesting	ARTICLE	+ Pelin Erdal Aytekin + Neslihan Erdem + Behiç Alp Aytekin	Psychophysiological Data Harvesting, Eye Tracking, Electrodermal Activity, Memory Studies, Nostalgia	IN REVIEW 	2025
19	2024 Yerel Seçimlerinde Genç Seçmenler Psikofizyolojik Veri Hasadı Tekniği ile İlgörü Analizi	BOOK	+M. Umut Tuncer (Editor) +Aslı İcil Tuncer +Emrah Başer +Müge Güliz Akpınar +Türker Söğütlüler +Neslihan Erdem +Taylan Ata Ulusoy +Yaren Demirel	Psychophysiological Data Harvesting, Eye tracking, 2024 local elections	PUBLISHED 	2025
20	Deepfake Manipulation on Social Media: A Case Study of Fraudulent Activities in Türkiye	ARTICLE	+Türker Söğütlüler	Artificial Intelligence, Deepfake, Digital Culture, Social Media, New Communication Technologies	PUBLISHED 	2025

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21	The Effects of Deepfake Fraud on Generations in Social Media: A Comparative Study Using Eye-Tracking and Facial Action Coding Methods	ARTICLE	+Türker Söğütlüler	Deepfake fraud, eye-tracking, facial expressions, cognitive processing, digital literacy	IN REVIEW 🍌	2025
22	Dijital Mecralardaki Negatif Ürün Görsellerinin Kriz Algısına Etkisi: Starbucks Örneği	ARTICLE	+Müge Güliz Akpınar	starbucks, boykot, kriz algısı, göz izleme	IN REVIEW 🍌	2025
23	Psikofizyolojik Veri Hasadı Tekniğiyle Basın Bültenlerinin Etkinliğinin Değerlendirilmesi	ARTICLE	+Müge Güliz Akpınar	Basın Bülteni, Psikofizyolojik Veri Hasadı, Halkla İlişkiler, Kurumsal İletişim	IN REVIEW 🍌	2025
24	İnteraktif Filmlerdeki Dramatik Anlatı ve Toplumsal Cinsiyet İlişkisine Psikofizyolojik Veri Hasadı ile Bakmak	BOOK CHAPTER	+ Türkay Öztaç + Pelin Erdal Aytekin + Behiç Alp Aytekin	Interactive Films, Eye Tracking, Electrodermal Activity, Psychophysiological Data Harvesting, Gender Studies	PUBLISHED ✅	2025
25	Siyasal İletişimde Lider İmajı: 2023 Cumhurbaşkanlığı Seçimlerinde İlk Oyunu Kullanan Z Kuşağının Algılarının Psikofizyolojik Veri Hasadı Tekniği ile Analizi	ARTICLE	+ Mehmet Umut Tuncer + Aslı İcil Tuncer + Yaren Demirel	Political Communication, Gen Z, Leader İmage, Election 2023, Eye Tracking	PUBLISHED ✅	2025
26	Evaluation of User Experience for Augmented Reality Applications in E-Commerce by Biometric Data Based Multi Method Approach	Ph.D. THESIS	+ Mustafa Seçkin Aydın	Augmented Reality, User Experience, E-Commerce, Biometric Tools, Multi Method Approach	PUBLISHED ✅	2024
27	İnteraktif filmlerdeki dramatik anlatıya bağlı toplumsal cinsiyet etkisinin psikofizyolojik veri hasadı tekniğiyle araştırılması	MA THESIS	+ Türkay Öztaç	Interactive Films, Eye Tracking, Electrodermal Activity, Psychophysiological Data Harvesting, Gender Studies	PUBLISHED ✅	2024

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28	Siyasal reklamların seçmen üzerindeki etkisi: 2023 Cumhurbaşkanlığı seçiminin psikofizyolojik veri hasadı tekniği ile değerlendirilmesi	MA THESIS	+ Yaren Demirel	Eye Tracking, Electrodermal Activity, Psychophysiological Data Harvesting, Political Perception of Ads	PUBLISHED ✓	2024
29	Sosyal Reklamlarda Çocuk Unsurunun Etkisi: Psikofizyolojik Veri Hasadı Tekniği ile Bir Araştırma	ARTICLE	+ Mustafa Seçkin Aydın + Aslı İcil Tuncer + Yaren Demirel	Eye-tracking, Psychophysiological Data Harvesting, social advertising,	PUBLISHED ✓	2023
30	Evaluating the relationship between logo and corporate reputation with psychophysiological data harvesting technique	ARTICLE	+ Aslı İcil Tuncer + Behiç Alp Aytekin + Mustafa Seçkin Aydın + Neslihan Erdem + Kağan Depboylu + Taylan Ata Ulusoy + Burak Üveyik + Taner Kızılhan	Biometric Data Harvesting, Linear Effect on Basic Design, Corporate Logo, Corporate Reputation, Reptrack	PUBLISHED ✓	2023
31	Walter Benjamin'in aura kavramı üzerinden NFT eserlerinin psikofizyolojik veri hasadı tekniği ile incelenmesi	MA THESIS	+ Taylan Ata Ulusoy	Eye Tracking, Electrodermal Activity, Psychophysiological Data Harvesting, Aura, NFT	PUBLISHED ✓	2023
32	Çevrimiçi oyun yapısındaki değişim ve marka algısı ilişkisi: Oyuncu deneyimlerine bağlı bir değerlendirme	MA THESIS	+ Kağan Depboylu	Eye Tracking, Electrodermal Activity, Psychophysiological Data Harvesting, Online Gaming, Brand Perception	PUBLISHED ✓	2021
33	Biometric Data Harvesting: Proposals on Remote Biometric Data Gathering and Measurements in Human Behaviours Scope	PROCEEDING	+ Mustafa Seçkin Aydın + Kağan Depboylu + Neslihan Erdem	Biometric Data Harvesting, HCI, Eye Tracking, GSR, FACS, Heart Rate, Remote Biometric Measurement, Human Behaviour	Presented at ICHUS 2021 ✓	2021

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34	A General Evaluation of Neuromarketing Techniques	PROCEEDING	+ Mustafa Seçkin Aydın	Neuromarketing, EEG, fMRI, Eye Tracking, Facial Coding, GSR, Heart Rate, Facial EEG	Presented at APSSC 2021 ✓	2021
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Game Studies • Player Experience and E-Sport Fields

	PROJECT NAME	PROJECT TYPE	RESEARCHERS	KEYWORDS	STATUS	DATE
35	Visual Elements and Player Interaction In Digital Games: A Proposal with Psychophysiological Data Harvesting Technique on League of Legends	PROCEEDING	+ Yaren Demirel + Taylan Ata Ulusoy + Neslihan Erdem	Digital game, player interaction, League of Legends (LoL), visual attention, eye tracking.	PUBLISHED ✓	2025
36	E-Spor Ekosistemini Genişletmek: Psikofizyolojik Veri Hasadı ile Oyuncu Deneyiminin Artırılması	BAP PROJECT	+ Behiç Alp Aytekin + Aslı İcil Tuncer + Mustafa Seçkin Aydın + Neslihan Erdem + Taylan Ata Ulusoy + Yaren Demirel + Türkyay Öztaç	E-sport, player experience, EDA, ey-tracking, Psychophysiological Data Harvesting	IN PROGRESS 🍌	2025
37	Method Analysis with Biometric Data Harvesting Techniques to Increase In-Game Performance of E-Sports Players	TUBITAK PROJECT	+ Behiç Alp Aytekin (Lead) + Aslı İcil Tuncer + Taner Kızılhan + Mustafa Seçkin Aydın + Neslihan Erdem + Kağan Depboyulu + Taylan Ata Ulusoy + Burak Üveyik	E-sport, Game Experience, Game UX, E-spor Performance, Biometric Data Harvesting	Applied to TUBITAK 1001 Special Call ✓	2021

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38	The Effect of Toxic Communication on Gaming Performance of Online Competitive Players	TUBITAK PROJECT	+ Bilal Arık (lead) + Aslı İcıl Tuncer + Emel Arık + Behiç Alp AYTEKİN + Taner Kızıllan + Mustafa Seçkin Aydın + Akın Toker + Burak Üveyik + Taylan Ata Ulusoy	E-sport broadcasting, toxic communication, biometric data harvesting	Applied to TUBITAK 1001 Special Call 	2021
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ResearchGate AMT-LAB link

<https://www.researchgate.net/lab/AMT-LAB-Advanced-Media-Technologies-Research-Lab-Behic-Alp-Aytekın>

AMT-LAB Sunum, 2022 version

<https://drive.google.com/file/d/1zpixMQvxFxxbvbCAwfnCnxY3G2bAHgZF/view?usp=sharing>

Imotions Pocket Guides

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[Human Behaviour](#)

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