

## Lect. MİNE ŞEN

### Personal Information

Email: msen@anadolu.edu.tr  
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### Education Information

Doctorate, Marmara University, Sosyal Bilimler Enstitüsü, Ekonometri (Dr), Turkey 2006 - Continues

### Academic Titles / Tasks

Lecturer, Anadolu University, İLETİŞİM BİLİMLERİ FAKÜLTESİ, HALKLA İLİŞKİLER VE REKLAMCILIK BÖLÜMÜ, 1994 - Continues

### Courses

#### Undergraduate

İLETİŞİM ARAŞTIRMALARINDA NİTEL YÖNTEMLER, Undergraduate, 2016 - 2017, 2013 - 2014, 2012 - 2013

İLETİŞİM ARAŞTIRMALARI UYGULAMALARI, Undergraduate, 2016 - 2017

İLETİŞİM ARAŞTIRMALARI, Undergraduate, 2016 - 2017, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010, 2008 - 2009, 2007 - 2008

Sosyal Bilimlerde Araştırma Yöntemleri, Undergraduate, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010, 2008 - 2009, 2007 - 2008, 2006 - 2007

### Articles Published in Other Journals

#### I. A RESEARCH STUDY TO INVESTIGATE USER INTERFACE EXPERIENCES OF SOCIAL MEDIA USERS, OVER THE AGE OF 60

BARANSELİ ARSLAN E. S., Kaya K. S., ŞEN M.

ANADOLU UNIVERSITESI SANAT & TASARIM DERGİSİ-ANADOLU UNIVERSITY JOURNAL OF ART & DESIGN, vol.8, no.2, pp.226-249, 2018 (ESCI)

#### II. Türkiye de Özel Sektör ve Sosyal Sorumluluk Projeleri

Öztürk M. C., Ayman M.

İleti-ş-im, no.9, pp.145, 2008 (Peer-Reviewed Journal)

#### III. Web Sayfalarının Halkla İlişkiler Amaçlı Kullanımı

Öztürk M. C., Ayman M.

JOURNAL OF SELCUK COMMUNICATION, vol.4, no.4, pp.57-66, 2007 (Peer-Reviewed Journal)

### Papers Published in Refereed Scientific Meetings

#### I. The Usage of Social Media in Corporate Communication The Case of Companies in Turkey

ÖZTÜRK M. C., AYMAN M.

i-COME'14: International Conference on Communication and Media 2014, Langkawi, Malaysia, 18 - 20 October 2014

- II. **Local and Global Corporate Social Responsibilities Applications of Global Companies in Turkey**  
AYMAN M., ÖZTÜRK M. C.

Indonesia International Conference on Communication, Jakarta, Indonesia, 22 - 23 November 2010

- III. **Execution Styles on Television Commercials: Lüzer'xxs TV Archive - Best TV Commercials 2000-2005"**

KUTLU Ö., AYMAN M., ÖZKOÇAK L.

4th International Symposium Communication in the Millennium, Eskişehir, Turkey, 14 - 16 June 2006, pp.21-222

- IV. **Execution Styles On Television Commercials Lüzer's TV Archive The Best Commercials 2000 2005**  
KUTLU Ö., ÖZKOÇAK L., AYMAN M.

4th International Symposium, Communication in the Millennium, 14 - 17 May 2006

## **Supported Projects**

ŞEN M., BİAK Basın Okur Araştırması, Continues

ŞEN M., TİAK Televizyon Ölçümü, Continues

ŞEN M., Coca Cola Gençlik Sözlüğü Projesi, Continues

ŞEN M., Gümrük Müsteşarlığı İmaj araştırması, Continues

ŞEN M., Vakıfbank Yeniden Yapılandırma Projesi, Continues