

Sercan Şengün, Ph.D.

Assistant Professor of Creative Technologies - Game Design
Wonsook Kim College of Fine Arts
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Appointments

2019-Present **Assistant Professor of Creative Technologies – Game Design,
Wonsook Kim College of Fine Arts, Creative Technologies, Illinois
State University**

- Courses:** ART 18 / 19 (Shanghai Normal University, Tianhua
College) – Introduction to Game Design
ART 444A13 – Problems in Studio Work
CTK 351 – Game Design I
CTK 352 – Game Design II
CTK 353 – Game Development
CTK 355A01 – Game Studio Capstone I
CTK 355A02 – Game Studio Capstone II
CTK 380.3 / 380.4 – Introduction to Game Design
CTK 380.5 / 380.6 – Introduction to Game Development
CTK 380.8 – Games and Society
CTK 460.1 – Computer Arts Studio: Play and Society
CTK 460.1 – Computer Arts Studio: Experimental
Technologies for Games
CTK 480.2 – Digital Game Concept Dev. and Production
CTK 490 / 390 – Directed Projects in Art Technology
CTK 499 – Independent Research for the Master’s Thesis
HON 202A78 – Diversity in Digital Platforms and
Equitable Virtual Environments
- Contributing to curriculum building toward digital and analog game design sequence in the school
 - Developing and teaching lectures, lecture materials, activities, and facilitating design and production workshops.
 - Collaborating with students to make analog and digital games.
 - Collaborating with students in making and publishing research.

- 2022-Present** Area Head, Creative Technologies Program, Wonsook Kim College of Fine Arts
- 2022-Present** Area Co-Coordinator, Graphic Design, Wonsook Kim School of Art
- 2022-Present** Researcher, Antiracism, Games, and Immersive Media Group, Initiative on Combatting Systemic Racism Project, MIT IDSS (Institute for Data, Systems, and Society)
- 2022-Present** Member, Istanbul Bilgi University Graduate Programs Institute Advisory Board
- 2021-Present** Research Affiliate, MIT Center for Advanced Virtuality, MIT
Projects: Roleplaying for Perspective Taking – *funded by* DSTA
Project VISIBLE – *funded by* NCSoft
- Advising research activities, data collection, and research writeup
 - Participating in research tools development and production
- 2018-2019** Visiting Assistant Professor of Game Design, College of Arts, Media and Design, Game Design Program, Northeastern University
Courses: GAME 2500 – Foundations of Game Design
GAME 3800 – Game Concept Development & Production
GAME 1110 – Games and Society
GSND 5110 – Game Design and Analysis
GSND 5111 – Game Seminar
GSND 5130 – Mixed Research Methods for Games
GSND 6320 – Psychology of Play
- Developed and taught lectures, lecture materials, activities, and facilitated design and production workshops.
 - Collaborated with students to make analog and digital games.
 - Collaborated with students in making and publishing research.
- 2014-2019** Lecturer, Faculty of Communication, Digital Game Design Program, Istanbul Bahcesehir University
Courses: GAD 5101 – Games & Culture
GAD 5103 – Game Art & Aesthetics
GAD5888-1 – Thesis I
GAD5888-2 – Thesis II
- Developed and taught lectures, lecture materials, student facilitations, group projects, prototyping activities, and organized industry workshops.
- 2016-2018** Postdoctoral Research Associate at the Massachusetts Institute of Technology, member of MIT Imagination, Computation, and

Expression Laboratory (ICE Lab) and MIT CSAIL (Computer Science and Artificial Intelligence Laboratory)

Courses: CMS.628 / 828 – Advanced Identity Representation
CMS 950 – Multimedia Workshop

- Led projects of qualitative data gathering and analysis such as interviews, qualitative coding of media content, close textual readings, and lab experiments (e.g., telemetric data gathering on virtual identity creation processes, data clustering)
- Led projects of quantitative data gathering and analysis such as survey design, implementation, and analysis (practices of creative industries in Turkey, Middle East, and North Africa, user studies), crowdsourced experiments, and statistical analysis
- Facilitated new data sources for research such as negotiating the release of MENA regional data from prominent online videogame companies (e.g., Riot Games)
- Postdoctoral teaching assistance & graduate student mentoring; Led students in research, data gathering and analysis for projects that resulted in media products and academic publications
- Managed ICE Lab day-to-day operations for 2017-2018 Fall
- PI: D. Fox Harrell (MIT CSAIL & CMS)

2017-2018

Visiting Researcher at QCRI (Qatar Computing Research Institute, Social Computing Group) of Hamad Bin Khalifa University in Doha, Qatar, December 2017 – June 2018

- Collaborated with researchers from QCRI in assessing AI-driven persona generation systems and their results (these systems use social media data from networks such as Al Jazeera and Qatar Airways)
- Collaborated with researchers from QCRI in AI-driven identification of hate speech and bias towards players from the MENA countries in online gaming communities
- Collaborated with researchers from Qatar Museums Authority in comparing physical museum practices with building virtual culturally and locally specific representations
- PIs: Haewoon Kwak (HBKU), D. Fox Harrell (MIT CSAIL & CMS)

2016-2017

Visiting Researcher at QCRI (Qatar Computing Research Institute, Social Computing Group) of Hamad Bin Khalifa University in Doha, Qatar, December 2016 – June 2017

- Collaborated with interdisciplinary scientists to gather and analyze data about social media, videogames, and other information and communication technology usage in Middle East and North Africa
- Conducted deep interviews with local media and app developers as well as users from the region to gain insight about cultural values and challenges that affect communication and information technology use

- Developed cases of best practices and design principles for regionally specific and culturally grounded information and communication technologies
 - PIs: Haewoon Kwak (HBKU), D. Fox Harrell (MIT CSAIL & CMS)
- 2015-2016** **Lecturer, Faculty of Communication, Digital Game Design Program, İstanbul Bilgi University**
- Courses:** GAME103 – Introduction to Design and Creative Thinking
- Developed and taught lectures, lecture materials, creativity activities, and facilitated design workshops.

Education

- Ph.D.** **Communication**, İstanbul Bilgi University, 2016
Thesis: Narra Ludens: Explaining Videogame Narrative Engagement Through Player Types
- M.A.** **Media (Film and Television) Studies**, İstanbul Bilgi University, 2013
Thesis: Six Degrees of Video Game Narrative: A Classification for Narrative in Video Games
- B.A.** **Visual Communication Design**, İstanbul Bilgi University, 2004
Graduation Project: Best Practices in Culturally Grounded Ways of Visual Storytelling
 Published as a part of the book “Bize Kuşdili Öğretildi” in 2010 by Can Press, İstanbul. ISBN: 9789750712371.

Grants, Fellowships, Awards and Honors

- 2022** 2022 Wonsook Kim College of Fine Arts Service Initiative Award, \$500/1 year
- 2022** Ken Holder Endowed Professor of Art, “Bridging Games with Arts, Education, Social Sciences, and Humanities,” \$32,200/2 years, Awarded 5/12/2022
- 2022** National Endowment for the Humanities (NEH), Digital Humanities Advancement Grant #HAA-220109, “Gamespective: A Federated Online Data Portal to Bridge Video Games with Social Sciences, Arts, Education, and Humanities Research,” \$149,994/2 years, ***not awarded***
- 2022** Co-PI with Michele Shropshire (Mennonite College of Nursing), FY23 University Research Grant, “Gerontological Nursing Care Gamification in Nursing,” \$3,879/1 year, ***re-submitted for 2nd cycle, in consideration***

- 2021** FY22 University Research Grant, “Validating the DECKS Framework: A Large-scale Crowd-sourced Survey Study,” \$2,450/1 year, Awarded 7/1/2021
- 2021** Illinois State University, Wonsook Kim College of Fine Arts, Dean Faculty Development Grant, \$250/1 semester
- 2021** National Endowment for the Humanities (NEH), Digital Humanities Advancement Grant #HAA-280974, “Gamespective: A Federated Online Data Portal to Bridge Video Games with Social Sciences, Arts, Education, and Humanities Research,” \$98,223/1 year, ***not awarded***
- 2020** 2020 Illinois State University Research Initiative Award, \$500/1 year
- 2020** 2020 Wonsook Kim College of Fine Arts Research Initiative Award, \$500/1 year
- 2020** 2020 ISU Office of the Cross Chair in The Scholarship of Teaching and Learning, Exploration of SoTL Grant, \$1,000/7 months, Awarded October 2020
- 2020** Honorable Mention Award for CHI 2020 Conference, submission 8604
- 2020** FY21 University Research Grant, “Gamespective: A Nuanced and Collaborative Online Game Database Through the Lens of Humanities,” \$2,830/1 year, Awarded 5/20/2019
- 2020** Illinois State University, Wonsook Kim College of Fine Arts, Dean Travel Grant, \$250/1 semester
- 2020** Illinois State University, Wonsook Kim School of Art Faculty Development Grant, \$700/1 semester
- 2020** Illinois State University, Creative Technologies Faculty Development Grant, \$1000/1 semester
- 2019** Northeastern University R&D Grant #S4823-PO340824, “A Social Platform that Models User Identity Via Interactive Stories,” \$23,785/1 month, Awarded 5/2019
- 2018** National Science Foundation (NSF) #1850937, I-Corps Grant (2018 Fall, EL), \$50,000/1 year, Awarded 9/2018
- 2018** Massachusetts Institute of Technology Node Innovation Corps Grant #347267, \$2,500/2 months, Awarded 1/2018
- 2013** Scientific and Technological Research Council of Turkey Doctoral Fellowship, (TL/USD approx.) \$49,500/3 years, Awarded 9/2013
- 2013** Istanbul Bilgi University Faculty of Communication Merit Scholarship for 75% tuition
- 2011** Istanbul Bilgi University the Dean’s Graduate Fellowship
- 2011** Istanbul Bilgi University Faculty of Communication Merit Scholarship for full tuition
- 2000** Ministry of Education OSYM Undergraduate Scholarship for full tuition

Graduate Student Advising

Directed Studies

Ian Cooper (ISU, WK School of Art Graduate Program, MFA), 2022-2023.

Royce Adams (ISU, Creative Technologies Program), 2022-2023.

Moji Kalantari (ISU, Creative Technologies Graduate Program), 2021-2023.

Sargylana Cherepanova (ISU, WK School of Art Graduate Program, MFA), 2021-2022.

Ethan Cossio (ISU, Creative Technologies Graduate Program), 2020-2021.

Mason Bates (ISU, Creative Technologies Graduate Program), 2020-2021.

Thesis Advisor and Committee Chair

Ufuk Çetincan, (Istanbul Bahcesehir University, Game Design Graduate), “An Analysis of the Visual Aesthetics and Referentiality of Mortal Kombat 1, Defended, 2020.

Orçun Ağca, (Istanbul Bahcesehir University, Game Design Graduate), “A framework for quest generation based on NPC motivations,” Defended 2019.

Özge Mirza, (Istanbul Bahcesehir University, Game Design Graduate), “An analysis of religious imagery in Assassin’s Creed Origins,” Defended 2019.

Yeliz Kurt, (Istanbul Bahcesehir University, Game Design Graduate), “Social behaviour learning with digital games: An experimental study,” Defended 2019.

Selim Özkil, (Istanbul Bahcesehir University, Game Design Graduate), “From monetization to creating an in-game economy: Roles of a game designer,” Defended 2019.

Ali Han Şimşek, (Istanbul Bahcesehir University, Game Design Graduate), “Streamlining of games and its effect on casual and hardcore players,” Defended 2019.

Sezin Engür, (Istanbul Bahcesehir University, Game Design Graduate), “The impact of machine learning on gaming industry,” Defended 2018.

Doruk Kılcıkoğlu, (Istanbul Bahcesehir University, Game Design Graduate), “Comparing players’ self-perceived and actual gaming dedication levels,” Defended 2017.

Publications

Journal Articles

2022 Joni Salminen, Soon-gyo Jung, Lene Nielsen, Sercan Şengün, Bernard J. Jansen. “How does varying the number of personas affect user perceptions and behavior? Challenging the ‘small personas’ hypothesis!” *International Journal of Human - Computer Studies*, 168 (102915)
<https://doi.org/10.1016/j.ijhcs.2022.102915>

2022 Sercan Şengün, Peter Mawhorter, James Bowie-Wilson, Yusef Audeh, Haewoon Kwak, D. Fox Harrell. “Contours of virtual enfreakment in

- fighting game characters,” *Technological Forecasting and Social Change* 180 (121797) <https://doi.org/10.1016/j.techfore.2022.121707>
- 2022** Joni Salminen, Sercan Şengün, João Santos, Soon-gyo Jung, and Bernard Jansen. “Can Unhappy Pictures Enhance the Effect of Personas? A User Experiment,” *ACM Transactions on Computer-Human Interaction*, 29(2), pp. 1-59. <https://dl.acm.org/doi/10.1145/3485872>
- 2022** Sercan Şengün, Joao M. Santos, Joni Salminen, Soon-gyo Jung, and Bernard J. Jansen, “Do players communicate differently depending on the champion played? Exploring the Proteus effect in League of Legends,” *Technological Forecasting and Social Change* 177(121556). <http://doi.org/10.1016/j.techfore.2022.121556>
- 2020** Sercan Şengün and Selcen Ozturkcan, “Re-shaped by mobile technologies’ disruption: The videogame industry in Turkey,” *Studies on Marketing Insights*, 4(1), pp. 44-56. <https://dergipark.org.tr/en/pub/somi/issue/56246/755664>
- 2020** Joni Salminen, Sercan Şengün, Soon-gyo Jung, and Bernard Jansen, “Exploring the Relationship of Online Toxicity and News Topics: An Analysis of 63,886 YouTube Videos,” *Plos One*, 15(2). <https://doi.org/10.1371/journal.pone.0228723>
- 2019** Peter Mawhorter, Sercan Şengün, Haewoon Kwak, and D. Fox Harrell, “Identifying regional trends in avatar customization,” *IEEE Transactions on Games*, 11 (4), pp. 405-415. <http://doi.org/10.1109/TG.2018.2835776>
- 2018** Joni Salminen, Sercan Şengün, Haewoon Kwak, Jisun An, Bernard J. Jansen, Soon-Gyo Jung, D. Fox Harrell, and Sarah Vieweg, (2018), “From 2,772 segments to 5 personas: Summarizing a diverse online audience by generating culturally adapted personas,” *First Monday*, 23 (6). <https://doi.org/10.5210/fm.v23i6.8415>
- 2018** Sercan Şengün and D. Fox Harrell, “Virtual identity systems should better support gulf nationals,” *The Oxford Gulf and Arabian Peninsula Studies Forum*, Spring 2018, University of Oxford, pp. 4-8.
- 2017** Sercan Şengün, “Ludic voyeurism and passive spectatorship in Gone Home and other ‘walking simulators,’” *Video Game Art Reader*, 1 (1).
- 2015** Sercan Şengün, “Why Do I Fall for the Elf, When I Am No Orc Myself? The implications of virtual avatars in digital communication,” *Journal of Communication and Society*, 27, pp.181-193, [http://dx.doi.org/10.17231/comsoc.27\(2015\).2096](http://dx.doi.org/10.17231/comsoc.27(2015).2096)
- 2015** Sercan Şengün, “A semiotic reading of digital avatars and their role of uncertainty reduction in digital communication,” *Journal of Media Critiques [JMC] Digital Communication Impact Special Issue*, <https://doi.org/10.17349/jmc114311>
- 2014** Sercan Şengün, “Sanal hikaye anlatıcılığı çağında yaşayan bilimkurgu ve fantastik dünyalar olarak video oyunları” (*Turkish, title trans.:*

- Videogames as living science fiction and fantasy worlds in the age of virtual storytelling), *Varlık*, #1278, pp. 16-21, Varlık Press, Istanbul
- 2013 Sercan Şengün, “Silent Hill 2 and the curious case of invisible agency,” *Lecture Notes on Computer Science*, #8230, pp. 180-185, https://doi.org/10.1007/978-3-319-02756-2_22

Conference Papers

- 2022 Sercan Şengün and Barbaros Bostan. “Passive collaboration and connections in a ‘strand game’: changing the way we play,” *GAME-ON’2022* (14-16 September, Lisbon, Portugal)
- 2022 Joni Salminen, Sercan Şengün, João M. Santos, Soon-gyo Jung, and Bernard Jansen. “Can Unhappy Pictures Enhance the Effect of Personas? A User Experiment,” *CHI 2022: The ACM CHI Conference on Human Factors in Computing Systems*. (30 April-5 May, New Orleans, LA) <https://programs.sigchi.org/chi/2022/program/content/70511>
- 2021 Joni Salminen, Milica Milenkovic, Sercan Şengün, Soon-gyo Jung, and Bernard Jansen. “Weaponizing Words: Analyzing Fake News Accusations Against Two Online News Channels,” *BESC 2021: The 8th International Conference on Behavioural and Social Computing*. (29-31 October, Doha, Qatar) (***best paper award nominee***) <https://doi.org/10.1109/BESC53957.2021.9635377>
- 2021 Joni Salminen, Sercan Şengün, Soon-gyo Jung, and Bernard Jansen. “Comparing Persona Analytics and Social Media Analytics for a User-Centric Task Using Eye-Tracking and Think-Aloud,” *CHIItaly 2021: Proceedings of the 2021 CHIItaly Conference*. (11-13 July, Bozen-Bolzano, Italy) <https://doi.org/10.1145/3464385.3464734>
- 2020 Joni Salminen, Shammur Chowdhury, Sercan Şengün, Soon-gyo Jung, and Bernard Jansen. “Personas and Analytics: A Comparative User Study of Efficiency and Effectiveness for a User Identification Task,” *CHI '20: Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, pp. 1-13. (24-30 April, Honolulu, Hawaii) <https://doi.org/10.1145/3313831.3376770> (***honorable mention for best paper award***)
- 2020 Joni Salminen, Liu Ying-Hsang, João M. Santos, Sercan Şengün, and Bernard Jansen, “The effect of numerical and textual information on visual engagement and perceptions of AI-driven persona interfaces,” *IUI '20: Proceedings of the 25th International Conference on Intelligent User Interfaces* (17-20 March, Cagliari, Italy), pp. 357-368. <https://doi.org/10.1145/3377325.3377492>
- 2019 Sercan Sengun, Joni Salminen, Peter Mawhorter, Soon-Gyo Jung, and Bernard J. Jansen. “Exploring the relationship between game content and culture-based toxicity: A case study of League of Legends and MENA players.” *HT '19 Proceedings of the 30th ACM Conference on Hypertext*

and Social Media, pp. 87-95. (17-20 September, Hof, Germany.)
<https://doi.org/10.1145/3342220.3343652>

- 2019** Sercan Sengun, Joni Salminen, Soon-Gyo Jung, Peter Mawhorter, and Bernard J. Jansen. "Analyzing hate speech toward players from the MENA in League of Legends." *CHI EA '19: Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems*. (4-9 May, Glasgow, Scotland, UK.), pp. 1-6. <https://doi.org/10.1145/3290607.3312924>
- 2019** Joni Salminen, Sercan Sengun, Soon-Gyo Jung, and Bernard J. Jansen. "Design issues in automatically generated persona profiles: A qualitative analysis from 38 think-aloud transcripts." *CHIIR '19: Proceedings of the 2019 Conference on Human Information Interaction and Retrieval*. (10-14 March, Glasgow, Scotland, UK), pp. 225-229.
<https://doi.org/10.1145/3295750.3298942>
- 2018** Ali Jahanian, Sercan Şengün, Peter Mawhorter, Haewoon Kwak, & D. Fox Harrell. "Grounding AI-driven cross-cultural analysis with community insights," *CHI 2018 Workshop: ArabHCI Working with Arab Communities* (21-26 April, Montreal, Canada)
- 2017** Joni Salminen, Sercan Şengün, Haewoon Kwak, Bernard Jansen, Jisun An, Soon-Gyo Jung, Sarah Vieweg, and D. Fox Harrell. "Generating cultural personas from social data: A perspective of Middle Eastern users," *IEEE International Conference on Future Internet of Things and Cloud, FiCloud-2017*. (21-23 August, Prague, Czech Republic),
<http://doi.org/10.1109/FiCloudW.2017.97>
- 2017** D. Fox Harrell, Sarah Vieweg, Haewoon Kwak, Chong-U Lim, Sercan Sengun, Ali Jahanian, and Pablo Ortiz. "Culturally-grounded analysis of everyday creativity in social media: A case study in Qatari context," *C&C '17: Proceedings of the 2017 ACM SIGCHI Conference on Creativity and Cognition*. (June 27-30, Singapore), pp. 209-221.
<https://dl.acm.org/doi/10.1145/3059454.3059456>
- 2013** Sercan Şengün, "Cybertexts, hypertexts and interactive fiction: Why shan't the prodigal children overthrow their forefathers," *Innovation, Difference, Irregularity, LIT FICTION '13*, pp. 58-66, Mimar Sinan University Press, Istanbul
- 2012** Sercan Şengün, "Engagement model as the basis for video game design," *Proceedings of ECREA 2012 Pre-Conference: Experiencing Digital Games: Use, Effects & Culture of Gaming*.

Book Chapters

- 2022** Sercan Şengün, Jennifer Price, Lyndsie Schlink, Kristin Walker, "Azeroth Has a Workplace Gender Inequality Problem: Gendered Professions Bias in Virtual Worlds," In: Barbaros Bostan (eds.) *Games and Narrative: Theory and Practice, International Series on Computer Entertainment and Media Technology*. Cham: Springer. https://doi.org/10.1007/978-3-030-81538-7_7

- 2022** Özge Mirza, Sercan Şengün, “An Analysis of the Use of Religious Elements in Assassin’s Creed Origins,” In: Barbaros Bostan (eds.) *Games and Narrative: Theory and Practice, International Series on Computer Entertainment and Media Technology*. Cham: Springer.
https://doi.org/10.1007/978-3-030-81538-7_16
- 2022** Sercan Şengün, “Six Degrees of Videogame Narrative,” In: Barbaros Bostan (eds.) *Games and Narrative: Theory and Practice, International Series on Computer Entertainment and Media Technology*. Cham: Springer. https://doi.org/10.1007/978-3-030-81538-7_1
- 2021** Sercan Şengün, “Play and Society (CTK 359/460.1),” In: Richard E. Ferdig, Emily Baumgartner, & Enrico Gandolfi (eds.) *Teaching the Game: A Collection of Syllabi for Game Design, Development, and Implementation*, pp. 3-19, Pittsburgh, PA: Carnegie Mellon University ETC Press. <https://doi.org/10.1184/R1/14866866>
- 2021** D. Fox Harrell, Sercan Şengün, and Danielle Olson. “Africa and the avatar dream: Mapping the impacts of videogame representations of Africa,” *The Digital Black Atlantic* (eds. Kelly Josephs and Roopika Risam), Minneapolis, MN: University of Minnesota Press, pp. 183-206.
- 2020** Sercan Şengün, Güven Çatak, and Mustafa Feyyaz Sonbudak, “‘It is so good, it cannot be Turkish’: A case study of local video game producers versus local gamer communities,” in *Creative Industries in Turkey* (ed. Tolga Hepdinçler and Hasan Kemal Süher), pp. 55-72, Berlin: Peter Lang Publishing.
<https://www.peterlang.com/view/9783631823903/html/ch12.xhtml>
- 2020** Ysabelle Coutu, Yangyuqi Chang, Wendi Zhang, Sercan Sengun, and Ray LC. “Immersiveness and usability in VR: A comparative study of Monstrum and Fruit Ninja,” *Game User Experience and Player-Centered Design* (ed. Barbaros Bostan), pp. 349-360, Berlin: Springer.
https://link.springer.com/chapter/10.1007/978-3-030-37643-7_20
- 2020** Sidan Fan, Jin H. Kim, Sonya I. McCree, and Sercan Sengun. “Integrate: A digital game for testing conformity in decision making,” *Game User Experience and Player-Centered Design* (ed. Barbaros Bostan), pp. 21-42, Berlin: Springer. https://link.springer.com/chapter/10.1007/978-3-030-37643-7_2
- 2020** Ysabelle Coutu, Yangyuqi Chang, Wendi, and Sercan Sengun. “The relationship between cohesive game design and player immersion: A case study of original versus reboot Thief,” *Game User Experience and Player-Centered Design* (ed. Barbaros Bostan), pp. 437-448, Berlin: Springer.
https://link.springer.com/chapter/10.1007/978-3-030-37643-7_15
- 2019** Sercan Şengün, Şevket Tüfekçi, “How Turkish literature permeated to hypertext and e-publishing: The intertwined cases of altZine and altKitap,” *New Media Studies V: History of the Turkish Internet* (ed. Erkan Saka), Alternative Informatics Association Press, Istanbul, pp. 449-490.

- 2018** Sercan Şengün, “A survey of marketing management for videogames industry in Turkey,” *Marketing Management in Turkey* (eds. Selcen Ozturkcan, Elif Yolbulan Okan), Emerald Publishing, Bradford, UK, pp. 353-388.
- 2016** Selcen Öztürkcan, Sercan Şengün, “Pleasure in pain: How accumulation in gaming systems produce grief,” *Gamer Psychology and Behaviour* (eds. Barbaros Bostan and Courtney Clark), Springer International Publishing, <https://doi.org/10.1007/978-3-319-29904-4>
- 2016** Sercan Şengün, “Video oyunlarının toplumsal ve politik değişim potansiyellerini okumak amacı ile farklı bir sınıflandırma önerisi” (*Turkish, title trans.: A classification proposal to understanding the potential of videogames in social and political change*), *Yeni Medya Çalışmaları II. Ulusal Kongresi – Kongre Kitabı*, pp. 459-471, ISBN: 978-605-62169-5-4.
- 2015** Selcen Öztürkcan and Sercan Şengün, “Gaining reward vs avoiding loss: When does gamification stop being fun?” *Handbook of Research on Trends in Gamification*, (eds. Donna Davis and Harsha Gangadharbatla), pp.48-72, IGI-Global, ISBN: 978-1-4666-8651-9.
- 2015** Sercan Şengün, “Gaze of the local vs the other: Images of Istanbul in video games,” *IMAGES (IV) – Images of the Other*, (ed. Veronika Bernard), pp. 95-104, Lit Verlag: Zürich.
- 2015** Sercan Şengün, “Sanal hikaye anlatıcılığı çağında yaşayan bilimkurgu ve fantastik dünyalar olarak video oyunları” (*Turkish, title trans.: Videogames as living science fiction and fantasy worlds in the age of virtual storytelling*), *Edebiyatın İzinde: Fantastik ve Bilimkurgu*, (eds. Seval Şahin, Banu Öztürk, and Didem Ardalı Büyükarmak), pp. 211-220, Bağlam Press, İstanbul.
- 2014** Sercan Şengün, “Dijital avatarlar için semiyotik bir okuma ve avatarların dijital iletişimde belirsizlik azaltma rolleri” (*Turkish with English abstract, title trans.: A semiotic reading of digital avatars and their role of uncertainty reduction in digital communication*), *Dijital İletişim Etkisi*, pp. 33-44, Iskenderiye Press, İstanbul.

Encyclopedia Entries

- 2022** Erin Elizabeth Ridgely, Sercan Şengün, “New Super Mario Bros. Wii, An Analysis,” *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_432-1
- 2022** Rafael Gonzales, Sercan Şengün, “Hades: An Analysis,” *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_433-1
- 2021** Rhiannon Kelly, Sercan Şengün, “Video Games and Accessibility: A Case Study of The Last of Us II,” *Encyclopedia of Computer Graphics and*

- Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_429-1
- 2021** Tristan M. Simmons, Sercan Şengün, “Animal Crossing: New Horizons and Its Popularity During COVID-19 Pandemic,” *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_435-1
- 2021** Mason Bates, Sercan Şengün, “Itch.io, History of,” *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_430-1
- 2021** Lys Bump, Sercan Şengün, “Among Us and Its Popularity During COVID-19 Pandemic,” *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_431-1
- 2021** Sam Godby, Sercan Şengün, “Resident Evil 2, History Of,” *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_434-1
- 2021** Lauren E. Stipp, Sercan Şengün, “The Sims Franchise, a Retrospective of Racial Representation and Skin Tones,” *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_436-1
- 2018** Sercan Şengün, “Video game engagement: Psychological frameworks,” *Encyclopedia of Computer Graphics and Games* (eds. Newton Lee), Living Reference Work, Springer, Cham. https://doi.org/10.1007/978-3-319-08234-9_158-1

Services

Committee Memberships

- 2022-present** Member, Graphic Design Faculty Search Committee
- 2022-present** Member, Milner Library Game Collection Working Group
- 2022** Member, Curriculum Software RFP Evaluation Working Group
- 2021-present** Member, University Technology Advisory Committee
- 2021-2022** Committee Chair, Game Design and Game Design/ART Faculty Search Committee
- 2021-2023** Committee Chair, College Curriculum Committee, Representing WK School of Art
- 2020-2021** Member, College Curriculum Committee, Representing WK School of Art
- 2020-present** Member, School Scholarship and Recruiting Committee
- 2021-present** Full faculty member, ISU Graduate School
- 2020-2021** Member, Ad Hoc School Diversity, Equity, and Inclusion Committee
- 2019-2021** Faculty member, ISU Graduate School

- 2019** Ad Hoc Program Curriculum Committee: created and reviewed syllabi and participated in curricula building meetings for the upcoming *Game Design Sequence* under the Creative Technologies Program
- 2019** Ad Hoc Program Curriculum Committee: participated in curricula building and program/name-change meetings for the revised *Interdisciplinary Technologies Sequence* under the Creative Technologies Program
- 2018** Faculty Member, NULab for texts, maps and networks, Northeastern University

Academic Peer-review & Conferences

- 2021-2022** Program Committee Member, Special Track in Esports and Online Gaming at the ACM Web Conference 2022, Lyon-France, April 25-29, 2022.
- 2021** Reviewer, *Conferences*: ACM CHI 2022 Conference on Human Factors in Comp. Systems
- 2021** Editorial Advisory Board Member for the book "Multidisciplinary Perspectives on Narrative Aesthetics in Video Games" published by Peter Lang Publishing, Berlin, July 2021, ISBN 978-3-631-83805-1.
- 2021** Scientific Committee Member, IPCC 2021 – Interdisciplinary PhD Communication Conference, Istanbul-Turkey, Virtual, May 7-8, 2021
- 2021-present** Reviewer, *Journals*: Digital Humanities Quarterly
- 2021-present** Reviewer, *Books & Chapters*: (1) Morgan & Claypool Publishers
- 2020-present** Editorial Board Member, Encyclopedia of Computer Graphics and Games (ECGG), an academic MRW from Springer
- 2020-present** Reviewer, *Journals*: (1) Galatasaray University Journal of Communication; (2) IEEE Transaction in Games; (3) Journal of National Cultural Studies
- 2020-present** Reviewer, *Books & Chapters*: IGI Global, Peter Lang Publishing
- 2020** Scientific Committee Member, Game + Design Education PUDCAD Universal Design Education Practice Conference, Istanbul Technical University, Istanbul-Turkey, June 24-26, 2020
- 2020** Invited participant at the Champions in Higher Education of XR (CHEX) Kickoff Meeting within the iLRN 2020: 6th International Conference of the Immersive Learning Research Network, June 21-25, Online.
- 2019-present** Reviewer, *Journals*: (1) SAGE Convergence; (2) IEEE Transaction in Games; (3) SAGE New Media & Society; (4) MDPI Education Sciences; (5) MDPI Heritage; (7) MDPI Arts
- 2019-present** Reviewer, *Books & Chapters*: (1) Springer Publishing; (2) IGI Global
- 2019** Organizing Committee: Technical Program Member, TIE 2019, 3rd EAI International Conference on Technology, Innovation, Entrepreneurship, and Education

- 2018** Technical Program Committee Member, ArtsIT 2018 - 7th EAI Int. Conf. Interactivity & Game Creation
- 2018** Reviewer, *Conferences*: ACM CHI 2018 Conference on Human Factors in Comp. Systems
- 2018** Reviewer, *Journals*: (1) MDPI Arts; (2) MDPI Heritage
- 2017** Reviewer, *Conferences*: Eurasia Graphics 2017 Conference on Virtual and Interactive Worlds
- 2016** Reviewer, *Conferences*: ACM CHI 2016 Conference on Human Factors in Comp. Systems
- 2015** Committee Chair, Ministry of Education “Videogames and Kids,” Seminar
- 2014** Organizing Committee Member, The Philosophy of Computer Games Conference 2014
- 2014** Member of Advisory Board, Bogazici University, Nazim Hikmet Culture & Arts Center

RSO Advising

- 2021-present** RSO Advisor for ISU Game Dev Club
- 2020-present** RSO Advisor for ISU Gen Games Club
- 2020-present** RSO Advisor for ISU Redbird Rocket League
- 2019-present** RSO Advisor for ISU Super Smash Bros. Clubs

Other ISU-related

- 2022** Curator, CTK Visions, an exhibition of work created by students of the Creative Technologies Program, September 13-27, 2022, Student Gallery
- 2022** Organized the *Games Showcase 2022* event that took place on May 6 in CVA 110, see: <https://news.illinoisstate.edu/2022/05/choose-your-own-adventure-students-demonstrate-creations-at-games-showcase/> and <https://www.youtube.com/watch?v=fZHM3a4-Qng>
- 2021** Panelist, Insights from “Reinvent Your Course for Diversity, Equity, and Inclusion” Program, WK College of Fine Arts
- 2021** Organized the production of a virtual *Games Showcase 2021* event in the form of a video games exhibition that can be watched here: <https://www.youtube.com/watch?v=9r-7goWnNoQ>
- 2021** Organized the booth and participated in *Sixty-Six Game Expo* in Redbird Arena (October 8-10) representing the Creative Technologies program Game Design Sequence
- 2020** Organized the production of a virtual *Games Showcase 2020* event in the form of a video games exhibition that can be watched here: https://www.youtube.com/watch?v=qIzxA_Fz6zY

- 2020** Organized the booth and participated in *Sixty-Six Game Expo and Game Jam* in Bloomington, IL (January 17-19) representing the Creative Technologies program Game Design Sequence
- 2020** Acted as the judge for the *Sixty-Six Game Jam* student game design competition along with Tony Reimer (School of Theatre and Dance) and Dr. Mary E. Califf (School of IT)
- 2019-present** Wonsook Kim College of Fine Arts Commencement Ceremony – Attended and participated in commencement ceremonies in regalia both physically and virtually
- 2019** Attended and participated in focus groups for the redesigns of ISU Faculty Portal Project and ISU Research Website
- 2019** Attended and participated in CTK Family Breakfast
- 2019** Attended and participated in portfolio reviews for CTK Graduate Students
- 2019** ISU Marketing and Communication: Designed a 3-fold brochure for Creative Technologies Program’s *Game Design Sequence* to be distributed at Sixty-Six Games Expo 2020, Bloomington, IL

Professional Development

- 2022** Completed CTLT 2022 Fall institutes and workshops for 3.5 hours (Safe Zone, Equitable and Inclusive Syllabus)
- 2022** Completed CTLT 2022 Spring and Summer institutes and workshops for **29** hours (Effective Research Mentoring for Student Success; Anti-Ableist Access and Universal Accommodations; Gender as a Landscape: Meeting Your Students Beyond the Binary; Making Course Materials More Affordable for Students; Teaching Civic Skills through Deliberative Dialogues)
- 2022** Participated in CTLT’s 2022 University-Wide Teaching & Learning Symposium on Jan 5
- 2021** Participated in UMFN 2021 Fall Sessions (Increasing Your Visibility as a Scholar; Building your Network of Support to Prepare you for Tenure and Promotion; University Funding and Resources to Support Your Scholarship)
- 2021** Attended College-Wide Zoom Lecture: Establishing a Framework for Equity, Diversity, and Inclusion with Dr. Dakesa Piña
- 2021** Completed the Kognito At-risk for University and College Faculty and Staff online certificate training sponsored by ISU Growth Change team (08/11/2021)
- 2021** Completed CTLT 2021 Fall, Summer, and Spring institutes and workshops for a total of **97,5** hours (Asynchronous Communication to Enhance Student Engagement and Problem-Solving Workshop; Exploring Curiosity as a Tool to Engage Students with Course Content; Creative Student Protest; Help Students Develop a Professional Persona in the Classroom;

Build Confidence in Creating Inclusive Course Materials; Increase Synchronous and Asynchronous Engagement with Nearpod, Padlet, Flipgrid, and EdPuzzle; CTLT Teaching and Learning Symposium; The Safe Zone Project for Instructors; Teaching with Text Analysis; Using Visual Literacy to Enhance Teaching, Learning, and Critical Engagement; Teaching with Digital Mapping, among others)

- 2021** Participated in professional development (PD) programming sponsored by the Wonsook Kim College of Fine Arts GROWTH Change Team (GCT) (Trauma Informed Teaching with Dr. Jimmy Chrismon; Equity Toolkit-Self Paced Resources; Reinvent Your Course for Diversity, Equity, and Inclusion)
- 2020** Completed CTLT 2020 Fall workshops for a total of 14 hours (Teaching into the Void; Early Faculty Development Circle: Overview of Scholarly Teaching Practices; 2021 ISU CTLT Teaching and Learning Symposium)
- 2020** Accepted into and completed the 2020 Summer *CTLT SI20 Design Your Course* course devoting 3-5 hours per week for 8 weeks
- 2020** Participated in the SoTL workshops: 10/7/2020 Engaging in Professional Networks Using Social Media; 10/14/2020 Using Social Media as a Culturally Responsive Teaching Tool; and earned DIY Certificate of: Class Climate and Culture in Online Environments.
- 2020** Participated in professional development (PD) programming sponsored by the Wonsook Kim College of Fine Arts GROWTH Change Team (GCT)
- 2020** Completed the QM (Quality Matters) Independent Improving Your Online Course workshop (10/27/2020)
- 2020** Completed CTLC 2020 Summer Institute Workshops for a total of 18 hours (*Short Workshops*: Hybrid Teaching for Fall 2020; Online Course Design; Welcoming Students and Course Introduction; Establishing Clear Expectations; Facilitating Discussion; Creating Micro-lectures; Equity and Diversity; Engaging Students; Accessibility and Accommodations; Teaching Large Online Courses; *Long Workshops*: Using Data to Inform a Metacognitive Approach to Instruction; Mental Health First Kid)
- 2020** Completed CTLT 2020 Spring workshops for a total of 4 hours (Introduction to the Scholarship of Teaching and Learning; Seeing White Series: Creation of Whiteness; SWS: Historical Context of Whiteness)
- 2019** Devoted 15 hours to professional development by attending and participating in the activities of ISU CTLT (ReggieNet: Create Basic Assignments & Tests and Quizzes; International Students at ISU; Early Career Faculty Circle and Luncheon; Foundations of Diversity: Microaggressions & Privilege and Power; Formstack for Beginners; Diversity TLC)

Exhibitions & Installations

- 2022** “CTK Visions” Game Design, 2022 @Student Gallery

- 2022** “Your Identity, Should You Choose to Accept It” Game Design & Graphic Design Installation, 2022 Faculty Biennial @University Galleries
- 2020** “No Poets, No Lovers” Algorithmic Art Installation, 2020 Faculty Biennial @University Galleries

Computation & Expression

- 2021** “Who goes there?” Expressive Computing Project, Online
<https://sercansengun.itch.io/who-goes-there>
- 2019** “Ademâbâd” Expressive Computing Project, Online
<http://sercansengun.com/ademabad/>
- 2016** “Neverwhere” Expressive Computing Project, Online
<http://sercansengun.com/neverwhere/>
- 2016** “Neosavbot” Expressive Computing Project & Twitter Bot, Online
<http://sercansengun.com/neosavbot/>
- 2016** “Where2Begin” Expressive Computing Project, Online
<http://sercansengun.com/where2begin/>

Industry Appointments

- 2022-present** BORN, Trainings and Partnerships Advisor
- 2011-2014** kreatiFabrika Comm. Agency, Director for Digital and SM Projects
- 2005-2011** Nintendo of Europe Local Office, Director for Regional Marketing
- 2003-2005** Avaturk Gaming Services, Director of Content
- 1999-2003** Arti Interaktif New Media Agency, Managing Partner

Conference Presentations

- 2022** Lauren Stipp and Sercan Sengun, “The Sims Franchise: A Retrospective of Racial Representation and Skin Tones,” ISU University Research Symposium 2022
- 2022** Mojde Kalantari, Ellie Parvin, and Sercan Sengun, “Who Governs the Virtual Worlds: Tensions Between Developers and Players as Forms of Cultural Governance in MMO Videogames,” ISU University Research Symposium 2022
- 2017** Design 4 Diversity: An IMLS National Forum Project, Northeastern University, Boston
- 2017** ACM Creativity & Cognition 2017, Singapore National Gallery, Singapore
- 2016** New Media II. National Congress, Kadir Has University, Istanbul
- 2015** IMAGES (IV) – Images of the Other, Austrian Embassy, Istanbul
- 2015** Edebiyatın İzinde 2015 Fantastik ve Bilimkurgu Konferansı, Yıldız University, Istanbul

- 2014** Digital Communication Impact 2014, Istanbul Ticaret University, Istanbul
- 2013** LIT FICTION '13, Mimar Sinan University, Istanbul
- 2012** ECREA 2012 Pre-Conference: Experiencing Digital Games, Istanbul

Other Institutions

- 2021-2022** Selection Committee, Next in Game Startup Comp., nextgamestartup.com
- 2016** Selection Committee, Startup Bootcamp Istanbul, Gamegarage Accelerator
- 2014** Selection Committee, Turkcell “Coding Future Games” Series 1 & 2
- 2012-2014** Volunteer Media Consultancy to TransXTurkey: A Multiplatform about Transgender in Turkey, SPoD LGBT, and Istanbul LGTBTT Associations

Panels and Workshops

- 2021** YSO Corp Hyper Lab, “DECKS Framework,” Workshop Instructor
- 2021** ISU BE 354 - Educational Technology Information System, “Game Design and Gamification,” Guest Lecture
- 2021** BAU Research Methodologies Studio, “Virtual Identities,” Guest Lecture
- 2020** Bilgi University Communication Doctorate Program Talks, “Virtual Identities, Avatars, and Other Digital Human Proxies,” Guest Lecture
- 2020** Teen Art Group @University Galleries
- 2020** ISU Music Composition Studio, “Creating Music for Games,” Guest Lecture
- 2018** NULab, “Nuanced Archives for Video Games,” Invited Presentation
- 2016** Startup Bootcamp Istanbul, “Creativity in Game Design,” Workshop Instructor
- 2015** Amberfest, “Games for Change,” Panelist
- 2015** Mobile Day 2015, “Videogame Industry in MENA,” Panelist
- 2015** Oyunder @GameX 2015, “Games and Narrative,” Workshop Instructor
- 2015** Oyunder /G Industry Talks, “Unity in Istanbul,” Panel Chair
- 2015** Oyunder /G Industry Talks, “Disney Interactive, Blizzard Entertainment, and Riot Games in Istanbul,” Panel Chair
- 2014** II. Istanbul Design Biennial, “Future of Fashion, Ads, and Game Design,” Panelist
- 2014** Istanbul Aydin University, “Digital Game Production in Turkey,” Panelist
- 2014** Istanbul Ticaret University, “Highlights of Mobile Gaming Industry,” Panelist
- 2014** Oyunder @GameX 2014, “Digital Game Industry in Turkey,” Panel Chair
- 2014** Oyunder /G Industry Talks, “Game Audio Day,” Panel Chair

2014 GILT Academy '14, "Mobile Gaming Industry in Turkey Lecture Series,"
Panelist

Other Professional Endeavors

2015-current Analog Game Design:

- You Are On Mute (2022, The Game Crafter)
<https://www.thegamecrafter.com/games/you-are-on-mute>
- Cavern Crawlers (2022, The Game Crafter)
<https://www.thegamecrafter.com/games/cavern-crawlers>
- Puzzle Dungeon Descent 2 (2022, Itch.io)
<https://isuctkgame.itch.io/puzzle-dungeon-descent-2>
- Charted (2022, Itch.io) <https://isuctkgame.itch.io/charted-a-collection-of-fantasy-maps>
- Puzzle Dungeon Descent (2021, Itch.io)
<https://isuctkgame.itch.io/puzzle-dungeon-descent>
- Polar (2021, Itch.io) <https://isuctkgame.itch.io/polar>
- The Next Best President (2021, The Game Crafter)
<https://www.thegamecrafter.com/games/the-next-best-president>
- Hidden Pandemic (2021, The Game Crafter)
<https://www.thegamecrafter.com/games/hidden-pandemic>
- Hex (2021, Itch.io) <https://isuctkgame.itch.io/hex>
- Your Quest, Should You Choose to Accept It (2020, The Game Crafter)
<https://www.thegamecrafter.com/games/your-quest-should-you-choose-to-accept-it>
- A Murder Most Fowl: Bloody Plumage (2020, The Game Crafter)
<https://www.thegamecrafter.com/games/a-murder-most-fowl:-bloody-plumage>
- Tomb of the Fallen King (2020, Itch.io)
<https://isuctkgame.itch.io/tomb-of-the-fallen-king>
- Swindler's Market (2020, Itch.io)
<https://isuctkgame.itch.io/swindlers-market>
- Break the Glass Ceiling (2020, Itch.io)
<https://isuctkgame.itch.io/break-the-glass-ceiling>
- Area 51 (2020, Itch.io) <https://isuctkgame.itch.io/area-51>
- Foundational Voices (2018, Itch.io, contains Meeting Mix-up, Freaky Forest, Aliens & Cowboys, Green Line Getaway, Heist or Bust, Battleground, Clandestine OPS, Fishbowl, and Link Up!)
- A Murder Most Fowl (2015, The Game Crafter)

2013-current Digital Game Design:

- Geriatric Jamboree (2022, Itch.io)
<https://isuctkgame.itch.io/geriatric-jamboree>

- Project: Level Design 2022 (2022, Itch.io) <https://isuctkgame.itch.io/project-level-design-2022>
- Who goes there? (2021, Itch.io) <https://sercansengun.itch.io/who-goes-there>
- Project: Level Design (2021, Itch.io) <https://isuctkgame.itch.io/project-level-design>
- Beat Bound (2021, Itch.io) <https://isuctkgame.itch.io/beat-bound>
- *Inspector Turing* (2018, iOS, Android), Educational
- *Painting Gallery with Niru Niru & Friends* (2015, iOS), Educational
- *Save Christmas with Niru Niru & Friends* (2016, iOS), Kids Entertainment
- *Pathika* (2014, iOS, Android), Puzzle
- *Quiz Apps: World Football* (2013, iOS, Android), Puzzle
- *Quiz Apps: Hollywood* (2013, iOS, Android), Puzzle

1996-2008 Altzine.net, Webmaster/Editor, *the longest running online Turkish hypertext magazine for literature, arts, and culture*
<http://tr.wikipedia.org/wiki/AltZine>

2004-2012 Altkitap.com, Art Director, *The first online Turkish e-publishing house. Published more than 50 free digital Turkish books up to today.*
<http://tr.wikipedia.org/wiki/Altkitap>

2009-2011 Nintendocu Magazine, Editor-in-Chief, *Official seasonal (tri-monthly) magazine about Nintendo products, reviews, previews, and other content. ISSN: 1309-0062 (Discontinued)*

Current Memberships

ACM (Association for Computing Machinery), *Member since 2017*

CHEX (Champions in Higher Education of XR Consortium), *Member since 2020*

DIGRA (Digital Games Research Association), *Member since 2013*

EAI (European Alliance for Innovation), *Member since 2020*

ECREA (European Comm. Research and Education Association), *Member since 2012*

IGDA (International Game Developers Association), *Member since 2013*

MIT Alumni Association, *Member since 2016*

OYUNDER (Turkish Game Developers, Designers, and Publishers Association),
Academic Chair since 2015