

# Sercan Şengün, Ph.D.

Assistant Professor of Games & Interactive Media  
Nicholson School of Communication  
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## Academic Appointments

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- 2023-present**     **Assistant Professor of Games & Interactive Media**, Games & Interactive Media, Nicholson School of Communication, University of Central Florida
- 2019-2023**     **Assistant Professor of Creative Technologies–Game Design**, Creative Technologies, Wonsook Kim College of Fine Arts, Illinois State University
- 2022-2023**     **Area Head (Game Design)**, Creative Technologies Program
- 2022-2023**     **Area Co-Coordinator**, Graphic Design, WK School of Art
- 2022-2024**     **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
- 2018-present**     **Research Affiliate**, Audience, Customer, and User Analytics Lab, Qatar Computing Research Institute
- 2018-2019**     **Visiting Assistant Professor of Game Design**, College of Arts, Media and Design, Game Design Program, Northeastern University
- 2014-2019**     **Lecturer**, Faculty of Communication, Digital Game Design Program, Istanbul Bahcesehir University
- 2016-2018**     **Postdoctoral Research Associate**, MIT Imagination, Computation, and Expression Laboratory (ICE Lab) & MIT CSAIL (Computer Science and Artificial Intelligence Laboratory), Massachusetts Institute of Technology
- PI: D. Fox Harrell (MIT CSAIL & CMS).
- 2017-2018**     **Visiting Researcher**, QCRI (Qatar Computing Research Institute, Social Computing Group), Hamad Bin Khalifa University
- December 2017 – June 2018
  - PIs: Haewoon Kwak (HBKU), D. Fox Harrell (MIT CSAIL & CMS).

- 2016-2017**      **Visiting Researcher**, QCRI (Qatar Computing Research Institute, Social Computing Group), Hamad Bin Khalifa University
- December 2016 – June 2017
  - PIs: Haewoon Kwak (HBKU), D. Fox Harrell (MIT CSAIL & CMS).
- 2015-2016**      **Lecturer**, Faculty of Communication, Digital Game Design Program, İstanbul Bilgi University

### Industry Appointments

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- 2022-2023**      Born Immersive UK
- 2011-2014**      kreatiFabrika Communication Agency
- 2005-2011**      Nintendo of Europe (Local Office)
- 2003-2005**      Avaturk Gaming Services
- 1999-2003**      Arti Interaktif New Media Agency

### Education

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- Ph.D.**              **Communication**, İstanbul Bilgi University, 2016  
Thesis: *Narra Ludens: Explaining Videogame Narrative Engagement Through Player Types* (*Advisor*: Selcen Ozturkcan, Ph.D., Linnaeus University, Sweden)
- 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*; *Published as a book chapter in Games and Narrative: Theory and Practice*, Cham: Springer. [https://doi.org/10.1007/978-3-030-81538-7\\_1](https://doi.org/10.1007/978-3-030-81538-7_1)
- 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

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- 2024**              UCF CDL Quality Online Course Designation for DIG2000
- 2024**              UCF CDL Quality Blended Course Designation for DIG4630
- 2024**              UCF College of Sciences Recognition for Outstanding Instruction
- 2024**              UCF CDL Quality Blended Course Designation for DIG3480
- 2024**              UCF CDL Quality Online Course Designation for DIG3175
- 2022**              Illinois State University Service Initiative Award, \$500/1 year.
- 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,” \$35,182/2 years, Awarded 5/12/2022.
- 2022** Co-PI with Michele Shropshire (Mennonite College of Nursing), FY23 University Research Grant, “Gerontological Nursing Care Gamification in Nursing,” \$3,879/1 year, Awarded 7/1/2022.
- 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.
- 2020** Illinois State University Research Initiative Award, \$500/1 year.
- 2020** Wonsook Kim College of Fine Arts Research Initiative Award, \$500/1 year.
- 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 School of Communication Merit Scholarship 3/4 tuition.
- 2011** Istanbul Bilgi University the Dean’s Graduate Fellowship.
- 2011** Istanbul Bilgi University School of Communication Merit Scholarship full tuition.
- 2000** The Republic of Turkey, Ministry of Education OSYM Undergraduate Scholarship full tuition.

## **Teaching & Advising**

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*University of Central Florida Courses:*

- DIG 2000 – Introduction to Digital Media (*CDL Quality Blended Course Designation*)
- DIG 2500 – Fundamentals of Interactive Design (*UCF Costa Rica*)
- DIG 3175 – Design for Access and Engagement (*CDL Quality Online Course Designation*)
- DIG 3840 – Computer as a Medium (*CDL Quality Blended Course Designation*)
- DIG 4630 – Creative Industries (*CDL Quality Blended Course Designation*)
- DIG 4714 – Intermediate Game Development
- DIG 4778 – Game Design Tools & Plugins
- DIG 4912 – Directed Independent Research
- DIG 4941 – Internship
- DIG 5831\* – Computational Media

***Shanghai Normal University Courses:***

- ART 18 / 19 – Introduction to Game Design

***Illinois State University Courses:***

- ART 444A13 – Problems in Studio Work
- ART 451A87 – Special Projects in Art: Video
- 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

***Northeastern University Courses:***

- GAME 1110 – Games and Society
- GAME 2500 – Foundations of Game Design
- GAME 3800 – Game Concept Development & Production
- GSND 5110\* – Game Design and Analysis
- GSND 5111\* – Game Seminar
- GSND 5130\* – Mixed Research Methods for Games
- GSND 6320\* – Psychology of Play

***Istanbul Bahcesehir University Courses:***

- GAD 5101\* – Games & Culture
- GAD 5103\* – Game Art & Aesthetics
- GAD 5888-1\* – Thesis I
- GAD 5888-2\* – Thesis II

***Massachusetts Institute of Technology Courses:***

- CMS.628 / 828\* – Advanced Identity Representation
- CMS 950\* – Multimedia Workshop

***Istanbul Bilgi University Courses:***

- GAME103 – Introduction to Design and Creative Thinking

\* Graduate-level courses

***Directed Independent Research:***

- Omar A., UCF DM GD, Fall 2024 (AI Agents & Emergent Behaviors)

***Internships:***

- Patsy P., UCF DM W&SP, Spring 2025 (Milk Mart)
- Joseph S., UCF DM W&SP, Fall 2024, Spring 2025 (A&R Belley Inc.)
- Patsy P., UCF DM W&SP, Fall 2024 (The Elite VIBES Comp.)
- Carlos P.J., UCF DM GD, Summer 2024 (Electronic Arts)
- Rochelle G., UCF DM W&SP, Summer 2024 (UCF Athletics)
- Lillian A., UCF DM W&SP, Spring 2024 (black dog designs, llc)
- Ariel Y., UCF DM GD, Spring 2024 (Jamf.com)

***Directed Studies:***

- Ian C. “*Occentatia: A playful & safe community for LGBTQ+ players through virtual worldbuilding*” (ISU, WK School of Art Graduate Program, MFA), 2022-2023.
- Royce A. “*Virtual DJing environments for VRChat*” (ISU, Creative Technologies Program), 2022-2023.
- Mojde K. “*The bitter truth: A VR game about women’s experiences of growing up in Iran*” (ISU, Creative Technologies Graduate Program), 2021-2023.
- Sargylana C. “*sulustar kæstybetter: A non-game on indigenous futurism for Sakha Yakut culture*” (ISU, WK School of Art Graduate Program, MFA), 2021-2022.
- Ethan C. “*Self-representation in virtual environments*” (ISU, Creative Technologies Graduate Program), 2020-2021.
- Mason B. “*Transitioning of game design students into game design careers*” (ISU, Creative Technologies Graduate Program), 2020-2021.

***Thesis Advisor and Committee Chair:***

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

- Orçun A., (Istanbul Bahcesehir University, Game Design Graduate), “*A framework for quest generation based on NPC motivations*,” Defended 2019.
- Özge M., (Istanbul Bahcesehir University, Game Design Graduate), “*An analysis of religious imagery in Assassin’s Creed Origins*,” Defended 2019.
- Yeliz K., (Istanbul Bahcesehir University, Game Design Graduate), “*Social behaviour learning with digital games: An experimental study*,” Defended 2019.
- Selim Ö., (Istanbul Bahcesehir University, Game Design Graduate), “*From monetization to creating an in-game economy: Roles of a game designer*,” Defended 2019.
- Ali Han Ş., (Istanbul Bahcesehir University, Game Design Graduate), “*Streamlining of games and its effect on casual and hardcore players*,” Defended 2019.
- Sezin E., (Istanbul Bahcesehir University, Game Design Graduate), “*The impact of machine learning on gaming industry*,” Defended 2018.
- Doruk K., (Istanbul Bahcesehir University, Game Design Graduate), “*Comparing players’ self-perceived and actual gaming dedication levels*,” Defended 2017.

## Publications

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### Journal Articles:

- 2023** B. Bostan, S. Sengun. “Forging connections: The social dynamics of ‘Death Stranding’ as a paradigm shift in gaming,” *New Trends in Computer Sciences*, 1(2), 97–112. <https://doi.org/10.3846/ntcs.2023.19412>
- 2023** S. Şengün, J. Santos, J. Salminen, M. Milenkovic, B. Jansen. “Is death only the beginning? How people mourn artificial characters in social media,” *Games and Culture*, <https://doi.org/10.1177/15554120231190195>
- 2022** J. Salminen, S. Jung, L. Nielsen, S. Şengün, B. 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** S. Şengün, P. Mawhorter, J. Bowie-Wilson, Y. Audeh, H. Kwak, F. 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** J. Salminen, S. Şengün, J. Santos, S. Jung, and B. 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** S. Şengün, J. Santos, J. Salminen, S. Jung, and B. 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** S. Şengün and S. 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** J. Salminen, S. Şengün, S. Jung, and B. 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** P. Mawhorter, S. Şengün, H. Kwak, and F. 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** J. Salminen, S. Şengün, H. Kwak, J. An, B. Jansen, S. Jung, F. Harrell, and S. 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** S. Şengün and F. 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** S. Şengün, “Ludic voyeurism and passive spectatorship in Gone Home and other ‘walking simulators,’” *Video Game Art Reader*, 1 (1).
- 2015** S. 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** S. 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** S. Şengün, “Videogames as living science fiction and fantasy worlds in the age of virtual storytelling,” *Varlık*, #1278, pp. 16-21, Varlık Press, Istanbul
- 2013** S. 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](https://doi.org/10.1007/978-3-319-02756-2_22)

#### **Conference Papers:**

- 2024** C. Yildirim, S. Şengün, E. Kucuk, M. Akhoroz, and D.F. Harrell. “From My Vantage Point: Exploring the Effect of First-Person and Third-Person Perspectives on Social Acceptance in VR Roleplaying Games,” In *Proceedings of the International Conference on Mobile and Ubiquitous Multimedia (MUM '24)*. (1-4 December, Stockholm, Sweden) Association for Computing Machinery, New York, NY, USA, 471–474. <https://dl.acm.org/doi/10.1145/3701571.3703388>
- 2024** S. Şengün. “Eye tracking in VR: A case study of ‘Missing’,” *Joint Conference on Serious Games 2024*, Nov 7-8, NY, USA. [https://dl.acm.org/doi/10.1007/978-3-031-74138-8\\_31](https://dl.acm.org/doi/10.1007/978-3-031-74138-8_31)

- 2024 S. Şengün, C. Yildirim, and D.F. Harrell. “The effects of roleplaying orientations on transformative learning and perspective taking in virtual reality,” *23rd IFIP International Conference on Entertainment Computing, ICEC 2024, Sep 30-Oct 3, Manaus, Brazil*. [https://doi.org/10.1007/978-3-031-74353-5\\_15](https://doi.org/10.1007/978-3-031-74353-5_15)
- 2024 S. Şengün, J. Salminen, S. Jung, K. Aldous, and B. Jansen. “‘There’s something about Noura’: Exploring think-aloud reasonings for users' persona choice in a design task,” *ACM Conference on Designing Interactive Systems, DIS 2024*, pp. 1234-1247, July 1-5, Copenhagen, Denmark. <https://dl.acm.org/doi/10.1145/3643834.3661512>
- 2023 C. Yildirim, S. Şengün, M. Akhoro, E. Kucuk, and F. Harrell. “Through the looking glass: The role of virtual mirrors in shaping empathy in virtual reality perspective taking,” *MUM2023 (22nd International Conference on Mobile and Ubiquitous Multimedia)*, pp. 495–498, December 3-6, Vienna, Austria. <https://dl.acm.org/doi/10.1145/3626705.3631789>
- 2023 J. Salminen, S. Şengün, J. Santos, S. Jung, L. Nielsen, B. Jansen. “The choice of a persona: An analysis of why stakeholders choose a given persona for a design task,” *HCI 2023 25TH International Conference on Human-Computer Interaction (23-28 July, Copenhagen, Denmark)* [https://doi.org/10.1007/978-3-031-48038-6\\_18](https://doi.org/10.1007/978-3-031-48038-6_18)
- 2023 C. Yildirim, S. Sengun, P. Amer, JJ Hawke, F. Harrell. “Toward computationally-supported roleplaying for perspective-taking,” *HCI in Games: 5th International Conference, HCI-Games 2023, Held as Part of the 25th HCI International Conference (23-28 July, Copenhagen, Denmark)*, pp. 154-171 [https://doi.org/10.1007/978-3-031-35930-9\\_11](https://doi.org/10.1007/978-3-031-35930-9_11)
- 2022 S. Şengün and B. Bostan. “Passive collaboration and connections in a ‘strand game’: changing the way we play,” *GAME-ON’2022 (14-16 September, Lisbon, Portugal)*
- 2022 J. Salminen, S. Şengün, J. Santos, S. Jung, and B. 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 J. Salminen, M. Milenkovic, S. Şengün, S. Jung, and B. Jansen. “Weaponizing words: Analyzing fake news accusations against two online news channels,” *BESC 2021: The 8<sup>th</sup> 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 J. Salminen, S. Şengün, S. Jung, and B. 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 J. Salminen, S. Chowdhury, S. Şengün, S. Jung, and B. 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 J. Salminen, L. Ying-Hsang, J. Santos, **S. Şengün**, and B. 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 **S. Sengun**, J. Salminen, P. Mawhorter, S. Jung, and B. 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 **S. Sengun**, J. Salminen, S. Jung, P. Mawhorter, and B. 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 J. Salminen, **S. Sengun**, S. Jung, and B. 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 A. Jahanian, **S. Şengün**, P. Mawhorter, H. Kwak, and F. Harrell. “Grounding AI-driven cross-cultural analysis with community insights,” *CHI 2018 Workshop: ArabHCI Working with Arab Communities* (21-26 April, Montreal, Canada)
- 2017 J. Salminen, **S. Şengün**, H. Kwak, B. Jansen, J. An, S. Jung, S. Vieweg, and F. 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 F. Harrell, S. Vieweg, H. Kwak, C. Lim, **S. Sengun**, A. Jahanian, and P. 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 **S. 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 **S. 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 (Multiple Authors/Editors):**

2023 N. Lee *et al.*, *Encyclopedia of Computer Graphics and Games*, 1st ed. Dec 14, 2023. <https://doi.org/10.1007/978-3-319-08234-9> ISBN-10: 3031231597; ISBN-13: 978-3031231599.

**Book Chapters:**

- 2023 S. Şengün, “Tabula rasa identities and passive spectatorship in video games: A case study on walking simulators,” In: E. Süngü and B. Bostan (eds.) *Digital Games 2.0 Identity*. Istanbul: Nobel Academic Press. ISBN: 978-625-427-497-8
- 2023 S. Şengün, “Who owns virtual game worlds? Ownership tensions between developers and players,” In: E. Süngü and B. Bostan (eds.) *Digital Games 2.0 Identity*. Istanbul: Nobel Academic Press. ISBN: 978-625-427-497-8
- 2022 S. Şengün, J. Price, L. Schlink, K. Walker, “Azeroth has a workplace gender inequality problem: Gendered professions bias in virtual worlds,” In: B. 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](https://doi.org/10.1007/978-3-030-81538-7_7)
- 2022 Ö. Mirza, S. Şengün, “An analysis of the use of religious elements in Assassin’s Creed Origins,” In: B. 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](https://doi.org/10.1007/978-3-030-81538-7_16)
- 2022 S. Şengün, “Six degrees of videogame narrative,” In: B. 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](https://doi.org/10.1007/978-3-030-81538-7_1)
- 2021 S. Şengün, “Play and society (CTK 359/460.1),” In: R. Ferdig, E. Baumgartner, & E. 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 F. Harrell, S. Şengün, and D. Olson. “Africa and the avatar dream: Mapping the impacts of videogame representations of Africa,” *The Digital Black Atlantic* (eds. K. Josephs and R. Risam), Minneapolis, MN: University of Minnesota Press, pp. 183-206.
- 2020 S. Şengün, G. Çatak, and M. 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* (eds. T. Hepdinçler and J. Süher), pp. 55-72, Berlin: Peter Lang Publishing. <https://www.peterlang.com/view/9783631823903/html/ch12.xhtml>
- 2020 Y. Coutu, Y. Chang, W. Zhang, S. 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. B. Bostan), pp. 349-360, Berlin: Springer. [https://link.springer.com/chapter/10.1007/978-3-030-37643-7\\_20](https://link.springer.com/chapter/10.1007/978-3-030-37643-7_20)
- 2020 S. Fan, J. Kim, S. McCree, and S. Sengun. “Integrate: A digital game for testing conformity in decision making,” *Game User Experience and Player-Centered*

*Design* (ed. B. Bostan), pp. 21-42, Berlin: Springer.

[https://link.springer.com/chapter/10.1007/978-3-030-37643-7\\_2](https://link.springer.com/chapter/10.1007/978-3-030-37643-7_2)

- 2020** Y. Coutu, Y. Chang, W. Zhang, and **S. Sengün**. “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. B. Bostan), pp. 437-448, Berlin: Springer.  
[https://link.springer.com/chapter/10.1007/978-3-030-37643-7\\_15](https://link.springer.com/chapter/10.1007/978-3-030-37643-7_15)
- 2019** **S. Şengün**, Ş. 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. E. Saka), Alternative Informatics Association Press, Istanbul, pp. 449-490.
- 2018** **S. Şengün**, “A survey of marketing management for videogames industry in Turkey,” *Marketing Management in Turkey* (eds. S. Ozturkcan, E. Okan), Emerald Publishing, Bradford, UK, pp. 353-388.
- 2016** S. Öztürkcan and **S. Şengün**, “Pleasure in pain: How accumulation in gaming systems produce grief,” *Gamer Psychology and Behaviour* (eds. B. Bostan and C. Clark), Springer Publishing, <https://doi.org/10.1007/978-3-319-29904-4>
- 2016** **S. Şengün**, “A classification proposal to understanding the potential of videogames in social and political change,” *New Media Studies II. National Congress – Congress Book*, pp. 459-471, ISBN: 978-605-62169-5-4.
- 2015** S. Öztürkcan and **S. Şengün**, “Gaining reward vs avoiding loss: When does gamification stop being fun?” *Handbook of Research on Trends in Gamification*, (eds. D. Davis and H. Gangadharbatla), pp.48-72, IGI-Global, ISBN: 978-1-4666-8651-9.
- 2015** **S. Şengün**, “Gaze of the local vs the other: Images of Istanbul in video games,” *IMAGES (IV) – Images of the Other*, (ed. V. Bernard), pp. 95-104, Lit Verlag: Zürich.
- 2015** **S. Şengün**, “Videogames as living science fiction and fantasy worlds in the age of virtual storytelling,” *In Search of Literature: Fantasy and Science Fiction*, (eds. S. Şahin, B. Öztürk, and D. Büyükarmak), pp. 211-220, Bağlam Press, Istanbul.
- 2014** **S. Şengün**, “A semiotic reading of digital avatars and their role of uncertainty reduction in digital communication,” *Digital Communication Impact*, pp. 33-44, Iskenderiye Press, Istanbul.

#### ***Encyclopedia Entries:***

- 2022** E. Ridgely, **S. Şengün**, “New Super Mario Bros. Wii, An analysis,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, et al.), Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_432-1](https://doi.org/10.1007/978-3-319-08234-9_432-1)
- 2022** R. Gonzales, **S. Şengün**, “Hades: An analysis,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, et al.), Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_433-1](https://doi.org/10.1007/978-3-319-08234-9_433-1)
- 2021** R. Kelly, **S. Şengün**, “Video games and accessibility: A case study of The Last of Us II,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, et al.),

Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_429-1](https://doi.org/10.1007/978-3-319-08234-9_429-1)

- 2021** T. Simmons, **S. Şengün**, “Animal Crossing: New Horizons and its popularity during the COVID-19 pandemic,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, *et al.*), Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_435-1](https://doi.org/10.1007/978-3-319-08234-9_435-1)
- 2021** M. Bates, **S. Şengün**, “Itch.io, History of,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, *et al.*), Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_430-1](https://doi.org/10.1007/978-3-319-08234-9_430-1)
- 2021** L. Bump, **S. Şengün**, “Among Us and its popularity during the COVID-19 pandemic,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, *et al.*), Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_431-1](https://doi.org/10.1007/978-3-319-08234-9_431-1)
- 2021** S. Godby, **S. Şengün**, “Resident Evil 2, History of,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, *et al.*), Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_434-1](https://doi.org/10.1007/978-3-319-08234-9_434-1)
- 2021** L. Stipp, **S. Şengün**, “The Sims Franchise, a retrospective of racial representation and skin tones,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, *et al.*), Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_436-1](https://doi.org/10.1007/978-3-319-08234-9_436-1)
- 2018** **S. Şengün**, “Video game engagement: Psychological frameworks,” *Encyclopedia of Computer Graphics and Games* (eds. N. Lee, *et al.*), Living Reference Work, Springer, Cham. [https://doi.org/10.1007/978-3-319-08234-9\\_158-1](https://doi.org/10.1007/978-3-319-08234-9_158-1)

#### ***White Papers & Reports:***

- 2024** **S. Şengün**, “VR Eye Tracking Case Study: Learnings & best practices for design, art, and technical approaches,” *Born*. <https://www.born.net/eye-tracking-in-vr>
- 2023** **S. Şengün**, “The Aviation Industry & Spatial Computing,” *Active Matter*. <https://www.activematter.tech/the-aviation-industry-and-spatial-computing>

#### **Services & Professional Development**

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##### ***University of Central Florida Committee Memberships***

- 2025-present** Chair, NSCM, Awards and Recognition Committee
- 2024-2025** Member, Games and Interactive Media, Assistant Professor Hire Search Committee
- 2024-present** Member, Games and Interactive Media, Communication and Culture Ad Hoc Committee
- 2024-2025** Chair, Games and Interactive Media, Instructor/Lecturer Hire Search Committee
- 2024-present** Member, NSCM, Instructor/Lecturer Promotion Committee
- 2023-2024** Member, Games and Interactive Media, Instructor Hire Search Committee

**2023-present** Member, Games and Interactive Media, Digital Media MA Graduate Subcommittee

**2023-present** Member, Games and Interactive Media, Awards and Recognition Subcommittee

**2023-present** Faculty Member, College of Graduate Studies

**2023-present** Commencement Ceremony – Attended and participated in commencement ceremonies in regalia (Fall 2023, Spring 2024)

***University of Central Florida Professional Development***

**2024** Attended UCF Faculty Excellence’s Tenured/Tenure-Earning Faculty Community Meetings (11/15)

**2024** Attended UCF CDL’s Teaching with Generative AI: From Principle to Practice Keynote (11/1)

**2024** Attended UCF Digital Learning Day 2024 (9/27)

**2024** Attended UCF OR Department of Education Awardee Panel Discussion (9/19)

**2024** Attended UCF FCTL 2024 Summer Institute for **3** days (5/6-8)

**2024** Attended UCF Division of Digital Learning’s Open Ed Live: The Future of Learning for All through Open Education International Event (2/27-29)

**2023** Completed Center for Distributed Learning's (CDL) IDL 6543

**2023** Attended UCF Faculty Excellence’s Mentoring Panel (10/19)

**2023-present** Attended Doctoral Strategic Communications Program faculty meetings for **2** hours (9/1; 9/29)

**2023-present** Attended FCTL Faculty Learning Community for New UCF Faculty meetings for **5** hours (9/12; 9/26; 10/17; 11/7; 12/5)

**2023-present** Attended COS and NSCM New Faculty Mentorship Community meetings for **15** hours (9/15; 10/4; 10/18; 10/27; 11/15; 1/26; 2/16; 3/1; 3/15; 4/5)

**2023** Various UCF professional seminars and workshops for **14** hours:

- UCF Simple Syllabus Information Session (4/12, 1 hour)
- UCF CoS Topic Research Seminar “New developments in the areas of Virtual, Augmented, and Mixed Reality and Artificial Intelligence” (12/6, 1 hour)
- UCF HR Respectful Dialogue Discussions: Managing Up (11/16, 1 hour)
- UCF HR Learning’s Leveraging Design Thinking at Work (11/14, 2 hours)
- NSCM Navigating the Future: Generative AI in Education- Possibilities, Boundaries, and Ethics (11/3, 1 hour)
- UCF Office of Research, Introduction to SciENcv Workshop (9/13, 1 hour)
- UCF Office of Research, New Faculty Series: Understanding the Proposal Process (10/16, 1.5 hours)
- FMC and iLab’s AVID (AR VR Innovation Discovery) Event (10/10, 2 hours)
- FCTL Teaching and Learning Days Workshops (10/11; 11/20, 5 hours)
- UCF Office of Research, Department of Defense Summer Fellowship Programs Workshop (10/30, 1 hour)

**2023** New faculty & HR orientations

***University of Central Florida Certificates***

- 2023** Accessibility by Design: From Social Justice to Classroom Access SAS Webcourse Completion Certificate (11/13/2023)
- 2023** Essentials of Webcourses@UCF Certification of Completion (9/8/2023)
- 2023** Kognito At-Risk for University and College Faculty and Staff Certification of Completion (8/8/2023)

***Academic Peer-review & Conferences***

- 2024** Reviewer, *Books & Chapters*: IGI Global, Peter Lang Publishing
- 2024-present** Reviewer, *Journals*: Wiley International Journal of Computer Games Technology, Journal of Graphic Engineering and Design (JGED: University of Novi Sad), Dokuz Eylul University Social Sciences Institute Journal, Humanities and Social Sciences Communications (Nature)
- 2024** Scientific Committee Member, 2nd Interdisciplinary Art, Design and Social Sciences International Symposium of Beykoz University Faculty of Art and Design, Istanbul-Turkey, Hybrid, May 21-22, 2024
- 2023-present** Reviewer, *Journals*: Games and Culture, Digital international journal of Architecture Art Heritage, Bodrum Journal of Art and Design
- 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** 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.
- 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 - 7<sup>th</sup> 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

### ***Illinois State University Committee Memberships***

- 2023-2023** Member, WKCFA Strategic Plan 2024-2029 Steering Committee
- 2022-2023** Member, Graphic Design Faculty Search Committee
- 2022-2023** Member, Milner Library Game Collection Working Group
- 2022** Member, Curriculum Software RFP Evaluation Working Group
- 2021-2023** 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
- 2020-2023** Member, School Scholarship and Recruiting Committee
- 2021-2023** Full faculty member, ISU Graduate School
- 2019-2021** Faculty member, ISU Graduate School
- 2020-2023** Member, School Scholarship and Recruiting Committee
- 2020-2021** Member, Ad Hoc School Diversity, Equity, and Inclusion Committee
- 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
- Illinois State University Professional Development***
- 2022** Participated in WKSoA Fall 2022 Belonging & Equity Retreat (10/3)
- 2022** Completed CTLT 2022 Fall institutes and workshops for **10** hours:
- Safe Zone
  - Equitable and Inclusive Syllabus
  - Equitable and Inclusive Classroom Culture
  - Neurodiversity in Higher Education)
- 2022** Completed CTLT 2022 Spring and Summer institutes and workshops for **55** 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



- 2021** • Teaching with Digital Mapping

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* 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
  - 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:

  - 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
  - Using Data to Inform a Metacognitive Approach to Instruction
  - Mental Health First Kid
- 2020** Completed CTLT 2020 Spring workshops:

  - Introduction to the Scholarship of Teaching and Learning
  - Seeing White Series: Creation of Whiteness
  - Seeing White Series: Historical Context of Whiteness
- 2019** Devoted **15** hours to professional development by attending and participating in the activities of ISU CTLT in 2019 Fall:

  - ReggieNet: Create Basic Assignments & Tests and Quizzes
  - International Students at ISU
  - Early Career Faculty Circle and Luncheon
  - Foundations of Diversity: Microaggressions

- Foundations of Diversity: Privilege and Power
- Formstack for Beginners
- Foundations of Diversity: Implicit Bias

### ***Illinois State University RSO Advising***

- 2021-2023** RSO Advisor for ISU Game Dev Club
- 2020-2023** RSO Advisor for ISU Gen Games Club
- 2020-2023** RSO Advisor for ISU Redbird Rocket League
- 2019-2023** RSO Advisor for ISU Super Smash Bros. Clubs

### ***Other ISU-related***

- 2023** Organized the *Games Showcase 2023* event that took place on April 27 in Circus Room, Bone Student Center, see: <https://www.youtube.com/watch?v=usc6MbgIrpQ>
- 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](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)
- 2019-2023** 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

### **Other Professional/Creative Endeavors**

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#### ***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

#### ***Recent News & Coverage:***

- 2024 "GaIM Professor Becomes a Board Member to Games for Change Local Chapter" (Hamed, October 2) <https://communication.ucf.edu/gaim-professor-becomes-a-board-member-to-games-for-change-local-chapter/>
- 2024 "GaIM Professor Wins Prestigious Award at Tribeca Festival," *Nicholson News* (Hamed, April 1) <https://communication.ucf.edu/gaim-professor-wins-prestigious-award-at-tribeca-festival/>
- 2024 "UCF professor creates new VR game," *UCF Knightly News* (Giles, April 17) <https://www.youtube.com/watch?v=51YKzq6KdYg&t=178s>
- 2024 "GaIM Professor and Team Develop Immersive VR Thriller with Mental Health Message," *Nicholson News* (Hamed, April 4) <https://communication.ucf.edu/gaim-professor-and-team-develop-immersive-vr-thriller-with-mental-health-message/>
- 2024 "Defining Experts with Sercan Sengun," *Nicholson News* (Hamed, April 4) <https://communication.ucf.edu/defining-experts-with-sercan-sengun/>
- 2024 "De « Street Fighter II » à « Tekken 8 » : l'étranger dans les jeux de combat japonais, de la caricature à l'arme de seduction," *Le Monde* (Benoit-Gonin, January 24) [https://www.lemonde.fr/pixels/article/2024/01/26/de-street-fighter-ii-a-tekken-8-l-etranger-dans-les-jeux-de-combat-japonais-de-la-caricature-a-l-arme-de-seduction\\_6213250\\_4408996.html](https://www.lemonde.fr/pixels/article/2024/01/26/de-street-fighter-ii-a-tekken-8-l-etranger-dans-les-jeux-de-combat-japonais-de-la-caricature-a-l-arme-de-seduction_6213250_4408996.html)
- 2023 "Creative Technologies professor creates gaming database for educators" *ISU News* (Twork, September 6) <https://news.illinoisstate.edu/2023/09/games-that-make-the-grade/>
- 2023 "Graduate student's passion fuels development of video game Occentatia," *Redbird Scholar* (Dean, April 13) <https://news.illinoisstate.edu/2023/04/graduate-students-passion-fuels-development-of-video-game-occentatia/>
- 2023 "Video games shape who we are: Studies reveal subliminal influence and control" *Sampan* (Cavazos, March 29) <https://sampan.org/2023/leisure/video-games-shape-who-we-are-studies-reveal-subliminal-influence-and-control/>

- 2023 “Design of video game characters has physical-world repercussions” *MIT Open Learning Medium* (Jan 20) <https://medium.com/open-learning/design-of-video-game-characters-has-physical-world-repercussions-9fd8a4059cf5>
- 2023 “Students work to create social impact at Game Jam” *Iowa State Daily* (McClellan, January 29) <https://iowastatedaily.com/271898/news/students-work-to-create-social-impact-at-game-jam/>
- 2023 “Simulating discrimination in virtual reality” *MIT News* (Shipps, January 5) <https://news.mit.edu/2023/simulating-discrimination-virtual-reality-0105>
- 2022 “Choose your own adventure: Students demonstrate creations at Games Showcase” *ISU News* (Twork, May 9) <https://news.illinoisstate.edu/2022/05/choose-your-own-adventure-students-demonstrate-creations-at-games-showcase/>
- 2020 “Illinois State game design course uses online tools to build community, awareness” *ISU News* (Emken, November 20) <https://news.illinoisstate.edu/2020/11/illinois-state-game-design-course-uses-online-tools-to-build-community-awareness/>
- 2020 “Illinois State's Creative Technologies Program Is Leveling Up” *WGLT* (September 23) <https://www.wglit.org/show/wglts-sound-ideas/2020-09-23/illinois-states-creative-technologies-program-is-leveling-up#stream/0>
- 2020 “Creative Technologies Program plans to bring video game design sequence to campus” *The Vidette* (Plummer, July 8) [https://www.videtteonline.com/news/creative-technologies-program-plans-to-bring-video-game-design-sequence-to-campus/article\\_3ef0296e-c0a5-11ea-9a11-1fb235162e08.html](https://www.videtteonline.com/news/creative-technologies-program-plans-to-bring-video-game-design-sequence-to-campus/article_3ef0296e-c0a5-11ea-9a11-1fb235162e08.html)

### **Computation & Expression:**

- 2021 “[Who goes there?](#)” Expressive Computing Project, online, Itch.io
- 2019 “[Ademâbâd](#)” Expressive Computing Project, online
- 2016 “[Neverwhere](#)” Expressive Computing Project, online
- 2016 “[Why do they fight?](#)” Data Visualization Project, online
- 2016 “[Neosavbot](#)” Expressive Computing Project & Twitter Bot, online
- 2016 “[Where2Begin](#)” Expressive Computing Project, online
- 2004-2012 [Altkitap.com](#), Art Director, *The first online Turkish e-publishing house.*
- 1996-2008 [Alzine.net](#), Webmaster/Editor, *the longest running online Turkish hypertext magazine for literature, arts, and culture*

### **Other:**

- 2024-present Executive Board Member, Games for Change Turkiye Chapter, [gamesforchange.org](http://gamesforchange.org)
- 2021-2022 Selection Committee, Next in Game Startup Comp., [nextgamestartup.com](http://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 LGBTTT Associations

***Panels and Workshops:***

- 2024** VR for Education, Training, & Perspective-Change Workshop, 2/21, Maker Space, CMB, UCF Downtown
- 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

***Conference Presentations***

- 2024** Sercan Şengün, “Playgrounds, Mystery Boxes, and Role-playing: Game Design for Perspective Change,” Games for Change Turkiye Festival 2024. December 7-8, Istanbul, Turkiye.
- 2024** Sercan Şengün, “Eye tracking in VR: A case study of ‘Missing’,” Serious Games: 10th Joint International Conference, JCSG 2024, New York City, NY, USA, November 7–8, 2024.
- 2024** Sercan Şengün, Caglar Yildirim, and D. Fox Harrell, “The effects of roleplaying orientations on transformative learning and perspective taking in virtual reality,” 23rd IFIP International Conference on Entertainment Computing, ICEC 2024. Sep 30-Oct 3, Manaus, Brazil.

- 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

***Game Design, Publishing & Localization:***

**2022-present Commercial VR:**

- [Missing](#) (March 2024, Meta Quest Store)
- Impulse Dynamics (2023, Corporate Health Training App)

**2021-present Research VR:**

- On the Plane (2023, MIT Center for Advanced Virtuality)

**2015-present Analog Game Design:**

- [You Are on Mute](#) (2022, The Game Crafter)
- [Cavern Crawlers](#) (2022, The Game Crafter)
- [The Next Best President](#) (2021, The Game Crafter)
- [Hidden Pandemic](#) (2021, The Game Crafter)
- [Your Quest, Should You Choose to Accept It](#) (2020, The Game Crafter)
- [A Murder Most Fowl: Bloody Plumage](#) (2020, The Game Crafter)
- [Tomb of the Fallen King](#) (2020, Itch.io)
- [Foundational Voices](#) (2018, Itch.io)
- A Murder Most Fowl (2015, The Game Crafter)

**2013-present Digital Game Design:**

- [Geriatric Jamboree](#) (2022, Itch.io)
- [Beat Bound](#) (2021, Itch.io)
- *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
- 2009-2011** Nintendocu Magazine, Editor-in-Chief, *Official seasonal (tri-monthly) magazine about Nintendo. ISSN: 1309-0062 (Discontinued)*
- 2003** Zindanlar & Ejderhalar Oyuncunun El Kitabı (Dungeons & Dragons Player's Handbook) was translated into Turkish by Sercan Sengun and printed by Arka Bahçe Yayıncılık with ISBN #9789758518241
- 2003** Magic: The Gathering Portal 2-Player Starter Set was translated into Turkish by Sercan Sengun and printed by Wizards of the Coast with ISBN #1575302594

### **Current Memberships**

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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, & Publishers Association), *Member since 2015*