

## Res. Asst. PhD SAFA GÖRKEM AKTAŞ

### Personal Information

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### Education Information

Doctorate, Marmara University, Institute Of Social Sciences, Department Of Journalism, Turkey 2021 - 2024

Postgraduate, Marmara University, Institute Of Social Sciences, Department Of Journalism, Turkey 2019 - 2021

Undergraduate, Istanbul University, Faculty Of Literature, Department Of Modern Turkic Languages And Literatures, Turkey 2016 - 2019

### Dissertations

Doctorate, Dijital habercilikte büyük verinin kullanımı, Marmara University, Institute Of Social Sciences, Department Of Journalism, 2024

Postgraduate, Yeni medya ve gazetecilik: Marka gazeteciliği örneği, Marmara University, Institute Of Social Sciences, Department Of Journalism, 2021

### Research Areas

Social Sciences and Humanities

### Academic Titles / Tasks

Research Assistant, Marmara University, Faculty Of Communication, Journalism, 2024 - Continues

### Articles Published in Other Journals

- Using Google Trends as a Big Data Tool in Digital Journalism**  
Aktaş S. G., Özçağlayan M.  
Global Media Journal Turkish Edition , vol.14, no.28, pp.80-105, 2024 (Peer-Reviewed Journal)
- Türkiye'de Yeni Medya Konusunda Hazırlanan Lisansüstü Tezlere Yönelik Bir Analiz (2018-2022)**  
Aktaş S. G.  
Kritik İletişim Çalışmaları Dergisi , vol.5, no.2, pp.126-143, 2023 (Peer-Reviewed Journal)
- Ağ Toplumunda Dijital Medya Sahipliği: Elon Musk ve Twitter Örneği**  
Aktaş S. G.  
Düşünce ve Toplum Sosyal Bilim Dergisi, vol.5, no.1, pp.31-52, 2023 (Peer-Reviewed Journal)

## **Books & Book Chapters**

### **I. Marka Gazeteciliđi**

AKTAŞ S. G., ÖZÇAĞLAYAN M.

in: Dijital Çağda Uzman Gazetecilik II, Bayrakçı Serkan, Özyay Seçil, Editor, Çizgi Kitabevi, İstanbul, pp.177-200, 2022

## **Refereed Congress / Symposium Publications in Proceedings**

### **I. Journalism Practices Transformed by Digitalization: Comparison of Search Engine Performances of News Sites with Semrush Analysis**

Aktaş S. G.

VII. Uluslararası Yeni Medya Konferansı: Dijital İçerik Üretiminden Tüketimine Medya ve Toplumsal Dönüşüm, İstanbul, Turkey, 10 - 11 October 2024, pp.99-100

### **II. Using Google Trends as a Big Data Tool in Digital Journalism**

Aktaş S. G., Özçağlayan M.

The 16th Annual Conference of The Global Communication Association, İstanbul, Turkey, 15 - 17 May 2024

## **Metrics**

Publication: 6