

newmedia

New Media Application and Research Center E-Bulletin



VRlab

2018 April

2018 April

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Our Activities



On behalf of Istanbul Aydın University and New Media E-Journal, Assoc.Prof.Dr. Deniz Yengin participated in "Web of Science - Editor Workshop" organized by Clarivate Analytics in Cemil Bilsel Conference Hall of Istanbul University on 3 April 2018.



Our Activities

The Turkish Online Journal of Design, Art and Communication – TOJDAC

The article entitled "AUGMENTED REALITY AS A MEDIUM OF CONSUMPTION IN THE CONTEXT OF GLOBAL VILLAGE", published for publication in the Turkish Online Journal of Design, Art and Communication, was found suitable for publication by the referees.

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AUGMENTED REALITY AS A MEDIUM OF GAMIFICATION OF CONSUMPTION IN THE CONTEXT OF GLOBAL VILLAGE

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ABSTRACT

In today's world the differences between the virtual and real have fairly diminished. In this context, the virtual reality systems, which are the new means of communication and have the characteristic qualifications of new media technologies, have changed the one way communication model of traditional media. As a result of this transformation of the communication model, the user has begun to interact with the content producers. Therefore, the user is transformed from the passive role to the active role and continues his/her life in a two-way communication model. In this way, virtual environments, which the so called new media technology devices has brought in, made it possible for the users to control and interact with interfaces and this made it easy to send the message from the source to the target. The communication notion stands in the basis of the technology, which is produced for consuming; also it forms a basis for new media technologies like virtual reality. Especially gamification of consumption and by this way increasing the consuming behavior, this technology is the frontier of continuously improving new media technologies. In this context, in this study Huizinga's game notion is related with augmented technology and IKEA's augmented technology is examined.

Keywords: New Media, Augmented, Consumption, Virtual Environment

GLOBAL KÖY BAĞLAMINDA TÜKETİMİN OYUNLAŞTIRILMASI ARACI OLARAK ARTIRILMIŞ GERÇEKLIK

ÖZ

Günümüz dünyasında sanal ile gerçek arasındaki farklar oldukça azalmıştır. Bu anlamda yeni bir iletişim kanalı olan ve yeni medya teknolojilerinin karakteristik özelliklerini yansıtan sanal gerçeklik

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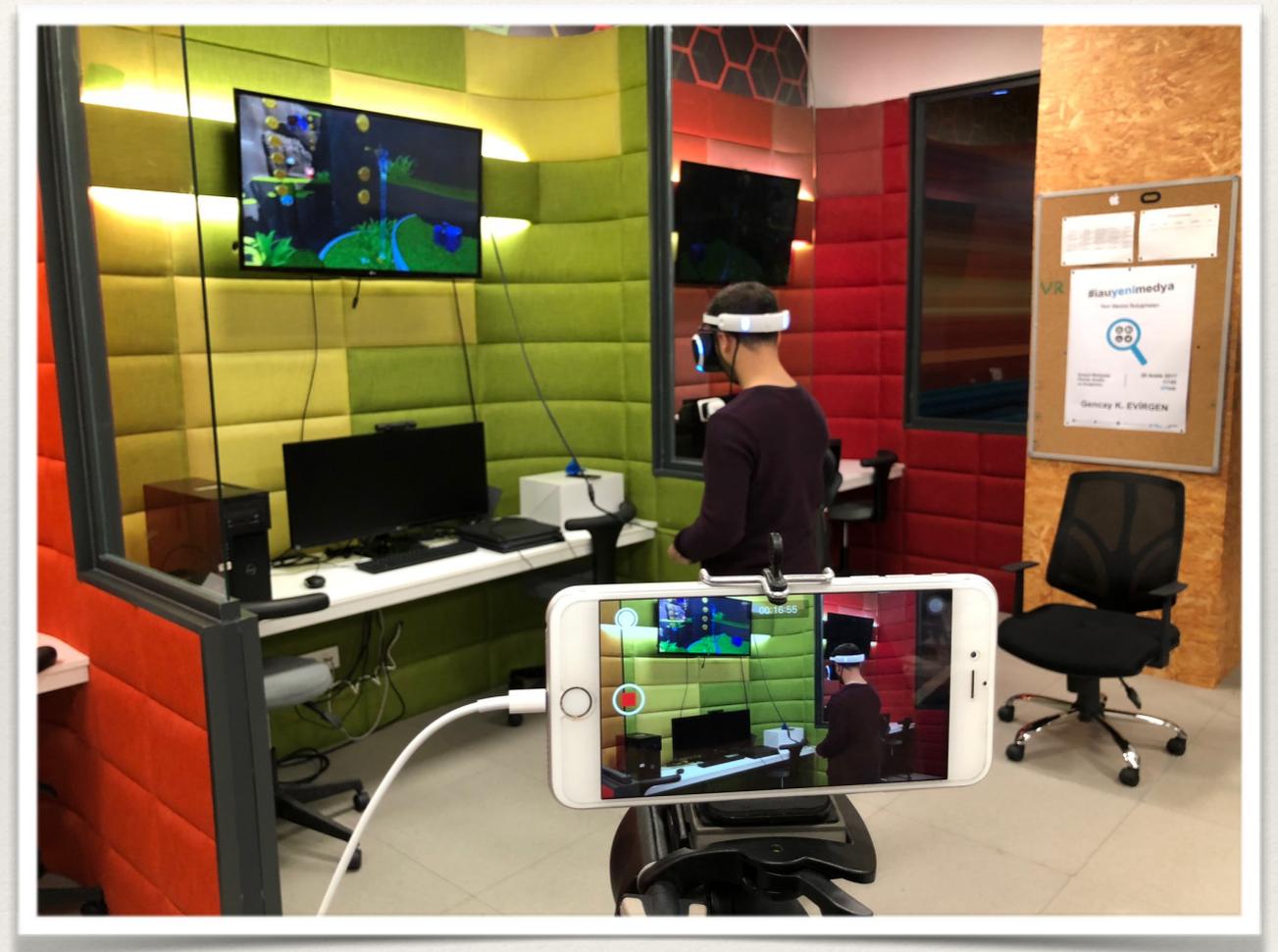
Our Activities

We have continued to produce 360-degree new content on our Youtube channel.



Our Activities

The research on virtual reality and digital diseases in the New Media Application and Research Center is continuing.



Our Activities

On behalf of the New Media Application and Research Center, Assoc.Prof.Dr. Deniz Yengin and Res.Ast. Tamer Bayrak attended the #yenimedya18 Conference held at Kadir Has University.



KADIR HAS
1997
UNİVERSİTESİ

#YeniMedya18
Konferansı
Yeni Medya ve Kriptopara
18 Nisan 2018 Çarşamba
Kadir Has Üniversitesi Cibali Kampüsü
D-Blok Büyük Salon

Moderatör: Dilara Eldaş Baş (Dijital Dönüşüm Derneği YKÜ)

12:30 - 13:00 Ücretsiz Kayıt ve Tanışma

13:00 Açılış Konuşması
Doç. Dr. Çiğdem Bozdağ (Kadir Has Üniversitesi Yeni Medya Bölüm Başkanı)
Prof. Dr. Hasan Bülent Kahraman (Kadir Has Üniversitesi İletişim Fakültesi Dekanı)

13:15 - 14:45 Yeni Medya-Kriptopara; Genel Dönüşüm

13:15-13:45 Yeni Medya, Dijital Dönüşüm ve KriptoPara
İsmail Hakkı Polat (Kadir Has Üniversitesi Yeni Medya Bölümü)

13:45-14:15 KriptoParalar ve Ekonomik ve Finansal Yıkım
Erkan Öz (Gazeteci-Yazar ve KriptoEkonomist)

14:15-14:45 KriptoPara Hukuku ve Düzenlemeler
Av. Şebnem Ahi (İstanbul Barosu Bilişim Hukuku Kom. Bşk. Yrd.)

14:45 - 15:00 Ara

15:00 - 16:30 Yeni Medya-Kriptopara; Sektörel Değişimler

15:00-15:30 Yeni Medya Yayıncılığı ve KriptoPara
Levent Kurt (Coin-turk.com Genel Yayın Yönetmeni)

15:30-16:00 Kripto Para Arzı (ICO) ve Kitle Pazarlaması
Alemlah Öztürk (41-29 Grey Ajans Başkanı)

16:00-16:30 KriptoPara Piyasaları ve Yeni Nesil KriptoPara Konseptleri
Oğuz Serdar (KriptoPara Girişimcisi ve Yatırımcısı)

16:30 - 17:00 Ara

17:00 - 18:30 Panel: Yerli Kripto Girişimleri
Cemil Türün (Defterhane) Moderatör
Umut Şenol (Bundle) - Gökhan Koç (Further) - Ali Erciyas (Krypted)

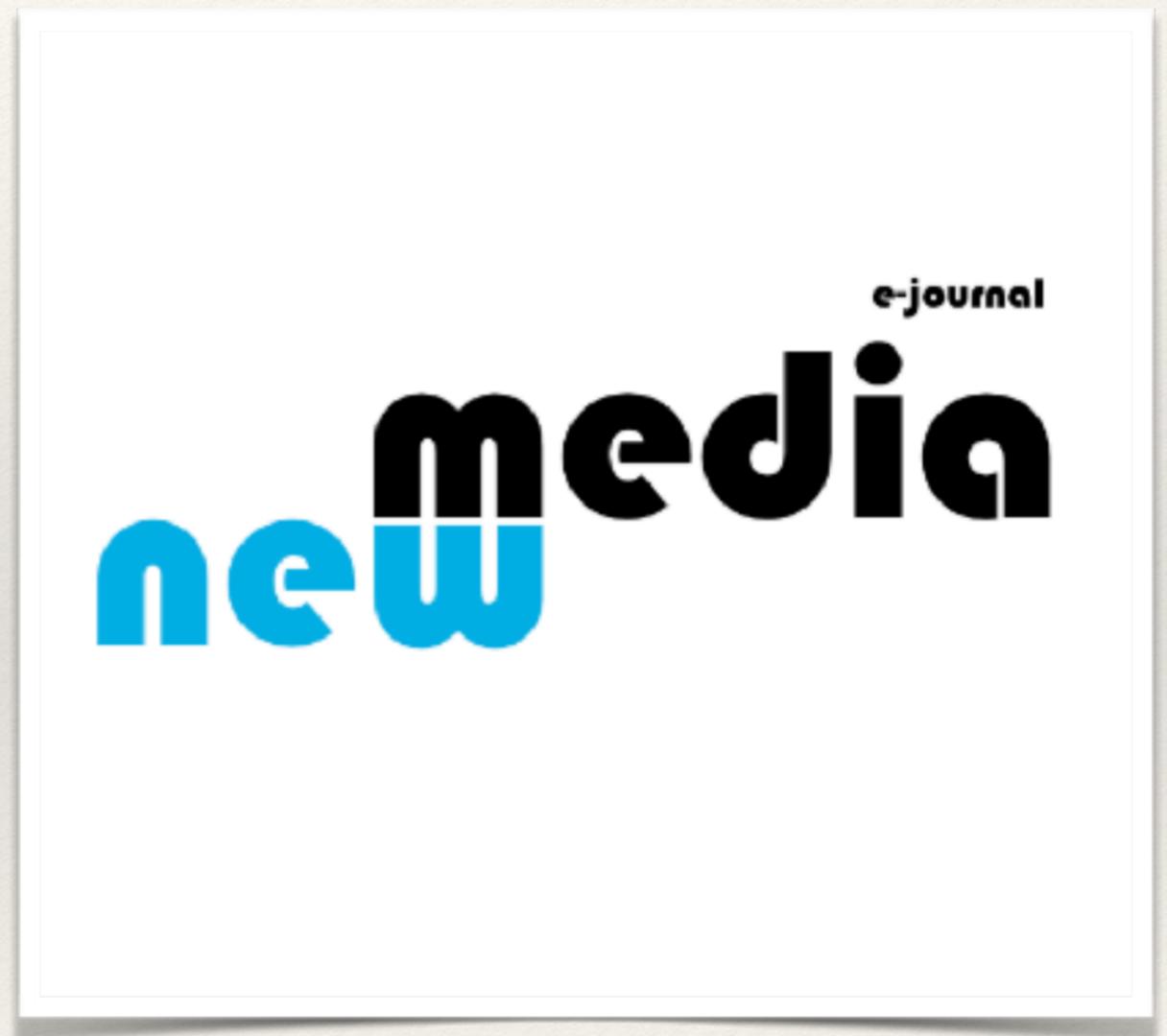
Bilgi ve Ücretsiz Kayıt
bit.ly/yenimedya18

Our Activities

New Media E-Journal Is Online

May 2018 issue of New Media E-Journal was published.

[Link](#)



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