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#### ACADEMIC EMPLOYMENT AND TITLES

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<b>2016 - Present</b>	Associate Dean, Koç University, College of Social Sciences and Humanities
<b>2011</b>	Granted the title of Associate Professor by the Council of Higher Education in Turkey
<b>2010 - Present</b>	Koç University, College of Social Sciences and Humanities
<b>2007 - 2010</b>	Kadir Has University, Faculty of Communication
<b>2005</b>	Instructor, Visual Communications College of General Studies University of Pennsylvania, Philadelphia, PA USA
<b>2001 - 2005</b>	Graduate student, Teaching and Research Assistant Annenberg School for Communication University of Pennsylvania, Philadelphia, PA USA

#### EDUCATION

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<b>2003 - 2007</b>	Ph.D. in Communication Annenberg School for Communication University of Pennsylvania Philadelphia, PA USA <i>Dissertation:</i> The Guilty Pleasure of Watching Like Big Brother <i>Advisor:</i> Oscar H. Gandy, Ph.D.
<b>2001 - 2003</b>	M.A. in Communication Annenberg School for Communication University of Pennsylvania Philadelphia, PA USA <i>Thesis:</i> Press Coverage of Privacy in the Aftermath of 9/11 <i>Advisor:</i> Oscar H. Gandy, Ph.D.
<b>1997 - 2001</b>	B.A. in Business Administration College of Administrative Sciences and Economics Koç University Istanbul, TURKEY

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**GRANTS AND AWARDS**


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<b>2018</b>	Received funding for Misinformation and Social Science Research from WhatsApp (with Scott Campbell, PI; Ozan Kuru, PI; Joseph Bayer; Richard Ling). Project: Beyond the Forward: The Social Shaping of (Mis)information through WhatsApp
<b>2017</b>	Recipient of Science Academy, Young Scientists Award (BAGEP)
<b>2016</b>	Recognized for Excellence in Teaching by Koç University's Initiative for Celebration of Teaching and Learning (Based on student evaluations for spring 2016)
<b>2016</b>	Received Koç University Seed Fund for concept testing and early prototype development of Design Feedback Assistance Tool (D-Fat)
<b>2015</b>	Koç University, College of Social Sciences and Humanities, 2014-2015 Outstanding Faculty Award
<b>2014</b>	Koç University, College of Social Sciences and Humanities, 2013-2014 Outstanding Teaching Award
<b>2013</b>	Received funding from The Scientific and Technological Research Council of Turkey (TUBITAK) ARDEB 1001 Program (with Fatoş Gökşen, PI). Project: Youth Culture Typologies in Turkey
<b>2013</b>	Received funding from European Commission. Project: FP7-SEC-2013.4.1-4 Development of Coordination Mechanisms during Different Kinds of Emergencies (COncORDE)
<b>2012</b>	Received funding from European Commission. Project: FP7-SEC-2012.6.1-3 Use of New Communication/Social Media in Crisis Situations (COSMIC)
<b>2012</b>	Recognized for Excellence in Teaching by Koç University's Initiative for Celebration of Teaching and Learning (Based on student evaluations for fall 2011 and spring 2012)
<b>2011</b>	Received funding from The Scientific and Technological Research Council of Turkey (TUBITAK) National Career Development ARDEB 3501 Program. Project: Health Protective Behavior and Risk Perceptions
<b>2011</b>	Recipient of the Turkish Academy of Sciences, Young Scholar Award (TUBA-GEBIP)
<b>2010</b>	Received placement in the Time-sharing Experiments for the Social Sciences (TESS) supported by National Science Foundation, USA
<b>2009</b>	Received funding from The Scientific and Technological Research Council of Turkey (TUBITAK) for National Conference Organization and Edited Book Publication (TUBITAK-BIDEB 2223)
<b>2008</b>	Received funding from The Scientific and Technological Research Council of Turkey (TUBITAK) for National Conference Organization and Edited Book Publication (TUBITAK-BIDEB 2223)
<b>2008</b>	Received funding from The Scientific and Technological Research Council of Turkey (TUBITAK) for International Conference Organization and Edited Book Publication (TUBITAK-BIDEB 2223)
<b>2006 - 2007</b>	Awarded with a Doctoral Research Fellowship at the Annenberg School for Communication
<b>2005 - 2006</b>	Received funding from the Center of Excellence in Cancer Communication Research at the University of Pennsylvania
<b>2004</b>	Awarded Top Paper in Communication and Technology at the annual meeting of International Communication Association, New Orleans
<b>2001 - 2005</b>	Full tuition and research stipend, Annenberg School for Communication
<b>2001</b>	Valedictorian of Class of 2001 at Koç University, Istanbul
<b>2001</b>	Werner von Siemens Excellence Award in Business Administration
<b>1997 - 2001</b>	Awarded Vehbi Koç Scholarship at Koç University, Istanbul

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**PUBLICATIONS**


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**A. Journal Articles**

- A1. Cemalcilar, Z., Baruh, L., Kezer, M., Kamiloglu, R. G., & Nigdeli, B. (2018). Role of Personality Traits in First Impressions: An Investigation of Actual and Perceived Personality Similarity Effects on Interpersonal Attraction across Communication Modalities. *Journal of Research in Personality, 76*, 139–149.
- A2. Baruh, L., & Cemalcilar, Z. (2018). When More is More? The Impact of Breadth and Depth of Information Disclosure on Attributional Confidence about and Interpersonal Attraction to a Social Network Site Profile Owner. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 12*(1), article 1. <http://dx.doi.org/10.5817/CP2018-1-1>
- A3. Baruh, L., & Popescu, M. (2017). Big Data Analytics and the Limits of Privacy Self-management. *New Media and Society, 19*(4), 579–596.
- A4. Baruh, L., Secinti, E. & Cemalcilar, Z. (2017). Online Privacy Concerns and Privacy Management: A Meta-Analytic Review. *Journal of Communication, 67*(1), 26-53.
- A5. Delibalta, I., Baruh, L., & Kozat, S. S. (2017). An Online Causal Inference Framework for Modeling and Designing Systems Involving User Preferences: A State Space Approach. *Journal of Electrical and Computer Engineering*. doi:10.1155/2017/1048385
- A6. Kezer, M., Sevi, B., Cemalcilar, Z., & Baruh, L. (2016). Age Differences in Privacy Attitudes, Literacy and Privacy Management on Facebook. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 10*(1), article 2. doi: 10.5817/CP2016-1-2
- A7. Delibalta, I., Gokcesu, K., Simsek, M., Baruh, L., & Kozat, S. S. (2016). Online Anomaly Detection with Nested Trees. *IEEE Signal Processing Letters, 23*(12), 1867–1871.
- A8. Sen, C.K.N., Baruh, L., & Kumkale, T.G. (2016). Beyond a Paycheck: The Influence of Workforce Participation on Women’s Cancer Screening in Turkey. *Sex Roles, 75*, 599-611.
- A9. Baruh, L., & Cemalcilar, Z. (2015). Rubbernecking Effect of Intimate Information on Twitter: When Getting Attention Works against Interpersonal Attraction. *Cyberpsychology, Behavior, and Social Networking, 18*(9), 506–513.
- A10. Baruh, L. (2015). Social Media and Citizen Engagement in Crises. *Interactions: Studies in Communication and Culture, 6*(2), 131-140.
- A11. Bal, H.M. & Baruh, L. (2015). Citizen Involvement in Emergency Reporting: A Study on Witnessing and Citizen Journalism. *Interactions: Studies in Communication and Culture, 6*(2), 213-232.
- A12. Baruh, L., & Cemalcilar, Z. (2014). It's More than Personal: Development and Validation of a Multidimensional Privacy Orientation Scale. *Personality and Individual Differences, 70*, 165-170.
- A13. Baruh, L., Chisik, Y., Bisson, C., & Senova, B. (2014). When Sharing Less Means More: How Profile Owners’ and Viewers’ Gender Moderate the Impact of Quantity of Information Shared in a Social Network Profile on Viewers’ Intentions about Socialization. *Communication Research Reports, 31*(3), 244-251.
- A14. Çarkoğlu, A., Baruh, L., & Yıldırım, K. (2014). Press-Party Parallelism and Polarization of News Media during an Election Campaign: The Case of the 2011 Turkish Elections. *International Journal of Press/Politics, 19*(3), 295-317.
- A15. Baruh, L., & Salman, Y. (2014). Mobil Mecralarda Veri Gizliliği ve Tasarımla Veri Korunması Yaklaşımı [Privacy by Design and Informational Privacy in Mobile Media]. *Pi: Pazarlama ve İletişim Kültürü Dergisi, 2*(Spring), 16–23.
- A16. Popescu, M. & Baruh, L. (2013). Captive but Mobile: Privacy Concerns and Remedies for the Mobile Environment. *The Information Society, 29*(5), 272-286.
- A17. Baruh, L. & Popescu, M. (2011). Communicating Turkish-Islamic Identity in the Aftermath of Gaza Flotilla Raid: But Who is the “Us” in the “Us” vs. “Them”? *New Perspectives on Turkey, 45*, 75- 99.
- A18. Baruh, L. (2010). Mediated Voyeurism and the Guilty Pleasure of Consuming Reality Television. *Media Psychology, 13*(3), 201-221.
- A19. Baruh, L. (2009). Publicized Intimacies on Reality Television: An Analysis of Voyeuristic Content and Its Contribution to the Appeal of Reality Programming. *Journal of Broadcasting and Electronic Media, 53*(2), 190-210.
- A20. Baruh, L. (2009). Etkileşimli Ortamda Tüketici Gözetimi [Consumer Surveillance in Interactive Environments]. *Çizgi Dışı Dergi, 3*: 5-10.

- A21. Baruh, L. & Popescu, M. (2008). Guiding Metaphors of Nationalism: The Cyprus Issue and the Construction of Turkish National Identity in Online Discussions. *Discourse and Communication*, 2(1), 79-96.
- A22. Baruh, L. (2007). Read at Your Own Risk: Shrinkage of Private Inquiry Rights in Interactive Media. *New Media and Society*, 9(2), 187-211.
- A23. Gandy, O. H. & Baruh, L. (2006). Racial Profiling: They Said It Was Against the Law! *University of Ottawa Law and Technology Journal*, 3(1), 297-327.
- A24. Cappella, J. N., Lerman, C., Romantan, A., & Baruh, L. (2005). News about Genetics and Smoking: Priming, Family Smoking History, and News Story Believability on Inferences of Genetic Susceptibility to Tobacco Addiction. *Communication Research*, 32(4), 478-502.
- A25. Baruh, L. (2004). Audience Surveillance and the Right to Anonymous Reading in Interactive Media. *Knowledge Technology and Policy*, 17(1), 59-73.

### **B. Books**

- B1. Baruh, L. & Popescu, M. (under contract). *Privacy as a Right of Becoming: Algorithms, Selfhood, and Privacy Harms*. To be published in the MIT Press Information Policy series, edited by Sandra Braman (expected completion date December 2019).
- B2. Hawks, B. B., & Baruh, L. eds. (2011). *If it was not for Terrorism: Crisis, Compromise and Elite Discourse in the Age of "War on Terror"*. Newcastle: Cambridge Scholars Publishing.
- B3. Baruh, L. & Park, J. H., eds. (2010). *Reel Politics: Reality Television as a Platform for Political Discourse*. Newcastle: Cambridge Scholars Publishing.
- B4. Baruh, L. & Yüksel, M., eds. (2009). *Değişen İletişim Ortamında Etkileşimli Pazarlama [Interactive Marketing in an Evolving Communications Landscape]*. Istanbul: Doğan Kitap.

### **C. Book Chapters**

- C1. Turper Alışık, S., Bayraktar Aksel, D., Yantaç, A. E., Kayı, İ., Salman, S., İçduygu, A., Çay, D., Baruh, L. & Bensason, I. (2019). Seasonal Labor Migration Among Syrian Refugees and Urban Deep Map for Integration in Turkey. In A. Salah, A. Pentland, B. Lepri, & E. Letouzé (Eds.), *Guide to Mobile Data Analytics in Refugee Scenarios* (pp. 305–328). Cham: Springer International Publishing.
- C2. Bal, H. M., Bulut, E., & Baruh, L. (2019). The Diverging Trajectories of Alternative/Citizen Media in Turkey. In M. Akser & V. McCollum (Eds.), *Alternative Media in Contemporary Turkey: Sustainability, Activism, and Resistance*, pp.15-37. London: Rowman & Littlefield.
- C3. Popescu, M., & Baruh, L. (2018). Privacy as Cultural Choice and Resistance in the Age of Recommender Systems. In Alexander, J. & Rhodes, J. (Eds.) *The Routledge Handbook of Digital Writing and Rhetoric*, pp. 280-290. New York: Routledge.
- C4. Popescu, M., & Baruh, L. (2017). Consumer Surveillance and Distributive Privacy Harms in the Age of Big Data. In Messaris, P. & Humphreys, L (Eds.), *Digital Media: Transformations in Human Communication*, pp. 313-327. New York: Peter Lang.
- C5. Watson, H., Wadhwa, K., Baruh, L. & Scifo, S. (2016). Social Networking in Times of Crisis. In Dumova, T. & Kurylo, A. (Eds.) *Redefining Communication in the Era of Social Networking: Cultural, Social, and Political Perspectives*, pp. 111-130. Fairleigh Dickinson University Press.
- C6. Gunel, Z. & Baruh, L. (2016). Social Networking Technologies and Social Movements. In Dumova, T. & Kurylo, A. (Eds.) *Redefining Communication in the Era of Social Networking: Cultural, Social, and Political Perspectives*, pp. 131-144. Fairleigh Dickinson University Press.
- C7. Baruh, L. & Watson, H. (2016). Social Media Use during Political Crises. In Bruns, A., Enli, G., Skogerbø, E., Larsson, A. O. & Christensen, C., (Eds.) *The Routledge Companion to Social Media and Politics*, pp. 198-210. New York: Routledge.
- C8. Baruh, L. Bal, H.M., & Cemalcilar, Z. (2015). A Multidimensional Privacy Orientation Scale: Development and Validation with Turkish Twitter Users. In Akdenizli, B. (Ed.) *Digital Transformations in Turkey: Exploring Current Perspectives in Communication Studies*, pp. 3-20. Lexington Books.

- C9. Scifo, S., Baruh, L. & Watson, H. (2015). Misuse of Information Technologies and Reliability of Information in New Media during Emergencies. In Khosrow-Pour, M. (Ed.) *Encyclopedia of Information Science and Technology*, pp. 4152-4161. Hershey: IGI Global.
- C10. Baruh, L. & Popescu, M. (2013). Trapped in My Mobility: How a Principle of “Control over Communicative Interaction” Can Guide Privacy by Design in Mobile Ecosystems. In Rizvanoglu, K. & Cetin, G. (Eds.) *Research and Design Innovations for Mobile User Experience*, pp. 223-244. Hershey: IGI Global.
- C11. Baruh, L. & Tuncel, H. (2012). Pazarlama İletişimi, Tüketici Davranışı ve İkna Psikolojisi [Marketing Communications, Consumer Behavior and Persuasion]. In Cemalcılar, Z. (Ed.) *Psikoloji*, pp. 216-244.
- C12. Hawks, B. B., & Baruh, L. (2011). Introduction: Taking Sides in a Perpetual “War on Terror.” In Hawks, B. & Baruh, L. (Eds.) *If It Was Not for Terrorism: Crisis, Compromise and Elite Discourse in the Age of “War on Terror,”* pp. 1-10. Newcastle: Cambridge Scholars Publishing.
- C13. Baruh, L. (2011). Surveillance as News: Mainstream Newspapers’ Coverage of Privacy and Surveillance in the Post 9/11 Age of War on Terror. In Hawks, B. & Baruh, L. (Eds.) *If It Was Not for Terrorism: Crisis, Compromise and Elite Discourse in the Age of “War on Terror,”* pp. 147-172. Newcastle: Cambridge Scholars Publishing.
- C14. Park, J. H., & Baruh L. (2010). Introduction: Reality of Everyday Politics. In Baruh, L. & Park, J. H. (Eds.) *Reel Politics: Reality Television as a Platform for Political Discourse*, pp. 338-359. Newcastle: Cambridge Scholars Publishing.
- C15. Baruh L. (2010). Reality Programming, “Undeserving Others” and the Negotiation of the Social Value of Privacy. In Baruh, L. & Park, J. H. (Eds.) *Reel Politics: Reality Television as a Platform for Political Discourse*, pp. 1-20. Newcastle: Cambridge Scholars Publishing.
- C16. Baruh, L. (2010). Marketing in Social Media: Web X.0 of Opportunities? In Dumova, T. & Fiordo, R. (Eds.) *Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and Trends*, pp. 33-44. Hershey: IGI Global.
- C17. Baruh, L. & Soysal L. (2010). Public Intimacy and the New Face(book) of Surveillance: Role of Social Media in Reshaping of Contemporary Surveillance. In Dumova, T. & Fiordo, R. (Eds.) *Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and Trends*, pp. 392-403. Hershey: IGI Global.
- C18. Baruh, L. & Yüksel, M. (2009). Parlak Bir Ekran ve Üzerindeki Parmak İzleri (Smudges on a Glossy Screen). In Baruh, L. & Yüksel, M. (Eds.) *Değişen İletişim Ortamında Etkileşimli Pazarlama [Interactive Marketing in an Evolving Communications Landscape]*, pp. 19-25. İstanbul: Doğan Kitap.
- C19. Baruh, L. & Kirgiz, A. (2009). Fırsatlar Ağı: Sosyal Medyada Marka İletişimi ve Viral Pazarlama (Web of Opportunities: Brand Communications and Viral Marketing in Social Media). In Baruh, L. & Yüksel, M. (Eds.) *Değişen İletişim Ortamında Etkileşimli Pazarlama [Interactive Marketing in an Evolving Communications Landscape]*, pp.115-128. İstanbul: Doğan Kitap.
- C20. Gülsoy, T., Baruh, L., Türkmen, M., Tözge, E., & Şahin, M. (2009). Etkileşimli Medya & Pazarlama Terimler Sözlüğü [Interactive Media & Marketing Glossary of Terms]. In Baruh, L. & Yüksel, M. (Eds.) *Değişen İletişim Ortamında Etkileşimli Pazarlama [Interactive Marketing in an Evolving Communications Landscape]*, pp.225-252. İstanbul: Doğan Kitap.
- C21. Baruh, L. (2006). Music of my Own? The Transformation from Usage Rights to Usage Privileges in Digital Media. In Messaris, P & Humphreys, L. (Eds.) *Digital Media: Transformations in Human Communication*, pp.67-78. New York: Peter Lang.

#### **D. Proceedings**

- D1. Baruh, L., Cemalcılar, Z., Bisson, C., & Chisik, Y. (2017). First Impressions on Social Network Sites: Impact of Self-Disclosure Breadth on Attraction. In A. Skarzauskiene & N. Gudeliene (Eds.), *Proceedings of the 4th European Conference on Social Media*, pp. 54-62. Vilnius: Academic Conferences and Publishing International Limited.
- D2. Yar, E., Delibalta, I., Baruh, L., & Kozat, S. S. (2016). Online Text Classification for Real Life Tweet Analysis. *Proceedings of the 24th IEEE Signal Processing and Communications Applications Conference*, pp.1609-1612.
- D3. Simsek, M., Delibalta, I., Baruh, L., & Kozat, S. S. (2016). Mathematical Model of Causal Inference in Social Networks. *Proceedings of the 24th IEEE Signal Processing and Communications Applications Conference*, pp.1165-1168.
- D4. Baruh, L & Watson, H. (2014). Using Twitter for What? A Segmentation Study of Twitter Usage during Gezi Protests. In A. Rospigliosi & S. Green (Eds.), *Proceedings of the European Conference on Social Media*, pp.33-41.

- D5. Watson, H., Baruh, L., Finn, R.F., & Scifo, S. (2014). Citizen (in)security?: Social Media, Citizen Journalism and Crisis Response. *Proceedings of the 11th International ISCRAM Conference*, pp.299-303.
- D6. Baruh, L., Chisik, Y., Bisson, C., & Senova, B. (2012). More or Less: Amount of Personal Information Displayed in Social Network Site Profiles and Its Impact on Viewers' Intentions to Socialize with the Profile Owner. *Proceedings of the ICWSM '12 Sixth International AAAI Conference on Weblogs and Social Media*, pp.395-399. AAAI Press.
- D7. Baruh, L. and Popescu, M. (2010). Behavioral Targeting, Freedom of Speech, and Privacy in the Age of Electronic Surveillance: A Value-Based Approach to Defining Privacy in Transnational Context. *Proceedings of the International Conference on New Media and Interactivity Conference*, pp.219-224.
- D8. Baruh, L. (2010). Framing Surveillance and Privacy Rights in the Post 9-11 Era. *Proceedings of the Societies under Siege: Media, Government, Politics, and Citizens' Freedoms in an Age of Terrorism Conference*, pp.94-102.

### **E. Reports**

- E1. Baruh, L., Watson, H., Hagen, K., Wadhwa, K., Gunel, Z., Bal, H. M., Scifo, S., & Salman, Y. (2014). *Deliverable 4.2.2. Final Report on Citizen Involvement and Ethics*. Report for the FP7-SEC-2012.6.1-3 COSMIC Project.
- E2. Baruh, L., Papadimitriou, A., Gunel, Z., Bal, H. M., Salman, Y., Scifo, S. & Cildas B., (2014). *Deliverable 4.1.2. Final Report on Citizens' Involvement in Emergency Communication*. Report for the FP7-SEC-2012.6.1-3 COSMIC Project.
- E3. Papadimitriou, A., Yannopoulos, A., Kotsiopoulos, I., Finn, R., & Baruh, L. (2013). *Deliverable 2.2. Case Studies of Communication Media and their Use in Crisis Situations*. Report for the FP7-SEC-2012.6.1-3 COSMIC Project.
- E4. Baruh, L. (2013). The 6th International AAAI Conference on Weblogs and Social Media. *International Journal of Interactive Communication Systems and Technologies*, 2(2), pp. 63-68.
- E5. Scifo, S., & Baruh, L. (2013). *Report on the Adverse Use and Reliability of New Media*. Report for the FP7-SEC-2012.6.1-3 COSMIC Project.

### **F. Refereed Conference Presentations**

- F1. Kuru, O., Campbell, S.W., Bayer, J. Baruh, L. Ling, R. (2019). Understanding Political Informational Processing in WhatsApp Groups: A Comparative Study of User Perceptions and Practices in Turkey, Singapore, and the USA. Paper presented at the Political Communication Preconference of the 2019 Conference of the American Political Science Association, George Washington University, Washington, D.C.
- F2. Gurleyik, D., Naivar-Şen, C.K., Baruh, L., Kumkale, T. (2019). Theory of Planned Behavior: Physical activity predictors among Turkish university students. Paper presented at the annual meeting of the North American Society for the Psychology of Sport and Physical Activity, Baltimore, MA
- F3. Yıldırım, K., Baruh, L., & Çarkoğlu, A. (2019). Competitive Authoritarianism and Press-Party Parallelism in Turkey: A Longitudinal Analysis of Election Campaign Press Coverage. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Madrid, Spain.
- F4. Kuru, O. Campbell, S.W., Bayer, J. Baruh, L. Ling, R. (2019). Understanding Political Informational Processing in WhatsApp Groups: A Comparative Study of User Perceptions and Practices in Turkey, Singapore, and the USA. Paper presented at the Digital Threats to Democracy Workshop. Social Science Research Council, New York, NY.
- F5. Baruh, L. & Popescu, M. (2018). Being, Time and Big Data: Temporal Asymmetries and Privacy Harms. Paper presented at the Amsterdam Privacy Conference, Amsterdam, Netherlands.
- F6. Popescu, M. & Baruh, L. (2018). Privacy as Cultural Choice and Resistance in the Age of Recommendation Systems. Paper presented at the Amsterdam Privacy Conference, Amsterdam, Netherlands.
- F7. Yıldırım, K., Baruh, L., & Çarkoğlu, A. (2018). A Longitudinal Analysis of Campaign Reporting and Press-Party Parallelism in Turkey. Paper presented at the annual meeting of the American Political Science Association, Boston, MA.
- F8. Baruh, L. & Popescu, M. (2018). Being, Time and Big Data: Temporal Dimensions of Privacy Harms. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Eugene, OR.
- F9. Popescu, M. & Baruh, L. (2018). Privacy for a Networked Self: Towards an Ethics of the Assemblage. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Eugene, OR.
- F10. Baruh, L. & Cemalcılar, Z. (2018). When More is More? The Impact of Breadth and Depth of Information Disclosure on Attributional Confidence about and Interpersonal Attraction to a Social Network Site Profile Owner. Paper presented at the annual meeting of International Communication Association, Prague, Czech Republic.

- F11. Cemalcilar, Z. Baruh, L. Kezer, M. & Nigdeli, B. (2018). Role of Personality Traits in First Impressions: An Investigation of Actual and Perceived Personality Similarity Effects on Social Judgments across Communication Modalities. Paper presented at the Society for Personality and Social Psychology Conference, Atlanta, GA.
- F12. Popescu, M. & Baruh, L. (2017). Cultural Identity in the Age of Recommender Systems. Paper presented at the Communicating with Machines: Interventions with Digital Agents Preconference of the International Communication Association, San Diego, CA.
- F13. Baruh, L., Secinti, E. & Cemalcilar, Z. (2017). Online Privacy Concern and Privacy Management: A Meta-Analytic Review. Paper presented at the annual meeting of International Communication Association, San Diego, CA.
- F14. Baruh, L. Kamiloglu, R., & Cemalcilar, Z. (2017). Personality Homophily in Social Environments: Online and Offline Contexts. Paper presented at the Society for Personality and Social Psychology Conference, San Antonio, TX.
- F15. Kezer, M., Sevi, B., Cemalcilar, Z., & Baruh, L. (2017). Age Differences in Privacy Attitudes, Literacy and Privacy Management on Facebook. Paper presented at the Society for Personality and Social Psychology Conference, San Antonio, TX.
- F16. Sen, C.K.N., Baruh, L. & Kumkale, T.G. (2017). The Influence of Workforce Participation on Women's Cancer Screening in Turkey. Paper presented at the Society for Personality and Social Psychology Conference, San Antonio, TX.
- F17. Popescu, M. & Baruh, L. (2015). Consumer Surveillance and Risk of Harm in the Age of Big Data. Paper presented at the Amsterdam Privacy Conference, Amsterdam, Netherlands.
- F18. Baruh, L., & Popescu, M. (2015). Big Data Analytics and the Limits of Privacy Self-governance. Paper presented at the annual meeting of International Communication Association, San Juan, Puerto Rico.
- F19. Watson, H. & Baruh, L. (2015). Taking Account of Ethical, Legal and Social Issues in the Use of Social Media in Crisis Management. Paper presented at the COSMIC Social Media in Crisis Management Conference, Brussels, Belgium.
- F20. Baruh, L., Sen, C. K. N., & Kumkale, G. T., (2015). Future Health Prediction Avoidance: The Role of Chronic Health, Time-orientation and Superstition. Paper presented at the Society for Personality and Social Psychology Conference, Long Beach, CA.
- F21. Sen, C. K. N., Kumkale, G. T., & Baruh, L. (2015). The Influence of Past Behavior and Self-Determination on Mammogram Intentions. Paper presented at the Society for Personality and Social Psychology Conference, Long Beach, CA.
- F22. Kotsiopoulou, I., Baruh, L., & Papadimitriou, A. (2014). Utilizing Social Media Data for Enhancing Decision-Making during Emergencies. Paper Presented at the International Conference on Critical Information Infrastructures Security, Limassol, Cyprus.
- F23. Baruh, L., & Bal, H.M. (2014). Content of Citizen Reporting During Emergencies. Paper presented at the Contribution of Social Media in Crisis Management Conference, Istanbul, Turkey.
- F24. Watson, H. & Baruh, L. (2014). Ethical Considerations of Citizens' Use of ICTs in Emergency Response. Paper presented at the Contribution of Social Media in Crisis Management Conference, Istanbul, Turkey.
- F25. Baruh, L & Watson, H. (2014). Using Twitter for What? A Segmentation Study of Twitter Usage During Gezi Protests. Paper presented at the European Conference on Social Media (ECSM), Bristol, UK
- F26. Watson, H., Baruh, L., Finn, R.F., & Scifo, S., (2014). Citizen (In)security?: Social Media, Citizen Journalism and Crisis Response. Paper presented at the 11th International ISCRAM Conference, University Park, PA.
- F27. Popescu, M. & Baruh, L. (2013). Digital Literacy and Privacy Self-Governance: A Value-Based Approach to Privacy in Big Data Ecosystems. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Dublin, Ireland.
- F28. Çarkoğlu, A., Baruh, L., & Yildirim, K. (2013). Echo Chambers in Election Coverage: Campaign Advertisements, Newspapers' Readership Base, and Press-Party Parallelism in Turkey. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Dublin, Ireland.
- F29. Baruh, L., Chisik, Y., Bisson, C., & Senova, B. (2013). Building Better First Impressions through More Information: The Impact of Quantity of Information Shared on a Profile, Profile Owner's Gender and Profile Viewer's Voyeuristic Curiosity on Formation of Impressions. Paper presented at the annual meeting of the International Communication Association, London, UK.
- F30. Popescu, M. & Baruh, L. (2012). Trapped in My Mobility: Privacy by Design or Another Catchphrase for Privacy Lock-ins. Paper presented at the ECREA Pre-Conference on Imposing Freedoms: The Role of Copyright, Privacy and Censorship Governance in the Re/definition of Rights in Digital Media, Istanbul, Turkey.

- F31. Baruh, L., Chisik, Y., Bisson, C., & Senova, B. (2012). More or Less: Amount of Personal Information Displayed in Social Network Site Profiles and Its Impact on Viewers' Intentions to Socialize with the Profile Owner. Paper presented at the International AAAI Conference on Weblogs and Social Media, Dublin, Ireland.
- F32. Popescu, M. & Baruh, L. (2012). Captive but Mobile: Privacy Concerns and Remedies for the Mobile Environment. Paper presented at the ICA Pre-Conference on Mobile Communication, Community and Locative Media: From the Everyday to the Revolutionary, Phoenix, AZ.
- F33. Baruh, L., Chisik, Y., Bisson, C., & Senova, B. (2012). The More the Better?: An Examination of the Impact of Quantity of Information Shared in a Social Network Profile, Profile Owner's Sex, and Voyeuristic Curiosity on Social Attraction. Paper presented at the annual meeting of the European Network for Cinema and Media Studies, Lisbon, Portugal.
- F34. Baruh, L. & Popescu, M. (2011). Communicating Turkish-Islamic Identity in the Aftermath of Gaza Flotilla Raid: But Who is the "Us" in the "Us" vs. "Them"? Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Istanbul, Turkey.
- F35. Popescu, M. & Baruh, L. (2011). Captive Audience Protections for the Digital Environment. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Istanbul, Turkey.
- F36. Baruh, L. (2011). They Had It Coming! Negotiation of Privacy Values and Voyeuristic Enjoyment of Reality Television. Paper presented at the annual meeting of the European Network for Cinema and Media Studies, London, UK.
- F37. Baruh, L. (2010). Guilty Pleasure or Social Curiosity: Mediated Voyeurism and the Consumption of Reality Television. Paper presented at the annual meeting of the International Communication Association, Singapore.
- F38. Baruh, L. & Soysal L. (2009). Social Media, Public Intimacies and the Transformation of Contemporary Surveillance. Paper presented at the annual meeting of the International Communication Association, Chicago, IL.
- F39. Baruh, L. (2008). Publicized Intimacies on Reality Television: An Analysis of Voyeuristic Content and Its Contribution to the Appeal of Reality Programming. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.
- F40. Baruh, L. (2008). The Undeserving Others and Negotiation of the Social Value of Privacy. Paper presented at the Reel Politics: Political Discourse and Reality Television Conference, Istanbul, Turkey
- F41. Baruh, L. (2008). Beyond Social Curiosity? Mediated Voyeurism and Consumption of Reality Programming. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Stockholm, Sweden.
- F42. Baruh, L. & Soysal L. (2008). "Introversive Publicity" and the New Face(book) of Surveillance: Role of Social Media in the Reshaping of Contemporary Surveillance. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Stockholm, Sweden.
- F43. Gandy, O. H. & Baruh, L. (2007). The Contributions of Race, Spirituality, Locus of Control to Perceptions of Relative Cancer Risk. Paper presented at the annual meeting of the International Association of Media and Communication Researchers, Paris, France.
- F44. Baruh, L. (2005). Who's There? Reality TV and Changing Attitudes about Privacy. Paper presented at the annual meeting of National Communication Association, Boston, MA.
- F45. Baruh, L. (2005). Getting Citizens to Ponder: An Analysis of a Civic Dialogue Process. Paper presented at the annual meeting of National Communication Association, Boston, MA.
- F46. Baruh, L. (2005). Read at Your Own Risk: Shrinkage of Privacy and Interactive Media. Paper presented at the annual meeting of Society for Social Studies of Science, Pasadena, CA.
- F47. Baruh, L. & Popescu, M. (2005). Guiding Metaphors of Nationalism: Use of Cyprus to Construct National Identity in Online Discussions. Paper presented at the annual meeting of International Communication Association, New York, NY.
- F48. Cappella, J. N., Lerman, C., Romantan, A., & Baruh, L. (2005). News about Genetics and Smoking: Priming, Family Smoking History, and News Story Credibility Inferring Genetic Susceptibility to Tobacco Addiction. Paper presented at the annual meeting of International Communication Association, New York, NY.
- F49. Gandy, O. H. & Baruh, L. (2005). Racial Profiling: They Say It's Against the Law. Paper presented at The Concealed Eye: Anonymity, Identity and the Prospect of Privacy Conference, Ottawa, Canada.
- F50. Baruh, L. (2004). Selective Exposure in Cyberspace and the Influence of Political Conviction on Seeking Information about Politics. Paper presented at the annual meeting of National Communication Association, Chicago, IL.



- F51. Popescu, M. and Baruh, L. (2004). Keeping it Dirty: Defining and Redefining Obscenity in American Judicial Discourse. Paper presented at the annual meeting of International Association of Media and Communication Researchers, Porto Alegre, Brazil.
- F52. Cappella, J. N., Lerman, C., Romantan, A., & Baruh, L. (2004). News about Genetics and Smoking: Priming, Family Smoking History, and News Story Credibility Inferring Genetic Susceptibility to Tobacco Addiction. Paper presented at the Communicating Genetic Risk Workshop, Wharton School of Business, Philadelphia, PA.
- F53. Baruh, L. (2004). Covering Surveillance in a Patriot(ic) Era: An Analysis of the Coverage of Surveillance in the Aftermath of the Attacks on the World Trade Center. Paper presented at the annual meeting of International Communication Association, New Orleans, LA.
- F54. Baruh, L. (2004). Is There a Right to Private Inquiry in Interactive Media? Paper presented at the annual meeting of International Communication Association, New Orleans, LA.
- F55. Baruh, L. (2003) Private Inquiry in Digital Media. Paper presented at the Digital Media in Communication Conference, The Annenberg Public Policy Center, Philadelphia, PA.
- F56. Popescu, M. and Baruh, L. (2003). Unwanted Marketing and the Construction of the Public/Private Border. Paper presented at the annual meeting of Legal Studies Association, Pittsburgh, PA.
- F57. Baruh, L. (2003). The Right to Read Anonymously in the Age of Interactive Media: An Analysis of How Real-Time Surveillance of Media Consumption Threatens Freedom of Speech. Paper presented at the America: Visions and Divisions Conference, Austin, TX.
- F58. Baruh, L. and Popescu, M. (2003). Freedom of Speech and Segmenting the Citizens. Paper presented at the annual meeting of International Communication Association, San Diego, CA.
- F59. Popescu, M. and Baruh, L. (2003). Captive Audiences and Unwanted Advertisement: The Construction of Public/Private Borders in Legal Discourse. Paper presented at the annual meeting of International Communication Association, San Diego, CA.

### ***G. Invited Presentations***

- G1. Baruh, L. & Popescu, M. (2019). Big Data and Selfhood: Privacy as Control over Temporal Frameworks. Paper presented at the Privacy Online: What Have We Learned so Far? Conference, Hohenheim, Germany.
- G2. Baruh, L. (2014). Adverse Uses of New Media during Emergencies and Crises. Paper presented at the 2nd COSMIC Stakeholder Workshop, Radboud Universiteit, Nijmegen, Netherlands.
- G3. Baruh, L. (2013). Big (Data) Implications for Privacy: Awareness Paradox in Privacy Self-Governance. Kadir Has University, Istanbul, Turkey.
- G4. Baruh, L. (2013). (B)ağlı Bireysellik ve Büyük Veri Ortamında Kimlik [Networked Individuality and Identity in the Age of Big Data]. Keynote Speech at Medya Çalışmaları Konferansı, Bilgi University, Istanbul, Turkey.
- G5. Baruh, L. (2013). Rethinking Privacy Protection in an Age of Interactive Media, Big Data Analytics, and Contextual Marketing. Invited presentation at Stirling Media Research Institute, University of Stirling, Scotland.
- G6. Baruh, L. (2012). Psychology of Social and Mobile Media. Invited presentation at Likeminds Mobility Today Conference. Istanbul, Turkey.
- G7. Baruh, L. (2008). Politics of Visibility and the Spectacle of Surveillance: Is it Just a Magic Trick? Invited panel opening speech at Citysense, Garaj Istanbul, Istanbul, Turkey.
- G8. Baruh, L. (2008). Etkileşimli Medyada Kişisel Bilgi ve Mahremiyet [Personal Information and Privacy in Interactive Media]. Invited presentation at the Interactive Marketing in the Changing Media Landscape Workshop, Kadir Has University, Istanbul, Turkey.
- G9. Baruh, L. (2008). Reality Television: Beyond Formatting. Invited presentation at Sabancı University, Istanbul, Turkey.
- G10. Baruh, L. (2008). Reflexive Modernity, Security and the New Individual. Invited presentation at the International Financialization of Capitalism Workshop at Kadir Has University, Istanbul, Turkey.
- G11. Baruh, L. (2008). Ownership and Cultural Flexibility in Digital Media: The World of “You Could Possibly, but You Shouldn’t”. Invited presentation at The Upgrade!, Istanbul, Turkey.
- G12. Baruh, L. (2007). Guilty Pleasure or Social Curiosity? An Analysis of Voyeurism’s Impact on Consumption of Reality Television. Invited presentation at Sabancı University, Istanbul, Turkey.

- G13. Baruh, L. (2006). Defining and Studying Surveillance in the Age of Interactivity. Invited presentation at West Chester University, Department of Communication, Chester, PA.
- G14. Baruh, L. (2006). The Guilty Pleasure of Watching Like Big Brother: Privacy Attitudes, Voyeurism and Reality Television. Invited presentation at Indiana University, Department of Telecommunications, Bloomington, IN.
- G15. Baruh, L. (2006). Surveillance in Interactive Media: Identifying the Sources and Consequences of Shrinkage of Private Inquiry in a Networked Society. Invited presentation at University at Buffalo, School of Informatics, Buffalo, NY.
- G16. Baruh, L. (2005). Surveillance in Interactive Media: Identifying the Sources and Consequences of Shrinkage of Private Inquiry in a Networked Society. Invited presentation at University of Minnesota, Department of Communications, Duluth, MN.

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#### ADMINISTRATIVE ACTIVITIES

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- **Associate Dean** - College of Social Sciences and Humanities, Koç University (Jan. 2016 – Present)
- **Executive Board Member** - Survey Research Center, Koç University (Aug. 2014 – Present)
- **University Academic Council Member** - Koç University (June 2013 – Present)
- **Advisory Board Member** - Koç University Office of Learning and Teaching (June 2015 – Present)
- **Advisory Board Member** - KURIOUS Magazine (Mar. 2015 – Mar. 2016)
- **Department Chair** - Department of Media and Visual Arts, Koç University (Aug. 2012 – Sept. 2015)
- **Council Member** - Graduate School of Social Sciences and Humanities Council, Koç University (Aug. 2012 – Sept. 2015)
- **Council Member** - College of Social Sciences and Humanities, Koç University (Aug. 2012 – Sept. 2015)
- **Committee Member** - Koç University Student Satisfaction Survey (Sept. 2011 – Apr. 2012)
- **Incoming Students Advisor** - Koç University (Sept. 2011 – Sept. 2014)
- **Executive Board Member** - Social Policy Center, Koç University (Jan. 2011 – Present)
- **Editorial Board Member** - Kule Magazine, Koç University (Jan. 2011 – Jan. 2013)
- **Coordinator** - Department of Media and Visual Arts, Koç University (Oct. 2010 – Feb. 2014)
- **Advisory Board Member** - Career Office, Koç University (Dec. 2010 – Sept. 2015)
- **Social Science Seminar Organization Committee Member** - Koç University (Oct. 2010 – Sept. 2011)
- **Core Curriculum Committee** - College of Social Sciences and Humanities (Dec. 2010 – Jan. 2011)
- **Department Chair** - Communication Design Department, Kadir Has University (Jan. – Sept. 2010)
- **Senior Class Advisor** - Advertising Department, Kadir Has University (2008 – 2010)
- **Academic Affairs Committee Vice-chair** - Kadir Has University (2008 – 2010)
- **Erasmus Coordinator** - Advertising Department, Kadir Has University (2008 – 2010)
- **Member of the Program Development Committee** - Department of New Media, Kadir Has University (2007 -2009)
- **European University Association Self-Evaluation Committee Member** - Kadir Has University, (2007 – 2008)

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#### COMMUNITY ACTIVITIES

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- **Organizing Committee Member** - The Turkish-German Frontiers of Social Science Symposium (2019), Alexander von Humboldt Foundation and Stiftung Mercator
- **Associate Editor** - International Journal of Interactive Communication Systems & Technologies (2010 – Present)
- **Member of the Scientific Advisory Board** - Turkish Education Volunteers Foundation (2015 – 2018)
- **Outreach Committee Member** - Communication Law and Policy Division, International Communication Association, (2017)
- **Member of the Editorial Board** - Journal of Communication (2011 – 2015)
- **Search Committee Member** - Communication and Technology Division, International Communication Association.
- **Organizing Committee Vice Chair** - Societies Under Siege: Media, Government, Politics and Citizens Freedoms in an Age of Terrorism (2009)
- **Organizing Committee Co-chair** (with Ji Hoon Park) - Reel Politics: Reality Television as a Platform for Political Discourse Conference (2008)
- **Organizing Committee Chair** - Marketing in the New Media Landscape conference (2008)

- **Journal Reviewing** - Journal of Communication, Media Psychology, New Media and Society, Cyberpsychology, Behavior, and Social Networking, International Journal of Cultural Studies, International Journal of Communication, Journal of Media Psychology, Sex Roles, Communication Research, Journal of Communication Inquiry

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#### CONSULTING & EXECUTIVE EDUCATION

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- Courses offered at the Koç University Executive Education Program
  - *Applied Introduction to Data Mining with WEKA*
  - *Data Analysis Primer*
  - *Social Media and Consumer Psychology*
  - *Issues in New Media*
- Project evaluation consultant to technology investment company Inventram (social media applications)
- Senior research associate at Customer Strategy Consulting, Princeton, NJ (2006-2007): Provided consulting services to Johnson & Johnson, USA Today, BankOne, Verizon, Océ-Technologies B.V.