

AYSAR YAHYA

University of Tennessee

Graduate Teaching Assistant & PhD Student in Communication and Information

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EDUCATION

Communication and Information PhD: Advertising

University of Tennessee, Knoxville, TN, USA | Aug 2026 – Present

Ph.D. in Public Relations and Advertising

Anadolu University, Türkiye | Sep 2024 – Expected completion: 2028

M.A. in Public Relations and Advertising

Anadolu University, Türkiye | Oct 2022 – Apr 2024

Thesis: "The Effect of Disclosure on Influencer Avoidance in Influencer Ads"

Turkish Language Certificate (C1)

TÖMER, Anadolu University, Türkiye | Oct 2021 – Jul 2022

B.A. in Public Relations and Communication

An-Najah National University, Palestine | Aug 2016 – Dec 2019

PUBLICATIONS

Yahya, A., & Çınar, N. (2024). Revealing the hidden: The effect of advertisement disclosure on heavy and light Instagram users' influencer avoidance. *Journal of Marketing Communications*, 1–29. <https://doi.org/10.1080/13527266.2024.2413919>

Çınar, N., & **Yahya, A.** (2025). Twenty-five Years of Privacy in Advertising: A Bibliometric Analysis and Thematic Review. *International Journal of Advertising*. <https://doi.org/10.1080/02650487.2025.2548646>.

Yahya, A., & Bayçu, S. (2026). Corporate Social Advocacy in the Age of AI: How Stances on Automation Impact Consumer Perceptions of Corporate Reputation. (Manuscript under review).

Çınar, N. & **Yahya, A.** (2026). The Role of Familiarity and Cookie Banner Interface in Privacy Consent Decisions. (Manuscript under review).

CONFERENCES & PRESENTATIONS

Çınar, N. and **Yahya, A.** (2025). Thematic Evaluation of Research Trends in Privacy in Advertising. Paper presented at the 8th International New Media Conference, themed "Surveillance Capitalism: Algorithms and Culture," 04–05 December 2025.

RESEARCH INTERESTS

- Digital Privacy and the Privacy Paradox.

- Usable Privacy and Responsible AI in Advertising.
- Computational Social Science (CSS) Applications in Communication.
- Artificial Intelligence in Digital Advertising: Ethics and Innovation.

GRANTS & FELLOWSHIPS

Turkish Government Scholarship (Türkiye Bursları)

Anadolu University, Eskişehir, Türkiye | Sep 2024 – Present

Awarded by the Presidency for Turks Abroad and Related Communities (YTB) for full Ph.D. studies in Türkiye. Covers tuition, living expenses, and research funding.

Summer Institute in Computational Social Science (SICSS)

Carnegie Mellon University, Pittsburgh, USA | May 12–23, 2025

Participated in an intensive program combining computational methods and social science. Training included R programming, machine learning, digital trace data, text analysis, network analysis, topic modeling, ethics in CSS, and collaborative group projects.

PROJECTS

Doctor Student Scholarship Holder in – Privacy in Advertising (Scientific Research Project funded by Anadolu University, Project Coordinator: Assoc. Prof. Naim Çınar, March 2025 – September 2025).

Doctor Student Scholarship Holder in – The impact of familiarity and cookie interfaces on user consent (Scientific Research Project funded by Anadolu University, Project Coordinator: Assoc. Prof. Naim Çınar, September 2025 – May 2026).

TEACHING INTERESTS

Teaching Interests (Undergraduate & Graduate Levels):

- Principles of Advertising.
- Integrated Marketing Communications.
- Digital & Social Media Advertising.
- Influencer Marketing.
- Advertising Ethics, Privacy, and Responsible AI.
- Consumer Behavior in Digital Environments.
- Research Methods in Communication.
- Data Analytics for Marketing and Communication.

Teaching Approach:

- Research-informed, student-centered, and ethics-oriented teaching.
- Integration of real-world cases and digital data analysis tools.

PROFESSIONAL EXPERIENCE

Media and Public Relations Manager

Jenin Chamber of Commerce and Industry, Palestine | Aug 2019 – Nov 2019

Customer Service Representative

Reach, Palestine | Mar 2018 – Sep 2018

Public Relations Volunteer

An-Najah National University, Palestine | Aug 2016 – Dec 2019

TECHNICAL SKILLS

- **Programming/Software:** R, SPSS, LATEX, SciMAT, Gephi, VOSviewer.
- **Digital Tools:** Microsoft Office Suite, Adobe Photoshop.
- **Marketing Tools:** SEM, SEO, Social Media Analytics.
- **Computational Social Science Methods:** Text Analysis, Network Analysis, Topic Modeling, Shiny Dashboard.

LANGUAGES

Arabic	Turkish	English	Hebrew
Native	C1 (Proficient)	B1 (Intermediate)	A2

KEY SKILLS

- Communication & Public Speaking.
- Strategic Thinking & Problem Solving.
- Social Media Strategy & Analytics.
- Campaign Management & Branding.
- Intercultural Competence & Leadership.