

BURCU GÜMÜŞ

Postdoctoral Researcher | Aarhus University

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RESEARCH INTERESTS

LGBTQ+ family experiences · Intimate partner violence among sexual minorities · Migration and refugee studies · Gender equality · Digital cultures · Quantitative and qualitative research methods

EDUCATION

PhD in Communication

2013–2017

Istanbul Bilgi University

Dissertation: Design Effects on Consumer Choices: A Study on Technological Products. Experimental design with 750 respondents; regression, ANOVA, and moderation analysis. Advisor: Assoc. Prof. Emine Eser Gegez

Master of Business Administration

2006–2008

Istanbul Bilgi University, Department of Management

BSc in Econometrics

1998–2002

Uludağ University, Department of Econometrics

ACADEMIC POSITIONS

Postdoctoral Researcher — Esports and Gender Project

2024–present

Aarhus University, Denmark

Associate Professor

2023–2024

Doğuş University, Vocational School — Public Relations and Publicity

Assistant Professor

2018–2023

Doğuş University, Faculty of Arts and Design — Visual Communication Design

Research Assistant & Programme Coordinator

2013–2017

Istanbul Bilgi University — Marketing Communication MA Programme

RESEARCH PROJECTS

Breaking Barriers to Come Together

2013–2015

TÜBİTAK Project (1001). Lead Investigator: Ahmet Kılıç Süerdem. Role: Fellow

PUBLICATIONS — PEER-REVIEWED ARTICLES

Gümüş, B., & Ekdahl, D. (2026). "A Place Where I Could Breathe Easily": LGBTQ+ Youth on Gaming Worlds as Digital Shelters. *Games and Culture*. doi:10.1177/1555412026141845

Gümüş, B., & Kjaran, J. I. (2025). Intersecting marginalization: violence against LGBTQ+ refugees and ethnic minorities in Turkey. *Journal of Ethnic and Migration Studies*, 1–18. doi:10.1080/1369183X.2025.2529496

Kara, Y., & Gümüş, B. (2025). Violence in the Shadow of Family Ties: Experiences of Sexual Minorities in Türkiye. *Journal of Interpersonal Violence*, 0(0). doi:10.1177/08862605251363623

Ummak, E., Yalçın Özuçan, B. & Gümüş, B. (2025). Barriers to Help-Seeking for Intimate Partner Violence (IPV): Lived Experiences of Queer Individuals in Norway. *Journal of Family Violence*. doi:10.1007/s10896-025-00959-1

Can, A. & Gümüş, B. (2024). Symbolic Violence of Gender Roles in the Media: The Case of 'Gelin Evi'. *Kritik İletişim Çalışmaları Dergisi*, 6(1), 29–50. doi:10.53281/kritik.1355291

Gümüş, B. (2023). The Transformation of LGBTQ+ Relationships in Turkey from Digital Dating to Digital Violence. *Journal of Family Violence*. doi:10.1007/s10896-023-00663-y

- Gümüş, B. (2023). Defending the rainbow: The LGBTI+ Community Without a Place in the Turkish Public Space. *Queer Studies in Media & Popular Culture*, 8(2), 177–194.
- Gümüş, B. (2023). Methodical Issues in Big Data-Based Research on Current Women’s Studies. *Sakarya Üniversitesi Kadın Araştırmaları Dergisi*, 2(2), 90–105.
- Öksüz, M. & Gümüş, B. (2023). A Research on Tourists’ Perception of Cittaslow in Social Media. *Yeni Medya Dergisi*, (14), 121–141. doi:10.55609
- Gümüş, B. (2022). From Real to Virtual: Online Harassment. *Sosyal Bilimler Elektronik Dergisi*, 11(6), 208–232. doi:10.29228/sbe.65783
- Gümüş, B. (2022). The Effect of Online Disinhibition on Twitter Postings and the Development of Intimate Public. *Akdeniz Üniversitesi İletişim Fakültesi Dergisi*, Nov Special Issue, 45–63. doi:10.31123/akil.1170093
- Kandıran, E., Gümüş, B. & Ozer, MA. (2022). Sentiment Analysis of Twitter Reflections of Distance Education in the Covid-19 Pandemic Process. *International Journal of Social Sciences and Education Research*, 8(3), 228–242. doi:10.24289/ijsser.1102248
- Gümüş, B. (2021). Social Media Form of Story Telling: Clubhouse. *Turkish Review of Communication Studies*, 38, 520–525. doi:10.17829/turcom.934440
- Gümüş, B. (2021). From Marathon Watching to Binge Watching: The Effect of Netflix on Watching Habits. *Turkish Review of Communication Studies*, 37, 147–169. doi:10.17829/turcom.862011
- Gümüş, B. (2021). From TVI to Netflix: Making Sense of Netflix in the Time of Pandemic Over Twitter. *Akdeniz Üniversitesi İletişim Fakültesi Dergisi*, (35), 91–111. doi:10.31123/akil.887962
- Gümüş, B. & Gegez, E. E. (2020). Design Newness Effects on Consumers’ Hearts and Minds: The Moderating Roles of Involvement and Risk Perceptions. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 13(2), 305–331.
- Gümüş, B. (2019). Examining Tattooing as a Form of Identity Expression and Interaction Process: Atatürk Tattooing Case. *Journal of Comparative Studies*, 12(41), 94–120.
- Erkmen, Ö., Arslan, C., Gümüş, B. & Öztürk, İ. (2019). Ecological Movements’ Limited Use of Social Media in Turkey: A Social Network Analysis. *Connectist: Istanbul University Journal of Communication Sciences*, 56, 31–66.
- Gümüş, B. & Gegez, E. E. (2017). The New Trend in Changing Consumer Culture: Collaborative Consumption. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 10(20), 155–177.

MANUSCRIPTS UNDER REVIEW

- Gümüş, B. (2026). The Costs of Staying: Gender-Based Harassment and Women Streamers in Denmark. Submitted to *Journal of European Women Studies*.
- Gümüş, B. & Donat, G. (2026). Turning Away, Turning Toward: Affective Reorientation and Women’s Experiences of Unveiling in Turkey. Submitted to *Feminist Theory*.
- Gümüş, B. (2025). Governing adult content on Steam: Moral entrepreneurs and the politics of infrastructure. Submitted to *Simulation and Gaming*.
- Gümüş, B. (2025). Beyond the male gaze: Visual agency of female protagonists in eco-themed indie games. Submitted to *Feminist Media Studies*.
- Gümüş, B. & Kjaran, J. I. (2025). Precarity, migration, and otherness: A Marxist feminist reading of the narratives of Turkish female textile workers. Submitted to *Gender, Work & Organization*.
- Gümüş, B. & Kjaran, J. I. (2025). The banality of violence: Everyday normalization of intimate partner abuse in LGBTQ+ lives in Turkey. Submitted to *Journal of Sexualities*.
- Gümüş, B. & Kjaran, J. I. (2025). Necropolitics of Intimacy: Family Violence and Trans Lives in Türkiye. Submitted to *Gender, Place & Culture*.
- Gümüş, B. (2025). Being “woman enough” in esports: Authenticity, gatekeeping, and trans inclusion. Submitted to *Journal of Electronic Gaming and Esports*.
- Gümüş, B. & Kara, Y. (2025). Layers of Vulnerability and Survival: IPV Experiences of SOGIESC Minorities in Türkiye. Submitted to *Journal of Bisexuality*.

BOOK CHAPTERS

- Gumus, B. & Kjaran, J. I. (2026). Syrian Refugee Women Experiences of Work-Based Violence. In: Macioce, F. et al. (eds) *Feminist Legal and Political Practices. Gender Perspectives in Law*, vol 6. Springer. doi:10.1007/978-3-032-02856-3_6
- Gümüş, B. (2022). The History of Non-Violent Struggle to Combat Violence against Women in Turkey. In *Women, Creativity and Nonviolence*. Cambridge Scholars Publishing.
- Gümüş, B. (2020). Un/queering Turkish TV. In *International Encyclopedia of Gender, Media, and Communication*. Wiley. doi:10.1002/9781119429128
- Gümüş, B. & Öztunç, M. (2023). The Role of Digital Media in Right-Wing Populism and Political Mobilization in Turkey. In Karadağ, G. H. (ed.) *Dijital Okumalar*. Nobel.
- Gümüş, B. (2023). Instagram’s Entrepreneurial Women: The Female Face of Employment. Asos Yayınları.
- Gümüş, B. (2022). Changing Representations of Gender, Family, and Ethnicity in Emojis. In *Görsel İletişim Tasarımı: Kuram ve Araştırmaları*. Nobel.
- Gümüş, B. (2022). From Fashion to Digital Fashion. In *Alternatif Dijital Evren Metaverse-I*. Necmettin Erbakan Üniversitesi Yayınları.
- Gümüş, B. (2022). Geek Men in the Gaming World vs. Hypersexualized Women. In *Oyunların Dijital Hali 2*. Literatürkacademia.
- Gümüş, B. (2021). Can You Hear Me? The Myth of Women Amplifying Their Voices in Alternative Media. In *Kadın Odağında Toplumsal Cinsiyet*. UKAMER.
- Suerdem, A. K., Gumus, B. & Unanoglu, M. (2013). Determinants of risk perception towards science and technology. In *Intelligent Systems and Decision Making for Risk Analysis and Crisis Response*. CRC Press.
- Gegez, E. E. & Gümüş, B. (2019). Product Strategies in the Education Sector. In Gegez, E. (ed.) *Yükseköğretimde Tutundurma ve Strateji*. Altınbaş Üniversitesi Yayınları.
- Gümüş, B. & Gegez, E. E. (2018). High-Tech Brands. In Aslan, M. (ed.) *Masamızda Marka Sohbetleri II*. Beta.

SELECTED CONFERENCE PRESENTATIONS

- Gümüş, B. & Ekdahl, D. (2025). Pixelled bonds: Digital intimacies formed through gaming among queer youth in Denmark. *Digital Intimacies, Young People and Everyday Life*, University of Padova, Italy.
- Gümüş, B., Ummak, B. & Yalçın Öz-Uçan, E. (2025). Barriers to help-seeking for IPV: Lived experiences of queer individuals in Norway. *European Conference on Domestic Violence (ECDV)*, Barcelona, Spain.
- Gumus, B. (2025). Being ‘woman enough’ in esports: Authenticity, gatekeeping, and trans inclusion. *Esports Research Network Conference*.
- Gumus, B. (2024). Queer refugees’ experiences of queer utopia and belonging difference in Turkey. *Queer Utopias: Imagining Futures without Borders*, Athens, Greece.
- Öztunç, M. & Gümüş, B. (2023). Far Right Politics and The Mobilizations Against LGBT+ in Turkey. *11th Annual Conference of Europe’s Sciences and Arts Leaders and Scholars*.
- Gümüş, B., Varnali, K. & Ozturkcan, S. (2014). Adoption of Really New Products: Retro Appearance and the Bandwagon Effect. *5th European Marketing Academy (EMAC) Regional*, Katowice, Poland.
- Suerdem, A. K., Gümüş, B. & Unanoglu, M. (2013). Determinants of risk perception towards science and technology. *4th International Conference on Risk Analysis and Crisis Response (RACR)*, Istanbul.

TEACHING CASES

- Öztürkcan, S. & Gümüş, B. (2015). Sustaining competitive advantage: Turk Telekom. In West, D. et al. (eds) *Strategic Marketing: Creating Competitive Advantage*, 3rd ed. Oxford University Press.

GRADUATE SUPERVISION

- İmren Çulhaoğlu (2024). Class and class conflict in cinema from a Marxian perspective. Doğu University, MA thesis.
- Esra Berk (2024). Representation of male and female characters in Turkish TV series in terms of gender. Doğu University, MA thesis.

INTERNATIONAL EXPERIENCE & SERVICE

Board Member — Gender and Women’s Studies Research Center 2019–2024
Doğuş University (Advisory Board 2019–2023; Board Member 2023–2024)

Erasmus Teaching Mobility — Visiting Scholar May 2019
Instituto Superior de Comunicação Empresarial, Lisbon — Media & Ethics Intensive Course

Guest Speaker — Gender-Responsive Education in Azerbaijan January 2023
International conference, Baku Business Centre

AWARDS

Prof. Mehmet Oluç Best Paper Award — 21st National Marketing Congress, 2016

LANGUAGES & TECHNICAL SKILLS

Languages: Turkish (native) · English (fluent) · Danish (basic)

Software: SPSS · R · NVivo · Python (basic) · Google Colab · Microsoft Office Suite

Methods: Survey design · Experimental design · Regression & ANOVA · Moderation/mediation analysis · Thematic analysis · Discourse analysis · Ethnography · Sentiment analysis