

EMİRHAN SERBEST

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EDUCATION

University of Geneva , Geneva, Switzerland Master of Science in Neuroscience	09/2025 - Current
Fatih Sultan Mehmet Vakif University , Istanbul, Turkey Bachelor of Arts in Psychology , GPA: 3.60/4.00 <i>Full Scholarship, Graduated with Honors</i>	08/2020 - 06/2025

PROFESSIONAL EXPERIENCE

Enlighty.ai (Launched by Center for Computational Social Sciences, Koc University) Machine Learning & NER Intern	Istanbul, Turkey 07/2024 - 09/2025
<ul style="list-style-type: none">Labeled and corrected NER annotations across large-scale social media datasets, directly contributing to model fine-tuning and accuracy improvement.Performed sentiment analysis across consumer-generated content to support brand health and emotional tracking.Evaluated and benchmarked multilingual open-source NLP models to assess comparative performance across diverse linguistic datasets.	
FutureBright Group Qualitative Research Intern	Istanbul, Turkey 07/2024 - 08/2025
<ul style="list-style-type: none">Contributed to large-scale market research projects for Fortune 500 companies in Turkey, designing data collection protocols and participant screening methodologies.Analyzed qualitative insights from ZMET and Focus Group sessions, with thematic analysis of consumer decision-making behavior patterns.Interviewed 1000+ research participants using demographic and psychometric criteria, ensuring precise alignment with target sample to maximize research validity.	
IoTech Software Consulting Neuropsychological Research Intern	Istanbul, Turkey 12/2024 - 03/2025
<ul style="list-style-type: none">Designed VR-based cognitive rehabilitation games aligned with neuropsychological tests such as the MoCA and TMT for MCI patients.Tested VR-compatible cognitive tasks to ensure ecological validity and psychometric reliability in clinical settings.Co-developed a standardized data framework tracking neurocognitive performance metrics to evaluate intervention outcomes and patient progress.	
gözlemevi Psychology and Research Intern	Istanbul, Turkey 12/2023 - 07/2024
<ul style="list-style-type: none">Researched and authored sections of white papers on internet governance, platform ethics, and digital society topics, drawing on international academic and policy sources.Analyzed data to investigate microtargeting campaigns on social media, assessing their implications for digital rights and public perception.Contributed to seminar organization and designed infographic materials to communicate research findings to broader audiences.	
HiDoctor Psychology and Research Intern	Istanbul, Turkey 08/2023 - 05/2024
<ul style="list-style-type: none">Managed end-to-end delivery of corporate well-being seminars under supervising clinical psychologists, covering topic selection and expert coordination based on external clients' organizational needs.Coordinated internal training programs for psychologists, aligning content with organizational requirements.Researched and scripted episodes content for the Journey video series, presented to B2B clients, translating clinical topics into accessible narratives.	

RESEARCH EXPERIENCE

Laboratory for Uncertainty, Collective Intelligence and Decision-Making (LUCID) Graduate Research Student	Geneva, Switzerland 09/2025 - Current
<ul style="list-style-type: none">Graduate Research Student at Laboratory for the study of Uncertainty, Collective Intelligence and Decision-Making (LUCID) with Prof. Kerstin Preuschoff.Developed an interactive behavioral economics experiment platform on oTree (Python) to study cooperation dynamics in a Public Goods Game under specific conditions.Managed the full development lifecycle including UI/UX design, participant onboarding flows, and granular data tracking for statistical analysis.	

- Spearheaded a quantitative study investigating the psychological impact of online aggressive humor, managing end-to-end processes including participant recruitment, experimental design, and large-scale data collection.
- Research resulted in TÜBİTAK funding and 2 conference presentations, including an international presentation at the University of Warsaw.
- Investigated aggressive humor typologies and their spread dynamics on social media platforms.

AWARDS AND GRANTS

Neurocenter Explorer Grant (2026) : Awarded the Neurocenter Explorer Grant (800 CHF) by Université de Genève to support my neuroscience research project investigating cooperation dynamics, sustainable mindset, and physiological regulation through wearable biosensing technologies (Nural Rings) in behavioral economics experiments.

TUBITAK 2247-C - STAR Fellowship Programme for Intern Researcher (2024): Awarded as intern researcher on an AI & VR-based cognitive rehabilitation project for individuals with mild cognitive impairment.

TUBITAK 2209-A - Research Project Support Programme for Undergraduate Students (2023): Awarded funding to lead research on aggressive humor exposure on social media; directed a 3-person team with 397 participants.

Lions Clubs International Education Scholarship (2022-2025)

Full Scholarship for Undergraduate Psychology Program (2020-2025): Top 1% among 2.5M+ candidates in YKS.

CONFERENCE PRESENTATIONS

[1] "Predicting Cooperative Resilience in a Public Goods Game: The Role of Sustainable Mindset" *NeuroMaster Day 2026, Campus Biotech, University of Geneva, Geneva, Switzerland – May 2026*

Proposed an incentivized 15-round Public Goods Game study (planned N=60–80, oTree) testing whether Sustainable Mindset (SM), a 7-dimension dispositional framework, predicts cooperative resilience under pressure. The design examines whether high-SM individuals show smaller contribution reductions after unannounced shocks, lower volatility, and higher average contributions, across three between-subject framing conditions (neutral, ecological, financial). Co-authored with J.-P. Nohra and K. Preuschoff.

[2] "The Relationship between Aggressive Humor in Social Media and Sociodemographic Variables: A Study in Turkey Sample" *International Sociology Association Digital Sociology Conference, University of Warsaw, Warsaw, Poland - September 2024.*

Examined the relationship between exposure to aggressive humor on social media and sociodemographic variables in a Turkish adult sample (N=264). Analyzed associations between humor exposure levels and gender, age, income, education, religious/political orientation, anonymity behaviors, and reaction patterns using Chi-Square tests. Co-authored with E. Özten, Z. N. Tökel, Y. Karacaoğlan, and N. İnci.

[3] "The Relationship of Aggressive Humor in Social Media with Sociodemographic Variables" II. *Psychology Research Student Congress, Fatih Sultan Mehmet Vakıf University, Istanbul, Turkey - June 2024*

National presentation of preliminary findings from the same study (N=158) prior to sample expansion and the international conference. Co-authored with E. Özten, Z. N. Tökel, Y. Karacaoğlan, and N. İnci.

[4] "Guilt, Sleep Quality, and Psychological Well-Being Among Individuals Who Did Not Experience the February 6 Earthquake" I. *Psychology Research Student Congress, Fatih Sultan Mehmet Vakıf University, Istanbul, Turkey - June 2023*

Investigated survivor's guilt, sleep disturbances, and psychological well-being in individuals not directly affected by the 2023 Kahramanmaraş earthquakes (N=212). Guilt negatively correlated with well-being ($r=-.131$), sleep quality was significantly impaired even among non-affected individuals, and participation in relief efforts was associated with higher well-being. Co-authored with E. Özten, Y. Karacaoğlan, H. Ağaoğlu, and E. Şengül.

VOLUNTEER AND EXTRACURRICULAR ACTIVITIES

zBurada (Student Voluntary Community), Social Media Team Leader 08/2024 - 02/2025

- Led a 12-person social media team across content, strategy, and audience management, optimizing performance through psychology-based experimental processes and one-to-one role-specific coaching.

FSMVU Psychology Club, Media Team Leader / Board Member 10/2022 - 06/2024

- Led a 15-person media team, coordinating events with 450+ participants across 40+ universities, producing 2 podcast seasons and directing a documentary film.

Turkish Psychology Student Working Group (TPÖÇG), Social Responsibility Team Leader 07/2023 - 06/2024

- Led a team of four people and organized 15 different (about digital safety, street animals, homelessness, people with disabilities, seniors, children, youth education, etc.) social responsibility events.

TECHNICAL & LANGUAGE SKILLS

Languages: English (Upper-Intermediate, B2), Turkish (Native)

Technical: Python, SPSS, R, ATLAS.ti

Design & Media: Photoshop (Advanced), Illustrator (Advanced), Premiere (Advanced), CapCut (Advanced), Canva (Advanced), After Effects (Intermediate), InDesign (Intermediate)

PROFESSIONAL SERVICES

Mindcare Academy, Istanbul, Turkey

Youthall, Istanbul, Turkey

FSM Accessibility Guides Audio Book Project,

Gerçeküstü Haberler (Podcast), Istanbul, Turkey

Armut, Istanbul, Turkey

Social Media Specialist

Content Writer

Voiceover Artist

Voiceover Artist

Graphic Designer

05/2024 - 09/2024

01/2024 - 06/2024

11/2023 - 12/2023

03/2023 - 05/2023

01/2023 - 05/2023

CREATIVE PROJECTS

[psiko'atik - FSMVU Psychology Department Documentary, FSMVU Psychology Club](#)

Director