

Name: Thomas Photiadis

Job Title: Scientific Collaborator / Research Assistant / Visitor Lecturer

Studies:

- 1) University of the Aegean: Bachelor's Degree: Product and Industrial Design, Engineering (10/2003 – 02/2007).
- 2) University of the Aegean: Master's degree: Online Brand Identity Promotion Embedding Human-Computer Interaction Research Methodologies (03/2007 – 02/2008).
- 3) Cyprus University of Technology: PhD: "Virtual Well-Being: The Investigation of the Emotional and Behavioral Patterns Before, During and After Virtual Social Experience" (03/2012 – 03/2017).

Work experience:

Research Projects

- 1) European University Cyprus: European MediaCoach Initiative: The main focus of the European MediaCoach project is the improvement of media literacy levels and among young people through the development of large pool of media literate professionals working with youth in schools, youth centers and in non-formal contexts (01/2018 – 31/12/2020).
- 2) Cyprus University of Technology: Evaluation of the website of the Cyprus University of Technology implementing Eye-Tracker equipment (Analysis of user experience and behavior) {10/2011 – 04/2012}.
- 3) Cyprus University of Technology: Human behavior during the process of facial age estimation using eye tracker equipment (Recognition of human age based on face characteristics {12/2011 – 03/2012}.
- 4) Cyprus University of Technology: How eye-tracking procedure can improve the brand identity in online spaces (Quantitative and qualitative analysis) {11/2012 – 06/2013}.
- 5) Cyprus University of Technology: The use of eye-tracker technology to evaluate typefaces, Greek fonts and publication design on screen {07/2013 – 09/2013}.
- 6) Cyprus University of Technology: Cypriot ideology and dialect in online athletic websites (Online communication of football fans in Cyprus, language choices and ideology) {09/2015 – 06/2016}.
- 7) Cyprus University of Technology: User well-being via online gaming (Human-Computer Interaction Methodologies) {10/2016 – 01/2017}.
- 8) Cyprus University of Technology: Port collaborative decision making for achieving efficient and predictable arrival of vessels, Port CDM (STM, EU-funded MONALISA 2.0 project, Cyprus University of Technology and the CY Ports Authority, Port Authority of Valencia, Port of Barcelona, Carnival Corporation, Chalmers University of Technology, CIMNE, Costa Crociere, Danish Maritime Authority, Finnish Transport Agency, Flensburg University of Applied Sciences,

- Fraunhofer). I collected, on behalf of the CUT team, data and conducted interviews, and online questionnaires with Ports Authority
<https://www.youtube.com/watch?v=ZS5SjDAol90> {11/2016 – 04/2017}.
- 9) Folkwang University of the Arts (Faculty of Design and Ergonomics, Essen, Germany) : The impact of user experience and product design on people with disabilities {03/2014 - 11/2014}.

Teaching Assistant

- 1) CTL Eurocollege
- 1) European University Cyprus:
- 2) University of Nicosia
- 3) Cyprus University of Technology

Research:

Thomas Photiadis is a team member / leader in several, diverse research projects at the Cyprus University of Technology and at the Folkwang University of Arts (Essen-Germany): (a) European MediaCoach Initiative (Erasmus +) (b)Cyprus Ports Authority (EU-funded MONALISA 2.0 project), (c) Eye tracking evaluation (d) Cyprus ideology and dialect (e) Human emotional and behavioural appraisal (f) Online game experience (2012 – 2017). He has published papers in international conferences and journals. Aside his PhD studies he has also worked on several other European programs in the public sector as a supervisor of the program of the European Social Fund - European Commission for four years in the Ministry of Education and Culture (2012-2016). His research interests focus on Digital Media, Human-computer Interaction, Media, User Experience, Virtual Immersion and Online Branding.

Member in Councils:

N/A

Publications:

Peer-reviewed journals:

- Photiadis, T. & Zaphiris P. (2018). The Correlation of the Emotional and Behavioral Patterns throughout the Virtual Immersion. *Computer In Human Behavior Journal (in progress)*
- Photiadis, T. & Zaphiris P. (2017). The Identification of the Emotional Profile Before and After Virtual Experience. *International Journal of Human-Computer Interaction*
- Photiadis, T., & Zaphiris P. (2016). Virtual Well-being: The Identification of the Emotional Profile Before and After an Immersive Experience. *Virtual Reality Journal*

- Photiadis, T., & Souleles, N. (2015). A Theoretical Model, including User-Experience, Aesthetics and Psychology, in the Design Process of 3D Avatars. *Journal of Virtual Worlds Research*, 8(1).
- Loizides, F., Photiadis, T., Mavri, A., & Zaphiris, P. (2014). On Interactive Interfaces for Semi-Structured Academic Document Seeking and Relevance Decision Making. *New Review of Information Networking*, 19(2), 67-95.
- Mavri, A., Loizides, F., Photiadis, T., & Zaphiris, P. (2013). We have the content... now what?. *Information Design Journal*, 20(3), 247-265.

Book chapter:

- Photiadis, T., & Zaphiris P. (2016). Bishop, J. (Ed.). (2015). *Psychological and Social Implications Surrounding Internet and Gaming Addiction (The influences of user experience, aesthetic and psychology in the design process of 3D Avatars (Theoretical model))*. IGI Global.

Conference Papers:

- Photiadis, T., & Zaphiris, P. (2016). The Subjective Well-Being via Virtual Worlds Experience. *VS-Games Conference*.
- Photiadis, T., & Papadima A. (2016). Semiosis in Online Communication of Football Fans in Cyprus, Language Choices and Ideology.
- Photiadis, T., Lanitis, A., & Zaphiris, P. (2016). Investigating Human Behavior During the Process of Facial Age Estimation. *4th International Workshop on Biometrics and Forensics (IWBF)*
- Photiadis, T., & Zaphiris, P. (2014). The Formulation and Visualization of 3D Avatar Design, Including Three Basic Theoretical Elements: Aesthetic, User Experience and Psychology. In *Human-Computer Interaction. Theories, Methods, and Tools* (pp. 134-144). Springer International Publishing.
- Photiadis, T., Zantides, E., & Papadima, A. (2012). *The use of eye-tracker technology to examine if there is gender legibility, perception differences/biases on typeface design and characteristics*. Paper presented at Variations of a typographer, Birmingham.
- Zantides, E., Papadima, A. & Photiadis, T. (2012). *The use of eye-tracker technology to evaluate typefaces, greek fonts and publication design for screen*. Paper presented at Typography Day 2012, Mumbai.

International Recognition of Work & Awards:

- MTN Innovation 2015 competition (finalist). We designed a platform which connects unemployed individuals in Cyprus with appropriate companies
- European Charlemagne Youth Prize 1st National Team Winner
- Cyprus State Foundation Scholarships (2003-2009)