

# YELİZ VURAL

## ASST. PROF.

Email : yelizvural@ktu.edu.tr

### International Researcher IDs

ScholarID: nhr-ocAAAAAJ

ORCID: 0000-0003-1150-9489

Publons / Web Of Science ResearcherID: KPA-5729-2024

ScopusID: 57996062400

Yoksis Researcher ID: 395514



### Biography

I am Dr. Yeliz Vural, graduated from the University of Bristol (UoB) with a PhD degree in Psychology in 2023. Previously I did my Master's degree (Msc) at the UoB in Applied Neuropsychology. In 2015, I was awarded a £150k scholarship by the Ministry of Turkish National Education and I was sent to the UK to do my Master's and PhD degrees. I did my undergraduate in Psychology at Ege University. I have a two year experience as a Psychologist at Turkish Ministry of Public Health Agency, Kırklareli.

I have expertise in the field of Nutrition and Behaviour, understanding psychology of human eating behaviour. My PhD research is concerned with the UK consumers' attitudes and behaviours towards plant-based meat alternatives and cultured meat and the role of disgust in acceptance of these products. My PhD projects took an interdisciplinary approach, bringing environmental, social, consumer and health psychology together. Throughout my PhD, I conducted five quantitative studies some of which were supported by qualitative research. I am an innovative thinker and I have a special interest in multidisciplinary, cross-cultural mixed-method projects in sustainability, appetite (e.g., food reward) and obesity.

### Education

---

Doctorate  
2018 - 2023

University of Bristol, Life Sciences, Experimental Psychology, England

---

Postgraduate  
2017 - 2018

University of Bristol, Life Sciences, Experimental Psychology, England

---

Undergraduate Minor  
2011 - 2013

Ege University, Faculty of Letters, English Language & Literature, Turkey

---

Undergraduate  
2008 - 2013

Ege University, Turkey

## Foreign Languages

English, C2 Mastery

## Certificates, Courses and Trainings

Project Management, TUBITAK 2237-A , Karadeniz Technical University, 2024

Foreign Language, YDS, OSYM, 2023

Project Management, TÜBİTAK 2237-B Proje Eğitimi, Karadeniz Technical University, 2023

Innovation, Innovation Labs, QTEC, University of Bristol and SETSquared Bristol, University of Bristol, 2023

Foreign Language, IELTS, British Council Turkey, 2017

## Dissertations

Doctorate, Predictors of UK consumers' acceptance of alternatives to conventional meat products in the early 2020s, University of Bristol, Life Sciences, Experimental Psychology, 2018

Postgraduate, Effects of Simple Verbal Instructions on Eating Rate, Fullness, Meal Enjoyment and Meal Satisfaction, University of Bristol, Life Sciences, Experimental Psychology, 2017

## Academic Positions

---

Assistant Professor  
2024 - Continues

Karadeniz Technical University, Edebiyat Fakültesi, Psikoloji Bölümü

---

Lecturer PhD  
2023 - 2024

Karadeniz Technical University, Edebiyat Fakültesi, Psikoloji Bölümü

## Scholarships

Yurtdışı Lisansüstü Eğitim Bursu (YLSY), Ministry of Education, 2015 - 2023

Conference Registration and Travel Grant, University, 2019 - 2019

## Journal articles indexed in SCI, SSCI, and AHCI

- Nutrient clustering, NOVA classification, and nutrient profiling: How do they overlap, and what do they predict about food palatability?**  
Rogers P. J., VURAL Y., Flynn A. N., Brunstrom J. M.  
APPETITE, vol.201, 2024 (SCI-Expanded)
- Lower wanting for ultra-processed foods in people with overweight and obesity**  
Rogers P. J., Vural Y., Flynn A. N., Brunstrom J. M.  
APPETITE RESEARCH ON EATING AND DRINKING, vol.199, pp.1, 2024 (SCI-Expanded)
- Evidence that carbohydrate-to-fat ratio and taste, but not energy density or NOVA level of processing, are determinants of food liking and food reward**  
Rogers P. J., Vural Y., Berridge-Burley N., Butcher C., Cawley E., Gao Z., Sutcliffe A., Tinker L., Zeng X., Flynn A. N., et al.  
APPETITE, vol.193, 2024 (SCI-Expanded)
- Consumers' attitudes towards alternatives to conventional meat products: Expectations about taste**

### **and satisfaction, and the role of disgust**

Vural Y., Ferriday D., Rogers P. J.

APPETITE, vol.181, 2023 (SCI-Expanded)

### **5. Consumer attitudes towards alternative meat products: expectations about taste and the role of disgust**

Vural Y., Ferriday D., Rogers P. J.

APPETITE RESEARCH ON EATING AND DRINKING, vol.157, pp.23, 2021 (SCI-Expanded)

## **Papers Presented at Peer-Reviewed Scientific Conferences**

### **1. Expectation and Experience: What do consumers think about the taste of a plant-based burger?**

Vural Y., Ferriday D., Rogers P. J.

The 46th British Feeding and Drinking (BFDG) Group Annual Meeting, Leeds, England, 13 - 14 April 2022, vol.179, pp.16, (Summary Text)

### **2. Exploring Attitudes Towards Meat Substitutes; Are 'Plant-Based' and 'Cultured' Meat Alternatives Acceptable to Consumers?**

Vural Y., Ferriday D., Rogers P.

The The 45th British Feeding and Drinking (BFDG) Group Annual Meeting, Leeds, England, 31 March - 01 April 2021, vol.169, pp.26, (Summary Text)

## **Courses**

### **Undergraduate**

Introduction to Psychology, Undergraduate, 2023 - 2024

## **Memberships and Roles in Scientific Organizations**

The British Eating and Drinking Group, Member of Science Committee, 2020 - Continues, England

## **Peer Reviews in Scientific Publications**

APPETITE RESEARCH ON EATING AND DRINKING, Journal Indexed in SCI-E, August 2023

## **Scientific Research / Working Group Memberships**

Nutrition And Behaviour Unit (Nbu), University of Bristol, England,

<https://www.bristol.ac.uk/psychology/research/brain/nbu/>, 2019 - Continues

## **Metrics**

Publication: 7

Citation (WoS): 41

Citation (Scopus): 48

H-Index (WoS): 2

H-Index (Scopus): 2

## Congress and Symposium Activities

The 46th British Feeding and Drinking (BFDG) Group Annual Meeting/Conference, Session Moderator, Leeds, England, 2022

## Invited Talks

Meat Alternatives: How They Are Perceived?, Conference, University of Oxford, Oxford Martin School, the 3rd Livestock Environment and People (LEAP) Conference, England, December 2020

## Research Areas

Experimental Psychology, Biopsychology

## Non Academic Experience

Ministry, Public Health Agency, Public Health, Psychologist  
SAĞLIK BAKANLIĞI HALK SAĞLIĞI, PSİKOLOG