



Digital Communication: Identity and Visibility in Research Dissemination

Thursday 9th December (GMT+1)

9:30 – 10:00	OPENING Ramón Plo
	The InterGedi Project: Visibility and dissemination of scientific research in digital communication The InterGedi Research Group
10:00 – 11:00	PLENARY LECTURE Jan Engberg (Aarhus University) Dissemination, popularization and vulgarization of science - how to distinguish them? Chair: Ramón Plo
11:00 - 11:30	COFFEE BREAK
11:30 – 13:30	SESSION 1: Scientific Discourse and Professional Practices Chair: Silvia Murillo
11:30 – 12:00	"Experts don't know anything." The construction of scientific expertise in user-generated content Ruth Breeze
12:00 – 12:30	Utmost hybridity: Promotional trends in technology disclosures Carmen Sancho-Guinda
12:30 – 13:00	Predatory journals: A potential threat to the dissemination of validated knowledge in open science Ana Bocanegra-Valle
13:00 – 13:30	Dissemination of knowledge during the Covid-19 Pandemic: A Conceptual Metaphor Analysis of research and popular articles Fatma Benelhadj

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13:30 - 15:00	LUNCH BREAK
15:00 – 16:00	SESSION 2: Social Media and Research Contexts Chair: M ^a José Luzón
15:00 – 15:30	Dialogicity in individual and institutional scientific blogs Marina Bondi
15:30 – 16:00	Discipline or Medium? A cross-disciplinary analysis of stance and identity in weblogs by law scholars and scientists Giuliana Diani and Maria Freddi
16:00 – 16:30	COFFEE BREAK
16:30 – 17:30	SESSION 3: Recontextualisation and Visibility in Digital Genres Chair: Isabel Herrando-Rodrigo
16:30 – 17:00	A meta-scientific digital Chemistry genre: The Bigger Picture Kallia Katsampoxaki-Hodgetts
17:00 – 17:30	Video abstracts for increasing researcher visibility Olga Dontcheva-Navrátilová

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9:00 – 10:30	<p>SESSION 4: Spoken Genres in Scientific Contexts Chair: Enrique Lafuente-Millán</p>
9:00 – 9:30	<p>How do winning Three Minute Thesis presenters engage their audience through multimodal resources? Vicente Beltrán-Palaques and Teresa Morell</p>
9:30 – 10:00	<p>Size does matter: introducing science to the general public in 3-minute talks Juan C. Palmer-Silveira and Miguel F. Ruiz-Garrido</p>
10:00 – 10:30	<p>Research visibility and author ethos: A comparative study of 3MT presentations and research group videos Elizabeth Rowley-Jolivet and Shirley Carter-Thomas</p>
10:30 – 10:45	<p>COFFEE BREAK</p>
10:45 – 11:45	<p>PLENARY LECTURE Vijay K. Bhatia (The Chinese University of Hong Kong) Collaborative Research - An invaluable resource for academic visibility Chair: Isabel Corona</p>
11:45 – 12:30	<p>ROUND TABLE: Challenges and directions in digital communication for research dissemination Moderator: Daniel Pascual</p> <p>INVITED SPEAKERS V.K. Bhatia (The Chinese University of Hong Kong), Jan Engberg (Aarhus University), Marina Bondi (Università degli Studi di Modena e Reggio Emilia), Suganthi John (University of Birmingham) and Rosa Lorés (Universidad de Zaragoza and InterGedi PI)</p>
12:30 – 12:45	<p>CLOSING Isabel Corona</p>