

Visibility in international research project websites

H2020 Websites offer a multifaceted view of **who** and **what** is made **visible**, which also implies a variety of resources by which **visibility is constructed**.

To understand the impact of digitalization on academic SELF and/or OTHER

Widen our approach towards:



- A data-driven analysis allowed us to identify three main entities which were made **visible** on **About us**, **Partners** and **News and Events** pages:



- The combination of resources and modes which help to construct and project visibility can be categorized as:

Webpages	Who/what is made VISIBLE?	How is e-VISIBILITY constructed and projected?	
		Lexicogrammatical devices	Multimodal devices
ABOUT	The research project	Proper nouns to refer to the project	Logos, visuals referring physically or metaphorically to the project activity
		Impersonated e-visibility	
PARTNERS	The partners	Proper nouns to refer to institutions	Logos of institutions
		Collective e-visibility	
	The researchers	Proper, common nouns and self mentions to refer to researchers	Pictures of researchers
		Individual e-visibility	
NEWS / EVENTS	The research project	Proper noun of project	Visuals of researchers
		Multifaceted-visibility	

Difficulties visualizing scientific research
Clashing of territories

Researchers as
anonymous members of
a research group

Accountability of their
research in public (e.g.,
academic gatherings)

Professional practices

Represented as social interaction. The persistent pattern of the visual-verbal integration, brought about by smart phones, indicates a new type of multimodal collocation, which in turn impinges upon an increasing (mental) image of researchers as 'normal' people.

Ethnographic methodology

Indispensable to provide contextual and trustworthy information to frame the analysis of e-visibility.



- ✓ Use of English to promote their e-visibility and their digital collective identity.
- ✓ Through social media researchers reach a broader readership and enhance their e-visibility and reputation.
- ✓ Social media helps to construct knowledge, without compromising the short-term goals of those that need to operate 'within' the system + is not detrimental for the basic genres of knowledge communication.

Related publications and conference papers:

Corona, Isabel. 2021. A window to the world: Visual design and research visibility of European research projects' homepages. In Lorés, Rosa and Giuliana Diani (eds.). *Disseminating knowledge: Digital discourse in academic and institutional contexts. European Journal of English Studies* [Special Issue], vol. 25. <https://doi.org/10.1080/13825577.2021.1988261>



Herrando-Rodrigo, Isabel & Plo, Ramón. 2017. An ethnographic approach to digital knowledge transfer genres. Paper presented at CERLIS 2018. *Scholarly Pathways: Knowledge Transfer and Knowledge Exchange in Academia. Università degli Studi di Bergamo (Italy).*



Lorés-Sanz, Rosa & Herrando-Rodrigo, Isabel. 2020. New concepts, different approaches: tackling e-visibility in research project websites. *Revista de Lingüística y Lenguas Aplicadas* 15, 83-98. <https://doi.org/10.4995/rlyla.2020.12782>



Lorés-Sanz, Rosa & Herrando Rodrigo, Isabel. 2019. From research articles to research project websites: A metadiscourse analysis of authorial voice across modes. Paper presented at *Metadiscourse across Genres (MAG2019)*. Università degli Studi di Bergamo (Italy).



Pascual, Daniel. 2019. Scientists' digital identity: Contrasting self-mentions in research project websites and related science blogs. Paper presented at *Metadiscourse Across Genres (MAG2019)*. Università degli Studi di Bergamo (Italy).



Plo, Ramón & Herrando Rodrigo, Isabel. 2018. Disseminating academic knowledge through digital interactive genres: Are Spanish scholars meeting this social challenge? Paper presented at 36 Congreso Internacional AESLA, Universidad de Cádiz.



Plo, Ramón. 2019. Giving a scientific presentation. Workshop delivered at XI BIFI National Conference: Tools for a future research career. Universidad de Zaragoza.

