

Gureiker

Research Group (IT1112-16)

2019 Report

INTRODUCTION






















The role audiences play and the content being generated in the new public forum created by the Internet cannot be pieced together without analysing the intricate system within which such interaction takes place. In addition to conventional media organisations, new content distribution platforms such as Google, Twitter and Facebook and countless public entities and private enterprises, one must also consider the new and unprecedented power of audiences to produce content.

Gureiker research group's aim is to describe the news strategies online media have adopted at the organisational and content creation level, especially those associated with their relationships with new actors participating in the system, and the manner in which they incorporate the content these newcomers generate into the overall content they offer their audiences.

RESEARCH LINES

- Analysis of online media
 - The impact of the Internet on the media
 - Participation of users in the contents of online media
 - New informative and journalistic narratives for the Net
 - Use of social networks for journalistic and corporate communication
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MEMBERS

- Irati Agirreazkuenaga-Onaindia   
- Leyre Eguskiza-Sesumaga   
- Ainara Larrondo-Ureta (MR)   
- Terese Mendiguren-Galdospin   
- Koldobika Meso-Ayerdi   
- Simón Peña-Fernández (MR)   
- Jesús Ángel Pérez-Dasilva   

BOOKS

NEW ACTORS AND STRATEGIES IN A SHARED MEDIA ENVIRONMENT. ABSTRACTS OF THE XI INTERNATIONAL CONFERENCE ON ONLINE JOURNALISM

- Meso Ayerdi, Koldobika; Peña Fernández, Simón & Larrondo Ureta, Ainara (Eds.)
- Bilbao, 2019
- ISBN: 978-84-09-16170-6

Link:

- [International Conference on Online Journalism](#)



PROFESSIONALS AND THE PUBLIC IN A MOBILE-ECOSYSTEM. PROCEEDINGS OF THE X INTERNATIONAL CONFERENCE ON ONLINE JOURNALISM

- Meso Ayerdi, Koldobika; Peña Fernández, Simón & Larrondo Ureta, Ainara (Eds.)
- University of the Basque Country (UPV/EHU)
- Bilbao, 2019
- ISBN: 978-84-1319-075-4

Link:

- [International Conference on Online Journalism](#)



OPPORTUNITIES AND RISKS OF THE HYPERCONNECTED JOURNALISM. ABSTRACTS OF THE XXV CONFERENCE OF THE SPANISH SOCIETY OF JOURNALISM STUDIES

- Larrondo Ureta, Ainara & Peña Fernández, Simón (Eds.)
- University of the Basque Country (UPV/EHU)
- Bilbao, 2019
- ISBN: 978-84-9082-872-4

Link:

- [Spanish Society of Journalism Studies](#)



PAPERS

- Agirreazkuenaga Onaindia, Irati; Larrondo Ureta, Ainara & Peña Fernández, Simón. "Is Anyone Listening? Audience Engagement through Public Media Related to the Scottish Independence Referendum". *Social Sciences*, 8 (246), 1-12.
- Azkunaga, Leire, Gaztaka, Ignacio & Eguskiza, Leyre. "Nuevas narrativas en televisión: La Realidad Aumentada en los telediarios de Antena 3". *Revista de Comunicación*, 18(2), 25-50.
- Fernández de Arroyabe, Ainhoa, Eguskiza, Leyre & Miguel, Ainara (2019). "Does Basque Have a Future? Implications of Hegemonic Languages for Audiovisual Consumption by Adolescents". *Communication & Society*, 32(1), 333-349.
- Larrondo Ureta, Ainara. "(In)visibility of feminism in the media. The depiction of the second-wave women's movement in Spain". *Feminist Media Studies*.
- Larrondo Ureta, Ainara. "Berrikuntza eta ekintzailtza kazetaritzan: egungo gakoak", *Euskonews & Media*, 736.
- Larrondo Ureta, Ainara; Peña-Fernández, Simón & Orbeagoz Terradillos, Julen. "Palabra de candidata. La limitada influencia del género en el discurso electoral en Twitter". *Comunicación y medios*, 40, 114-126.
- Meso Ayerdi, Koldobika; Pérez Dasilva, Jesús Ángel & Mendiguren Galdospin, Terese. "Género y TIC: Impresiones en torno a la brecha digital en España". *Cuadernos iberorrománicos*, 1, 63-93.
- Mendiguren Galdospin, Terese; Agirreazkuenaga Onaindia, Irati & Meso Ayerdi, Koldobika. "Digital news start-ups in Spain: symbolic and social capital as drivers of success". *Estudios sobre el mensaje periodístico*, 25(1), 393-409.
- Peña Fernández, Simón; Lazkano Arrillaga, Iñaki & Larrondo Ureta, Ainara. "Medios de comunicación e innovación social. El auge de las audiencias activas en el entorno digital". *Andamios*, 16(40), 351-372.
- Pérez Dasilva, Jesús Ángel; Meso Ayerdi, Koldobika; Mendiguren Galdospin, Terese & Peña Fernández, Simón. "Andoainen Baltasar erregeak izandako lapsusaren inguruko elkarrizketa Twitterren". *Mediatika*, 17, 135-146.
- Pérez Virtus, Ander & Larrondo Ureta, Ainara. "Wonder woman: la romantización y sexualización de un ícono feminista a través del audiovisual". *Revista Hachetetépe*, 18, 13-24.
- Santos Díez, María Teresa & Pérez Dasilva, Jesús Ángel. "Las enfermedades raras y su representación en la prensa española". *Palabra clave*, 22(1), 1-34.

CONFERENCE PRESENTATIONS & PROCEEDINGS

- Agirreazkuenaga Onaindia, Irati; Larrondo Ureta, Ainara; Garai Artetxe, Estitxu & Peña Fernández, Simón. "**Airtime takes the street: intersectionality and space making through cross-media and cross-cultural initiatives**". Future of Journalism Conference, Cardiff.
- Castellano Parra, Orge; Agirreazkuenaga Onaindia, Irati; Garai Artetxe; Estitxu & Peña Fernández, Simón. "**Radio in the Basque Country: A tool for cross-cultural dialogue, multiculturalism and social integration**". ECREA Radio Conference, Siena.
- Ganzábal Learreta, María; Meso Ayerdi, Koldo; Pérez Dasilva, Jesús Ángel. "**Algunos fracasos de redes sociales en los medios. El caso de Uoti, Eskup, Aupatu y Berriketan.info**". XXV Congreso Sociedad Española de periodística (SEP), Bilbao.
- Larrondo Ureta, Ainara; Peña Fernández, Simón; Meso Ayerdi, Koldobika & Pérez Dasilva, Jesús Ángel. "**Applying an integrated approach to social media communication training: how innovative thinking is changing the way universities teach (Web) journalism**". 5th International Conference on Higher Education Advances (HEAd), Valencia.
- Larrondo Ureta, Ainara; Peña Fernández, Simón & Fernandez Teixeira, Juliana. "**Teaching and learning processes in online journalism beyond the university: a case study in the Iberoamerican context**". IAMCR, Madrid.
- Meso Ayerdi, Koldobika; Castellano Parra, Orge; Pérez Dasilva, Jesús Ángel & Mendiguren Galdospin, Terese. "**Nuevos itinerarios formativos basados en el papel preponderante del alumnado y su apreciación del Aprendizaje Basado en Proyectos en la UPV/EHU**". Xescom, A Coruña.
- Meso Ayerdi, Koldobika; Mendiguren Galdospin, Terese; Pérez Dasilva, Jesús Ángel & Peña Fernández, Simón. "**Times of change in the training of future media professionals. Project-based learning at the university of the Basque Country**". Trial and Error Conference, ECREA, Salzburg.
- Meso Ayerdi, Koldobika; Pérez Dasilva, Jesús Ángel; Mendiguren Galdospin, Terese. "**Uncovering hidden patterns of meanings: the case of the most successful Spanish radio sports programs on Twitter**". IAMCR, Madrid.

- Meso Ayerdi, Koldobika; Pérez Dasilva, Jesús Ángel, Mendiguren Galdospin, Terese & Larrondo Ureta, Ainara. **"El aprendizaje basado en proyectos como estrategia didáctica para superar las fronteras del aula"**. EuroSoTL19, Bilbao.
 - Meso Ayerdi, Koldobika; Pérez Dasilva, Jesús Ángel; Mendiguren Galdospin, Terese & Peña Fernández, Simón. **"Conversación y actividad en Twitter en torno al lapsus del rey Baltasar en a cabalgata de Andoain"**. XXV Congreso Sociedad Española de periodística (SEP), Bilbao.
 - Orbeagoz Terradillos, Julen; Morales Gras, Jordi & Larrondo Ureta, Ainara. **"Difusión de fake news en redes sociales: ¿compartimentos estancos o espacios dialógicos? El caso Martin Luther King y Quim Torra"**. IAMCR, Madrid.
 - Peña Fernández, Simón; Larrondo Ureta, Ainara; Lazkano Arrillaga, Iñaki & Agirreazkuenaga Onaindia, Irati. **"Multimedia erreportajeen idazketa nazioarteko talde birtualetan"**. XXV Congreso Sociedad Española de periodística (SEP), Bilbao.
 - Peña Fernández, Simón; Larrondo Ureta, Ainara; Lazkano Arrillaga, Iñaki & Agirreazkuenaga Onaindia, Irati. **"Writing online multimedia reports in international virtual groups"**. Trial and Error Conference, ECREA, Salzburg.
 - Pérez Dasilva, Jesús Ángel. **"The digital conversation around Brexit in Spain and the United Kingdom"**. Future of Journalism Conference, Cardiff.
-

ACTIVE RESEARCH PROJECTS

EUROPEAN COMMISSION

INCLUSIVE FUTURES FOR EUROPE BEYOND THE IMPACTS OF INDUSTRIES 4.0 AND DIGITAL DISRUPTION

- **RESEARCHERS:** Unceta Satrustegui, Alfonso (MR), Peña Fernández, Simón.
- **YEARS:** 2016-2021
- **FINANCING ENTITY:** Horizon 2020

FORESIGHT - FUTURE ORIENTED EDUCATION FOR STUDENTS INCORPORATING GSC IN HIGH-PACED TIMES

- **RESEARCHERS:** Agirreazkuenaga Onaindia (MR), Irati; Ganzabal Learreta, María; Larrondo Ureta, Ainara; Mendiguren Galdospin, Terese; Meso Ayerdi, Koldobika; Peña Fernández, Simón & Pérez Dasilva, Jesús Ángel
- **YEARS:** 2018-2021
- **FINANCING ENTITY:** Erasmus+ KA2

SOCIA2 - SOCIAL INNOVATION ACADEMY 2.0

- **RESEARCHERS:** Unceta Satrustegui, Alfonso (MR), Orueta Estívariz, Gorka; Peña Fernández, Simón.
- **YEARS:** 2019-2021
- **FINANCING ENTITY:** Erasmus+ KA2

AQET - ASSESSMENT OF QUALITY OF ERASMUS TRAINEESHIPS

- **RESEARCHERS:** Orueta Estívariz, Gorka (MR); Peña Fernández, Simón.
- **YEARS:** 2019-2022
- **FINANCING ENTITY:** Erasmus+ KA2

SPANISH MINISTRY**NOTICIAS, REDES Y USUARIOS EN EL SISTEMA HÍBRIDO DE MEDIOS**

- **RESEARCHERS:** Agirreazkuenaga Onaindia, Irati; Ganzabal Learreta, María; Larrondo Ureta, Ainara; Mendiguren Galdospin, Terese; Meso Ayerdi, Koldobika (MR); Peña Fernández, Simón & Pérez Dasilva, Jesús Ángel
- **YEARS:** 2016-2021
- **FINANCING ENTITY:** Ministry of Science, Innovation and Universities

AUDIENCIAS ACTIVAS Y VIRALIZACIÓN Y TRANSFORMACIÓN DE LOS MENSAJES PERIODÍSTICOS

- **RESEARCHERS:** Agirreazkuenaga Onaindia, Irati; Larrondo Ureta, Ainara; Mendiguren Galdospin, Terese; Meso Ayerdi, Koldobika (MR); Peña Fernández, Simón & Pérez Dasilva, Jesús Ángel
- **YEARS:** 2016-2019
- **FINANCING ENTITY:** Ministry of Economy and Competitiveness

BASQUE GOVERNMENT

GUREIKER

- **RESEARCHERS:** Agirreazkuenaga Onaindia, Irati; Eguskiza Sesumaga, Leyre; Larrondo Ureta, Ainara (MR); Terese Mendiguren Galdospin; Meso Ayerdi, Koldobika; Peña Fernández, Simón (MR) & Jesús Ángel Pérez Dasilva
- **YEARS:** 2016-2021
- **FINANCING ENTITY:** Basque Government (Type A Research Group)

UNIVERSITY OF THE BASQUE COUNTRY

PERFILES DIGITALES DE LOS PERIODISTAS VASCOS Y DIÁLOGO CON LAS AUDIENCIAS

- **RESEARCHERS:** Agirreazkuenaga Onaindia, Irati; Ganzabal Learreta, María; Larrondo Ureta, Ainara; Lazkano Arrillaga, Iñaki; Mendiguren Galdospin, Terese; Meso Ayerdi, Koldobika (MR); Peña Fernández, Simón & Pérez Dasilva, Jesús Ángel
- **YEARS:** 2018-2020
- **FINANCING ENTITY:** University of the Basque Country & Basque Association of Journalists

APRENDIZAJE COOPERATIVO VIRTUAL EN LA REDACCIÓN CIBERPERIODÍSTICA. UNA EXPERIENCIA BRASIL-PORTUGAL-EUSKADI

- **RESEARCHERS:** Agirreazkuenaga Onaindia, Irati; Larrondo Ureta, Ainara (MR); Lazkano Arrillaga, Iñaki; Mendiguren Galdospin, Terese; Meso Ayerdi, Koldobika; Peña Fernández, Simón & Pérez Dasilva, Jesús Ángel
- **YEARS:** 2018-2019
- **FINANCING ENTITY:** University of the Basque Country (Teachin Innovation Project)

SOCIAL INNOVATION COMMUNITY

- **RESEARCHERS:** Unceta Satrústegui, Alfonso (MR); Echeverría Ezponda, Javier; Luna García, Álvaro, Peña Fernández, Simón & Pomares Urbina, Egoitz
 - **YEARS:** 2018-2021
 - **FINANCING ENTITY:** University of the Basque Country
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ONLINE JOURNALISM CONFERENCE



November 11th and 12th, 2019

Bilbao, Bizkaia Aretoa

Guest Speakers:

- João Canavilhas (Universidade da Beira Interior)
- Tine Ustad Figenschou (Oslo Metropolitan University)
- Lena Frischlich (Universität Münster)
- Ramón Salaverría (Universidad de Navarra)

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FUNDING



Research Groups of the Basque University System

CREDITS
Gureiker Research Group (IT112-16)
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