

Gureiker

Research Group (IT1496-22)

2025 Report

INTRODUCTION

Gureiker Group focuses on addressing technological advances, insofar these have been and are determinants of the evolution of journalism and social communication as a whole. After a group reflection based on the research results obtained over the last few years and on the research vocation of its members, Gureiker aspires to continue contributing to the field of Social Communication research, aware that this discipline is affected by a change of paradigm that influences how empirical analyses are approached. In line with these trends, Gureiker proposes an innovative perspective on fundamental issues linked to quality media and organizational communication, values and principles (dependent on the human factor and the emotional and empathetic professional training of communicators), at the confluence with a modernised news activity based on technical innovation and automation through AI technology.

RESEARCH LINES

- Media innovation, newsrooms automatisisation, journalistic narratives
- Communicators' technical and emotional training
- Organisational and corporate communication
- Audience's media consumption and uses
- Social networks for journalistic and corporate communication
- Specialised communication (women and gender; environmental; political, etc.)
- Natural Language Processing (NLP) and disinformation (fact-checking)
- Educommunication and digital literacy

MEMBERS

- Irati Agirreazkuenaga Onaindia
- Ángela Alonso Jurnet
- Maider Eizmendi Iraola
- María Ganzabal Learreta
- Ainara Larrondo Ureta (Main Researcher)
- Mikel Leibar Ruiz de Gauna
- Terese Mendiguren Galdospin
- Koldo Meso Ayerdi
- Julen Orbegoza Terradillos
- Urko Peña Alonso
- Simón Peña Fernández
- Carmen Peñafiel Saiz
- Jesús Ángel Pérez Dasilva
- Reyes Prados Rodríguez
- Mayte Santos Albardía

BOOKS

- Eizmendi-Iraola, Maider; Larrondo-Ureta, Ainara; Peña-Fernández, Simón (Dir.). **Participación de las científicas como fuentes expertas en los medios: motivaciones y obstáculos** [Participation of women scientists as expert sources in the media: motivations and obstacles]. Fundación Española para la Ciencia y la Tecnología (FECYT). DOI: 10.58121/7k55-hq79
- Meso-Ayerdi, Koldobika; Peña-Fernández, Simón & Larrondo-Ureta, Ainara (Eds.). **La revolución de la comunicación: Inteligencia Artificial y desórdenes informativos - Actas del XVI Congreso Internacional de Ciberperiodismo y Comunicación Digital** [The communication revolution: Artificial Intelligence and information disorders - Proceedings of the 16th International Congress on Cyberjournalism and Digital Communication]. Servicio Editorial de la Universidad del País Vasco (EHU). ISBN: 978-84-9082-839-7
- Peña-Fernández, S.; Meso Ayerdi, K.; Larrondo Ureta, A. (Eds.). **NEWSNET #5 SEMINAR REPORT: The Impact of Artificial Intelligence on Social Communication**. Servicio Editorial de la Universidad del País Vasco (EHU). ISBN: 978-84-1319-690-9



JOURNAL ARTICLES

- Alonso-Jurnet, Á.; Larrondo-Ureta, A. **The Contribution of Extreme Event Communication to Climate Change Mitigation: Outrage and Blame Discourse in Twitter Conversation on Severe Fires**. *Journalism and Media*, 6(1), 1–0. DOI: 10.3390/JOURNALMEDIA6010001
- Alonso-Jurnet, Á.; Larrondo-Ureta, A.; Morales-i-Gras, J. **The contribution of X to youth environmental movements addressing climate change: Effective impact or distorting noise?** *Anàlisi: Quaderns de comunicació i cultura*, 72, 5-21. DOI: 10.5565/REV/ANALISI.3782

- Eizmendi-Iraola, M.; Gurrutxaga-Rekondo, G. **La cobertura mediática de la muerte por suicidio de Verónica Forqué** [Media coverage of the suicide death of Verónica Forqué]. *Revista Española de Comunicación en Salud*, 15(2), 74-89. DOI: 10.20318/RECS.2024.8197
- Garai-Artetxe, E.; Agirreazkuenaga, I.; García-Ureta, I.; Monge, S.; Elorriaga-Illera, A.; de Miguel, A.; Paniagua, A. **Language Branding: A Methodological Approach to Measuring the Brand of the Basque Language**. *Journal of Ethnic and Cultural Studies*, 12(1), 19–41. DOI: 10.29333/EJECS/2157
- Meso-Ayerdi, K.; Peña-Alonso, U.; Ganzabal-Learreta, M.; Mendiguren-Galdospin, T. **Análisis del discurso público y la toxicidad en X: el caso de la atleta transgénero Lia Thomas** [Analysis of public discourse and toxicity on X: the case of transgender athlete Lia Thomas]. *Estudios sobre el Mensaje Periodístico*, 31(3), 709-721. DOI: 10.5209/EMP.102173
- Orbegozo-Terradillos, J.; Larrondo-Ureta, A.; Morales-i-Gras, J. **TikTok y comunicación política: pautas de interacción e índice de engagement de candidatos y partidos en una campaña electoral** [TikTok and political communication: interaction patterns and engagement index of candidates and parties during an electoral campaign]. *Revista Latina de Comunicación Social*, 83. DOI: 10.4185/RLCS-2025-2323
- Orbegozo-Terradillos, J.; Larrondo-Ureta, A.; Escribano, N.; Peña-Fernández, S.; Agerri, R. **BasqueParl: descifrar la huella retórica en el Parlamento Vasco con el procesamiento del lenguaje natural** [BasqueParl: deciphering rhetorical footprints in the Basque Parliament using natural language processing]. *Palabra Clave*, 28(1). DOI: 10.5294/PACLA.2025.28.1.3
- Orbegozo-Terradillos, J.; Zarrabeitia-Bilbao, E.; Larrondo-Ureta, A.; Álvarez-Meaza, I. **Homofilia en el ciberactivismo feminista institucional: un análisis longitudinal de la conversación digital sobre #ODS5** [Homophily in institutional feminist cyberactivism: a longitudinal analysis of the digital conversation on #SDG5]. *Revista Mediterránea de Comunicación: Mediterranean Journal of Communication*, 16(2), 365–381. DOI: 10.14198/MEDCOM.28940
- Peña-Fernández, S.; Peña-Alonso, U.; Larrondo-Ureta, A.; Morales-i-Gras, J. **Shooting the Messenger? Harassment and Hate Speech Directed at Journalists on Social Media**. *Societies*, 15(5). DOI: 10.3390/SOC15050130
- Peña-Fernández, S.; Larrondo-Ureta, A.; Morales-i-Gras, J. **Straddling Two Platforms: From Twitter to Mastodon, an Analysis of the Evolution of an Unfinished Social Media Migration**. *Social Sciences*, 14(7). DOI: 10.3390/SOCSCI14070402

- Peñafiel-Saiz, C.; Ronco-López, M. **Desafíos de la Atención Primaria y retos de la comunicación en salud** [Challenges of Primary Care and challenges for health communication]. *Revista Española de Comunicación en Salud*, 1, 18-28. DOI: 10.20318/RECS.2025.8896
- Pérez-Dasilva, J. Á.; Ganzabal-Learreta, M.; Meso-Ayerdi, K.; Peña-Alonso, U.; Mendiguren-Galdospin, T. **Cáncer de mama en el bazar de TikTok: testimonios versus charlatanería** [Breast cancer in TikTok's marketplace: testimonies versus quackery]. *Cuadernos.Info*, 60, 121–142.
- Prados-Rodríguez, R.; Mendiguren-Galdospin, T.; Merchan-Mota, I. (2025). **Variedades dialectales en las televisiones públicas de Colombia, España y Perú y en la panhispánica privada Telemundo** [Dialectal varieties on public television in Colombia, Spain and Peru and on the pan-Hispanic private channel Telemundo]. *Anuario Electrónico De Estudios En Comunicación Social "Disertaciones"*. DOI: 10.12804/revistas.urosario.edu.co/disertaciones/a.15280
- Sarrionandia, B.; Peña-Fernández, S.; Pérez-Dasilva, J. Á. **La inteligencia artificial como motor de innovación en los medios: apropiación técnica, cautela informativa** [Artificial intelligence as a driver of innovation in the media: technical appropriation, informational caution]. *Estudios sobre el Mensaje Periodístico*, 31(3), 603–613. DOI: 10.5209/EMP.102961
- Sarrionandia, B.; Peña-Fernández, S.; Pérez-Dasilva, J. Á.; Larrondo-Ureta, A. **Artificial intelligence training in media: addressing technical and ethical challenges for journalists and media professionals** [Artificial intelligence as a driver of innovation in the media: technical appropriation and informational caution]. *Frontiers in Communication*, 10. DOI: 10.3389/FCOMM.2025.1537918

CHAPTERS

- Larrondo-Ureta, A.; Peña-Fernández, S.; Pérez-Dasilva, J.; Orbegozo-Terradillos, J. **Adimen artifizialaren erabilera euskal komunikabideetan** [Use of artificial intelligence in the Basque media]. In Castro Egia, H.; Mimenza Castillo, L. (Eds.), *Euskal Hedabideen urtekaria 2024-2025 [Basque Media Yearbook 2024-2025]* (pp. 85–96). Behategia; Universidad del País Vasco / Euskal Herriko Unibertsitatea. ISBN: 978-84-09-70050-9

- Peña-Fernández, S.; Peña-Alonso, U.; Larrondo-Ureta, A. **El discurso de odio en redes sociales durante los procesos electorales. El caso del 23-J** [Hate speech on social media during electoral processes: the case of 23-J]. In Teruel Rodríguez, L.; García Faroldi, L.; España Pérez, J.A. (Coords.), *Los medios de comunicación ante la desinformación: inteligencia artificial, discursos de odio, teorías de la conspiración y verificación* [The media and disinformation: artificial intelligence, hate speech, conspiracy theories and verification] (pp. 261–280). Tirant Humanidades; Tirant lo Blanch. ISBN: 978-84-11-83935-8
- Santos-Albardía, M.; Agirreazkuenaga, I.; Garai-Artetxe, E.; Agirreazkuenaga, L. **Na voz, a vez (2019): desigualdad y estrategias de alfabetización en el cine documental de Brasil** [Na voz, a vez (2019): inequality and literacy strategies in Brazilian documentary cinema]. In Iturregui-García-de-Motilola, V. (Ed.), *La imagen indiscreta. Guía para no perderse en la aventura audiovisual del siglo XXI* [The indiscreet image. A guide to not getting lost in the audiovisual adventure of the 21st century] (pp. 127–144). Serie de Comunicación, 31; Universidad del País Vasco / Euskal Herriko Unibertsitatea. ISBN: 978-84-1319-664-0
- Peñafiel-Saiz, C.; Castañeda-Zumeta, A. **Vacunarse contra la negación. Batalla informativa y vacunas tras la pandemia de covid-19** [Vaccinate yourself against denial. Information warfare and vaccines in the wake of the COVID-19 pandemic]. In Catalán-Matamoros, D. (Coord.), *Comunicación y Salud: Contribuciones para la consecución de los objetivos 2030* [Communication and Health: Contributions towards achieving the 2030 goals] (pp. 57–71). Editorial UOC. ISBN: 978-84-1166-186-7

CONFERENCE PRESENTATIONS

- Alonso-Jurnet, Á.; Larrondo-Ureta, A.; Leibar-Ruiz-de-Gauna, M. **Narrativas digitales sobre inteligencia artificial y cambio climático: un estudio de encuadres mediáticos** [Digital narratives on artificial intelligence and climate change: a study of media framing]. *IV International Conference on Climate Change Communication*, May 6-8, Complutense University of Madrid.
- Eizmendi-Iraola, M.; Peña-Fernández, S.; Larrondo-Ureta, A.; García-Molina, P. **The backlash of communicating science. Experiences shared by experts**. *18th international conference of the Public Communication of Science and Technology*, May 17-19, PCST Network.

- Fernandes-Teixeira, J.; Alonso-Jurnet, Á.; Larrondo-Ureta, A.; Peña-Fernández, S. **Periodismo televisivo en redes sociales: una llamada a la convergencia de formatos y la interseccionalidad de contenidos** [Television journalism on social media: a call for format convergence and content intersectionality]. *International Congress on Journalism, Mobile Devices and Artificial Intelligence*, November 13-14, University of Beira Interior.
- Ganzábal-Learreta, M.; Peña-Alonso, U.; Pérez-Dasilva, J. Á.; Meso-Ayerdi, K.; Mendiguren-Galdospín, T. **Comunicar el cáncer de mama en redes sociales. Roles de liderazgo y comunidades en YouTube** [Communicating Breast Cancer on Social Media: Leadership Roles and Communities on YouTube]. *4th International Congress on Communication and Health (CICyS)*, April 24-25, Complutense University of Madrid.
- Ganzabal-Learreta, M.; Pérez-Dasilva, J.Á.; Mendiguren-Galdospin, T.; Prados-Rodríguez, R. **Aplicación de la inteligencia artificial generativa en la producción de reportajes multimedia. Redacción, audio y difusión digital** [Application of generative artificial intelligence in the production of multimedia reports. Writing, audio and digital broadcasting]. *International Congress on Innovation in Communication and Audiovisual Media (CINCOMA)*, Sep 23-25, University of Salamanca.
- García-Azpuru, A.; Prados-Rodríguez, R.; Merchán-Mota, I.; Elorriaga-Illera, A. **Cimientos para la construcción de una sociedad y una economía feminista: El observatorio del periodismo machista** [Foundations for building a feminist society and economy: The observatory of sexist journalism]. *9th Congress on Feminist Economics*, Oct 2-4, Pablo de Olavide University.
- Larrondo-Ureta, A. **Guest lecture. The Great Dialogue: Well-being in the journalism profession: challenges and solutions**, Feb 5, Autonomous University of Barcelona (UAB).
- Larrondo-Ureta, A.; Peña-Fernández, S.; Orbegoza-Terradillos, J. **Algoritmos en las redacciones de medios regionales e hiperlocales vascos: análisis de experiencias de co-creación, percepciones profesionales y debates editoriales** [Algorithms in Basque regional and hyperlocal media newsrooms: analysis of co-creation experiences, professional perceptions and editorial debates]. *17th International Conference on Online Journalism and Digital Communication*, November 10-11, University of the Basque Country.

- Leibar-Ruiz-de-Gauna, M.; Alonso-Jurnet, Á.; Larrondo-Ureta, A. **Actores discursivos en la construcción mediática de discursos tecnológicos-ambientales: análisis de emisores y fuentes** [Discursive actors in the media construction of technological-environmental discourses: analysis of broadcasters and sources]. *17th International Conference on Online Journalism and Digital Communication*, November 10-11, University of the Basque Country.
- Leibar-Ruiz-de-Gauna, M.; Larrondo-Ureta, A.; Peña-Fernández, S. **Inteligencia Artificial e innovación de contenidos en los medios públicos audiovisuales: análisis de la producción "Hiperia" de radio 3 (RTVE)** [Artificial Intelligence and content innovation in public audiovisual media: analysis of the production 'Hiperia' on Radio 3 (RTVE)]. *31th International Conference of the Spanish Journalistic Society*, June 4-6, University of Nebrija (Madrid).
- Meso-Ayerdi, K.; Larrondo-Ureta, A.; Marauri-Castillo, I.; Eizmendi-Iraola, M. **Formar profesionales en tiempos de IA. Aprendizaje y desafíos en la enseñanza del Periodismo** [Training professionals in the age of AI. Learning and challenges in journalism education]. *International Congress on Innovation in Communication and Audiovisual Media (CINCOMA)*, Sep 23-25, University of Salamanca.
- Meso-Ayerdi, K.; Pérez-Dasilva, J.; Eizmendi-Iraola, M.; Marauri-Castillo, I.; Larrondo-Ureta, A.; Landaburu-Corchete, A.; Ganzabal-Learreta, M.; Mendiguren-Galdospin, T. **Del aula a la redacción: IA generativa para la elaboración de reportajes multimedia con enfoque ODS** [From the classroom to the newsroom: Generative AI for creating multimedia reports with a focus on SDGs]. *7th Conference on Educational Innovation in Communication and Media Literacy*, April 7-8, University of the Basque Country.
- Meso-Ayerdi, K.; Pérez-Dasilva, J. Á.; Ganzabal-Learreta, M.; Mendiguren-Galdospín, T.; Peña Alonso, U. **Periodistas ante el reto de la Inteligencia Artificial Generativa: Desafíos y brecha profesional en el caso vasco** [Journalists Facing the Challenge of Generative Artificial Intelligence: Challenges and Professional Gap in the Basque Case]. *GJOL Seminar: 30 Years of Digital Journalism*, May 21-23, Federal University of Bahia.
- Orbegozo-Terradillos, J.; Peña-Alonso, S.; Larrondo-Ureta, A. **Voces Sintéticas Y Experimentales Para Noticias Reales: Primeros Pasos Del Periodismo Automatizado En La Radio Pública Vasca** [Synthetic and Experimental Voices for Real News: First Steps in Automated Journalism on Basque Public Radio]. *10th International Conference on Communication & Media Studies*, Sep 11-12, Université Paris 1 Panthéon-Sorbonne.

- Peña-Alonso, U.; Meso-Ayerdi, K.; Pérez-Dasilva, J. Á. **Entre la innovación y la ética: percepciones sobre la inteligencia artificial en el periodismo vasco** [Between Innovation and Ethics: Perceptions of Artificial Intelligence in Basque Journalism]. 31th *International Conference of the Spanish Journalistic Society*, June 4-6, University of Nebrija (Madrid).
- Peña-Alonso, U.; Meso-Ayerdi, K.; Pérez-Dasilva, J. Á.; Ganzábal-Learreta, M.; Mendiguren-Galdospín, T. **"You are the media now": Elon Musk's populism on X versus traditional news outlets**. *Future of Journalism Conference*, September 11-12, Cardiff University.
- Peña-Fernández, S.; Larrondo-Ureta, A.; Peña-Alonso, U. **Bridging the AI Gap: how media professionals are struggling to keep pace with Artificial Intelligence**. *Future of Journalism Conference*, September 11-12, Cardiff University.
- Peña-Fernández, S.; Agirre-Larreta, A.; Agirre-Maiora, A.; García-González, D.; Genaut-Arratibel, A.; Loiti-Rodríguez, S.; Ruiz-Aranguren, M. **Garapen jasangarrirako helburuei buruzko datu-kazetaritzako webjam bat, bistaratze dinamikokoak eta interaktiboak garatzeko** [A data-journalism web-jam about the Sustainable Development Goals, aimed at developing dynamic and interactive visualizations]. 7th *Conference on Educational Innovation in Communication and Media Literacy*, April 7-8, University of the Basque Country.
- Pérez-Dasilva, J. Á.; Ganzábal-Learreta, M.; Peña-Alonso, U.; Meso-Ayerdi, K.; Mendiguren-Galdospín, T. **Artificial intelligence in Basque radio: challenges, adoption, and ethical considerations**. *ECREA Radio and Sound Conference 2025*, September 8-9, University of Sheffield.
- Pérez-Dasilva, J.Á.; Ganzabal-Learreta, M.; Meso-Ayerdi, K.; Mendiguren-Galdospin, T. **Del teclado al algoritmo. Radiografía del impacto de la IA en el periodismo vasco** [From keyboard to algorithm. An in-depth look at the impact of AI on Basque journalism]. *International Congress on Innovation in Communication and Audiovisual Media (CINCOMA)*, Sep 23-25, University of Salamanca.
- Prados-Rodríguez, R.; Merchán-Mota, I.; García-Azpuru, A.; Elorriaga-Illera, A. **Dificultades y soluciones en la categorización del machismo periodístico** [Difficulties and solutions in categorising sexism in journalism]. *5th H Congress on Communication, Audiovisual Media and Analysis*, May 28 – Jun 7, University of La Laguna.

- Prados-Rodríguez, R.; Mendiguren-Galdospin, T.; Merchan-Mota, I. **El andaluz y el canario en televisión: análisis de informativos y programas de entretenimiento en las principales cadenas nacionales** [Andalusian and Canarian dialects on television: analysis of news and entertainment programmes on the main national channels]. *17th International Conference on Online Journalism and Digital Communication*, November 10-11, University of the Basque Country.
- Santos-Albardía, M. **Educomunicación, diálogo crítico y migraciones: hacia una alfabetización mediática crítica en la educación superior** [Educommunication, critical dialogue and migration: towards critical media literacy in higher education]. *17th International Conference on Online Journalism and Digital Communication*, November 10-11, University of the Basque Country.

ACTIVE RESEARCH PROJECTS

- **Impacto de la inteligencia artificial y los algoritmos en los cybermedios, los profesionales y las audiencias, PID2022-138391OB-I00 (S. Peña MR)**
YEARS: 2023-2027
FINANCING ENTITY: Ministry of Science, Innovation and Universities
- **Pseudociencia, teorías conspirativas, fake news y alfabetismo mediático en la comunicación en salud (COMSALUD; HEALTHCOMM) (MR Pérez, C. E; Catalán Matamoras, D., University Carlos III, Madrid)**
YEARS: 2023-2027
FINANCING ENTITY: Ministry of Science, Innovation and Universities
- **Los cybermedios y la comunicación digital en un ecosistema informativo en transformación (RED2022-134211-T) (S. Peña MR)**
YEARS: 2023-2025
FINANCING ENTITY: Ministry of Economy, Industry and Competitiveness
- **Automated counter narratives against misinformation and hate speech for journalists and social media (TED2021-130810B-C22) (S. Peña MR)**
YEARS: 2023-2027
FINANCING ENTITY: Ministry of Science, Innovation and Universities
- **Empowering media students for tomorrow through virtual mobility (ENLIGHT Project)**
YEARS: 2023-2025
FINANCING ENTITY: UPV/EHU International Relations; ENLIGHT Alliance (UE)

- **Media Literacy programme research and development for schoolchildren (Gasteiztxo) and for promoting citizens' literacy in web communication tools (S. Peña MR, A. Larrondo MR)**

YEARS: 2024-2025

FINANCING ENTITY: Vitoria-Gasteiz City Council

TRANSFER ACTIVITIES

- Vitoria-Gasteiz City Council. **Workshop: Communicate better by breaking stereotypes: skills and resources for the public and professional spheres.** Larrondo-Ureta, A; Peña-Fernández, S.
- Participation in the organisation and moderation of the events marking the **15th anniversary of the Chair of Scientific Culture** at the University of the Basque Country (17 October 2025, Bilbao). Prados-Rodríguez, R.
- Collaboration agreement of the Basque Country/Euskal Herriko Unibertsitatea (December 2024) between the Biscay service of the Public Service Administrations named **"Open Data Bizkaia"** (Opendatabizkaia.eus, Bizkaiko Foru Aldundia-Diputación Foral de Bizkaia) and Gureiker Group, for the development of journalistic, communicative, informative, and research activities using big data.
- Participation in the **'Contrast Group'** organised by Basque public radio and television (Lontzo Saiz, Director of Strategy and Public Value) and held on 29 May 2025 at the EITB headquarters in Bilbao, aimed at academics from various universities (EHU, Deusto, Mondragón and University of Navarra) and professionals (Basque Association of Journalists) to present the results of the 'Egiaz' report, produced by EITB for the launch of a global verification project.
- Ainara Larrondo and Carmen Peñafiel Saiz were ranked by the **CSIC** among the hundred most influential female scientific researchers in Spain.

ORGANISED EVENTS

EMAKOM Seminar

Public-political communication from a gender perspective: new horizons?

Faculty of Social Sciences and Communication (UPV/EHU)

April 2



7th IECAM Conference

Educational Innovation in Communication and Media Literacy

Faculty of Social Sciences and Communication (UPV/EHU)

April 7-8

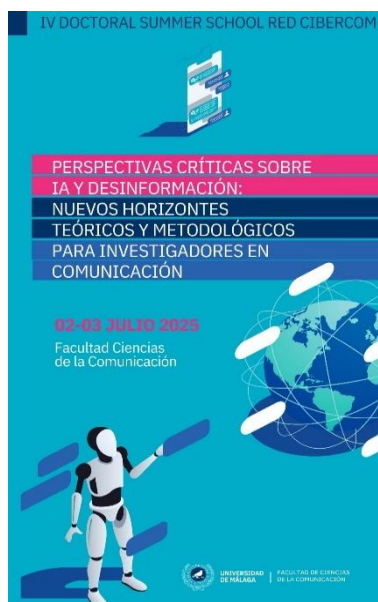


4th DOCTORAL SUMMER SCHOOL

Critical perspectives on AI and disinformation: New theoretical and methodological horizons for communication researchers

Faculty of Communication Sciences (UMA)

Jul 2-3



CIBERPEBI

XVII International Conference on

Digital Communication and Online Journalism

Faculty of Social Sciences and Communication (UPV/EHU)

November 10-11



NEWSNET #6 Seminar

The Impact of Artificial Intelligence on the Media

Faculty of Social Sciences and Communication (UPV/EHU)

December 12



INLUKOM

Scientific activity and promotion of inclusion in the field
of communication (informative video podcast)

Faculty of Social Sciences and Communication (UPV/EHU)

IncluKom



Funding



Research Groups of the Basque University System

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