

ORBICOM
RESEARCH NETWORK FOR COLLABORATIVE PROJECTS

ORIENTATION IV

Themes of Research & Intervention

Main research areas of ORBICOM (UNESCO's priorities)	Suggested topics (The list is nominative and not exhaustive)	ORBICOM member (Name; chair, email)	Specific research project to develop under ORBICOM – UNESCO (Include name of project, abstract & goals in no more than 800 words or maximum two pages)
1. <u>Digital Networks and Social Dynamics</u>	<ul style="list-style-type: none"> • Digital transformation and datafication • Critical analysis of digital platforms • Artificial intelligence (ethics of AI, impact of AI on freedom of expression and the flow of information) 	Project 1: <ul style="list-style-type: none"> • Deni Darmawan (Orbicoom Members-Unesco, Universitas Pendidikan Indonesia, West Java, Indonesia) 	Project 1: <ul style="list-style-type: none"> • Virtual Community Digital Learning Nusantara (VCDLN) as a Strategic Implementation of Artificial Intelligence Framework in Asia, France, and Canada
		Project 2: <ul style="list-style-type: none"> • Malvina Eugenia Rodríguez. UNESCO Chair on Public Communication for Social Justice, Human Rights and Territorial Development at the Universidad Nacional de Villa María (UNVM), Argentina. Mail: merodriguez@unvm.edu.ar 	Project 2: <ul style="list-style-type: none"> • New project on the topic of Critical analysis of digital platforms. Stand: work in progress. • Former project (2020-2022): The infodemic in the era of digital communication. Lessons learned from crisis communication for public policies. Stand: final report
		Project 3: <ul style="list-style-type: none"> • Prof. Susana Morales, Profesora Visitante Posgrado de Comunicación (PósCom) de la Universidade Federal da Bahía (UFBA). Grupo de pesquisa em Gênero, Tecnologias Digitais e Cultura (GIG@). Profesora Asociada Facultad 	Project 3: <ul style="list-style-type: none"> • Cyberfeminsm, digital activism: What is the contribution of feminist initiatives in the field of the production of communication and information technologies to achieve an ethical and responsible development (i.e. non-discriminatory, non-sexist,

		de Ciencias de la Comunicación (UNC) National University of Cordoba. Mail: susanamorales@unc.edu.ar	nonracist, environmentally responsible) of the algorithms that define the contours of present and future societies? How can the impact of these actions be enhanced?
2. <u>Digital Citizenship</u>	<ul style="list-style-type: none"> Digital public spaces Cultural products and discoverability (access to means of expression, dissemination and reception of cultural content) 	<p>Project 1:</p> <ul style="list-style-type: none"> Prof. Carmen Caffarel & Prof. Rainer Rubira. Chair in Communication Research, Rey Juan Carlos University, Spain. Mail: rainer.rubira@urjc.es 	<p>Project 1:</p> <ul style="list-style-type: none"> Title: Cultural and communicative practices in the new environments of the public sphere: the other possibilities of empowerment. <ul style="list-style-type: none"> Briefing: From the links between communication, culture and audiences, we are interested in the study of concrete experiences of production, circulation and cultural consumption in digital environments, as well as the continuous mutations that take place in the most recent cultural practices, taking into account the reconfigurations of the public sphere today. We understand culture as a broad concept, which gathers and expresses the ways of life of a community and which has in social networks, streaming platforms and the metaverse, for example, spaces with different possibilities of empowerment, of continuous reconfiguration of <i>the creative</i> or orange economy and cultural industries, as well as of power relations in their broadest sense.
		<p>Project 2:</p> <ul style="list-style-type: none"> Prof Magda Fusaro, Prof. Christian Agbobli, Prof. Destiny Tchhouali. UQAM. Montreal, Canada. Mails: fusaro.magda@uqam.ca; tchhouali.destiny@uqam.ca ; agbobli.christian@uqam.ca 	<p>Project 2:</p> <ul style="list-style-type: none"> Digital citizenship & digital public sphere
		Mr. Prof. Yves Théorêt (UQAM-University) interested to participate in a project in this section about "Digital Citizenship". Email: theoret.yves@uqam.ca	

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3. <u>Infodemia & Media education</u>	<ul style="list-style-type: none"> Information ethics Digital virality issues (fake news, alternative facts, etc.) Education for an AI-populated world 	<p>Project 1:</p> <ul style="list-style-type: none"> Manuel Alejandro Guerrero. Chair in Communication & Society (Mexico). Mail: alejandro.guerrero@ibero.mx <p>Ms. Prof. Pamela Ochieng (Mount Kenya University) interested to participate in a project in this section about "Infodemia & Media Education". Email: pochieng@mku.ac.ke. To be confirmed by Prof. Ochieng.</p>	<p>Project 1:</p> <ul style="list-style-type: none"> Title: Episodic & Thematic Frames: is it possible to modify opinions & attitudes in polarizing issues?
		<p>Project 2:</p> <ul style="list-style-type: none"> Alireza Salehi-Nejad. University of Tehran UNESCO, Chair on Cyberspace & Culture. Mail: salehinejad@ut.ac.ir 	<p>Project 2:</p> <ul style="list-style-type: none"> Meta-literacy to combat disinformation in the digital era
		<p>Project 3:</p> <ul style="list-style-type: none"> Mathani Abashar. Mass Communication Department, Khawarizmi International College University of Modern Sciences. Abu Dhabi, United Arab Emirates (U.A.E.). Mail: mathanyhassan6666@gmail.com 	<p>Project 3:</p> <ul style="list-style-type: none"> Fake News on social media And Their Effects and How to combat
		<p>Project 4:</p> <ul style="list-style-type: none"> Nawal Abdullah Ali Alhazwarh. Chair in communication & development (Yemen). Mail: drnawalhazwarh2015@gmail.com n.alhazwarah@su.edu.ye 	<p>Project 4:</p> <ul style="list-style-type: none"> Public awareness of electronic rumors Ethics of media handling of news of conflicts and wars Ethics of picture in social media Factories of affective pictures in social media Factors to strengthen the credibility of the public in times of conflicts and crises
		<p>Project 5:</p> <ul style="list-style-type: none"> Dr. Prof. Rosa Maria Vicari Ph.D. UNESCO Chair in Information and Communication Technology in Education (Latin American Chair 	<p>Project 5:</p> <ul style="list-style-type: none"> Educating for the ethical use of AI and for the ethical development of AI products.

		in Communication Information and Technology). Universidade Federal do Rio Grande do Sul Porto Alegre, Brasil. Mail: rosa@inf.ufrgs.br	
		<p>Project 6:</p> <ul style="list-style-type: none"> • Prof. Flavia Gomes. Chair in Communication Research, Rey Juan Carlos University, Spain. Mail: flavia.gomes@urjc.es 	<p>Project 6:</p> <ul style="list-style-type: none"> • Title: Disintermediation, disinformation and political polarization in the discursive strategies of the extreme right in digital environments. <ul style="list-style-type: none"> ○ Brief description: Taking into account the political protagonism that the extreme right has conquered through social networks since Donald Trump's 2016 campaign in the United States, the main objective of this proposal is to know the main digital communicative strategies used by the representatives of the extreme right in Latin America and Europe. We are also interested in identifying the characteristics of the polarizing discourses typical of digital populism and the communicative and discursive resources constructed within the framework of cybermediated politics, as well as in analyzing the construction of the political influencer and its relationship with the dissemination of pseudo-informative content for the creation of truth.
		Mr. Prof. Yves Théorêt (UQAM-University) interested to participate in a project in this section about " Infodemia & Media education ". Email: theoret.yves@uqam.ca	

<p>4. <u>Freedom of expression, right to information and democratic participation</u></p>	<ul style="list-style-type: none"> • Safety of journalists (focus on women journalists) • Communication and "mediation" at the service of a democratic and participatory citizenship • Appropriation of communication by citizens (empowerment) 	<p>Project 1:</p> <ul style="list-style-type: none"> • Professor Jackie Harrison and Gemma Horton. UNESCO Chair on Media Freedom, Journalism Safety and the Issue of Impunity (Sheffield, UK). Mail: J.harrison@sheffield.ac.uk gemma.horton@sheffield.ac.uk 	<p>Project 1:</p> <ul style="list-style-type: none"> • Our research focuses on the safety of journalists and the issue of impunity. We have recently led the Academic Consultation on occasion of the 10th Anniversary of the UN Plan of Action on Journalism Safety and the Issue of Impunity (UNPA). • Following this consultation, we focused on making recommendations as to the role that academia can play in understanding the safety threats journalists face. • We identified several threats that need to be addressed within the UNPA and that academia can help with understanding, including journalists in exile, digital threats, psychological wellbeing of journalists, weaponization of law and the improving of monitoring. • More can be read here on the recommendations and here on the research projects the UNESCO Chair is involved in alongside the Centre for Freedom of the Media (CFOM) where the Chair is based
		<p>Project 2:</p> <ul style="list-style-type: none"> • Prof. Olga Vikhrova. UNESCO Chair in Journalism and Mass Communication at the Faculty of Journalism, Lomonosov Moscow State University. Mail: vikhrova.unesco@gmail.com 	<p>Project 2:</p> <ul style="list-style-type: none"> • Women in Journalism: challenges that female media workers of Central Asian countries face.
		<p>Project 3:</p> <ul style="list-style-type: none"> • Prof. Nataliia Moisieieva. Chairholder, « Philosophy of Human Communication, Social Sciences and Humanities ». Head of the UNESCO Department KhNTUA University UNESCO. Mail: unesco kafedra@gmail.com 	<p>Project 3:</p> <ul style="list-style-type: none"> • Studies of the problems of the relationship between the state, society, and the individual. The project "Public Youth Prefecture" is aimed at creating an effective innovative link of the civil society control mechanism for the legality and scientific validity of the decisions of self-government bodies with the involvement of students.

		<p>Project 4:</p> <ul style="list-style-type: none"> Patricia Izquierdo Iranzo. Chair in Communication Research, Rey Juan Carlos University, Spain. Mail: patricia.iranzo@urjc.es 	<p>Project 4:</p> <ul style="list-style-type: none"> Mapping and characterizing social media role in the XXI century social movements
<p>5. <u>Communication, "commons" and sustainable development</u></p>	<ul style="list-style-type: none"> Foster the emergence of an environment favorable to sustainable media Communicational stakes of the ecological crisis (climate change, pollution, reduction of biodiversity, etc.) Communication and environmental governance Environmental diplomacy 	<p>Project 1:</p> <ul style="list-style-type: none"> Prof. Elvira Lora, Profesora Carrera Académica PUCMM. Mail: elviralora@pucmm.edu.do 	<p>Project 1:</p> <ul style="list-style-type: none"> Guide for journalists from the Dominican Republic to climate change
		<p>Project 2:</p> <ul style="list-style-type: none"> Nawal Abdullah Ali Alhazwarh. Chair in communication & development (Yemen). Mail: drnawalhazwarh2015@gmail.com n.alhazwarah@su.edu.ye 	<p>Project 2:</p> <ul style="list-style-type: none"> Communications with rural areas on alternative energy sources The role of communication sites in the economic empowerment of youth The role of communication sites in providing women with life skills
		<p>Project 3:</p> <ul style="list-style-type: none"> Carlos Lozano. Chair in Communication Research, Rey Juan Carlos University, Spain. Mail: carlos.lozano@urjc.es 	<p>Project 3:</p> <ul style="list-style-type: none"> Comparativa internacional de la comunicación de las emergencias climáticas
		<ul style="list-style-type: none"> Prof. Kamilia Jreij. Assistant Professor of Communication at the Lebanese University. Mail: Kamilia.jreij@gmail.com 	<ul style="list-style-type: none"> INTEREST IN PARTICIPATING IN PROJECTS IN THIS RESEARCH LINE

6. <u>Risk communication and crisis management</u>	<ul style="list-style-type: none"> • Risk communication • Communication and health crisis • Communication and resilience 	Project 1: <ul style="list-style-type: none"> • Alireza Salehi-Nejad. University of Tehran UNESCO, Chair on Cyberspace & Culture. Mail: salehinejad@ut.ac.ir 	Project 1: <p>Meta-literacy for Best Practices in Crisis and Risk Communication</p>
	<ul style="list-style-type: none"> • 	Project 2: <ul style="list-style-type: none"> • Juan Ignacio Martínez de Morentin. UNESCO Chair in Communication Educational Values (Spain). Mail: Juanignacio.demorentin@ehu.es 	Project 2: <ul style="list-style-type: none"> • Responsible and critical use of the Internet and digital devices. • Risk analysis in the use of social networks
	<ul style="list-style-type: none"> • 	Project 3: <ul style="list-style-type: none"> • Nawal Abdullah Ali Alhazwarh. Chair in communication & development (Yemen). Mail: drnawalhazwarh2015@gmail.com n.alhazwarah@su.edu.ye 	Project 3: <ul style="list-style-type: none"> • Seek information in health crises and quarantine times • Public trends towards traditional and modern means of disaster times and crises
	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Prof. Kamilia Jreij, Assistant Professor of Communication at the Lebanese University. Mail: Kamilia.jreij@gmail.com 	<ul style="list-style-type: none"> • INTEREST IN PARTICIPATING IN PROJECTS IN THIS RESEARCH LINE