

# Programa ICOMTA 2026

(horario UTC-3)

Universidade Federal da Paraíba

Campus I - Lot. Cidade Universitaria, João Pessoa - PB, 58051-900, Brazil

## Día 1 – Martes 8 de septiembre

08.00h-9.00h

Registro de participantes

**Lugar:** Campus I - Lot. Cidade Universitaria.

09.00h

**Acto solemne de apertura**

**Lugar:** XXXXXX (Campus I - Lot. Cidade Universitaria)

**Link:** [XXXXXXXXX](#)

- Por confirmar
- Por confirmar
- Por confirmar.
- Dr. Daniel Barredo, *Presidente del Comité Científico Internacional de ICOMTA, Universidad de Sevilla.*

09.30h

Conferencia Magistral: “Sobre inteligencias artificiales, umbrales epistémicos y lenguajes continentales.”

**Lugar:** XXXXXX (Campus I - Lot. Cidade Universitaria)

**Link:** [XXXXXXXXXXXXXXXXXXXXXXXXXXXXX](#)

- María del Carmen Rico, *Université du Québec à Montréal, Canadá, ponente.*
- Farrah Bérubé, *Université du Québec à Trois-Rivières, Canadá, presentadora.*

11:00h-11:30h

**Break**

11:30h

Mesa redonda:

“Comunicación política en tiempos de polarización, populismo y posverdad”

**Lugar:** XXXXXX (Campus I - Lot. Cidade Universitaria)

**Link:** [XXXXXXXXXXXXXXXXXXXXX](#)

- Terese Puente, *California State University, Long Beach, USA.*
- Sandro Macassi, *Pontificia Universidad Católica del Perú, Perú.*
- Belén Casas Mas, *Universidad Complutense de Madrid, España*
- Modera: Lucía Caro, *Universidad de Cádiz, España.*

13:00h-14:30h

**Almuerzo libre por la zona**

PONENCIAS PARALELAS, RONDA 1 (14.30 a 16.00)

MESA 1: Smart Innovation, Systems and Technologies I. | Sala: XXXXXX | Link: XXXXXXXXXXXX | Chair: XXXXXXXXXXXXXXXXXXXX

| ID | Autores                                                                                                                                                                                                               | Ponencia                                                                                                                         |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 3  | Jordy Ivanol Marquez Huamani, Daniel Mayorga Perez, Avelino Henry Hadie Gómez Urquizo, Karen Daniela Yucra Lopez and Jenfri Ronaldo Ccoa Choque                                                                       | IoT Cyber-Physical model for teaching cut and fill mining: Effects on learning and cognitive load in mining engineering students |
| 5  | Azahalia Rosa Luz Puyen Lezama, Francis Wendell Jacobo Valdivia, Rosmery Viviana Zubieta Burga, Harold Delfín Angulo Bustinza, Mariel Fernanda Pinto Ballena, Luis Daniel Haro Laque and Anyela Sonya Soberón Delgado | Real-time Academic stress monitoring through an IoT wearable system based on bioelectric sensor fusion and Lora technology       |
| 6  | Stalin Marcelo Arciniegas Aguirre, Dulce Milagro Rivero Albarran and Francklin Ivan Rivas Echeverria                                                                                                                  | Application-Driven Evolution of TinyML at the Edge: A Systematic Review (2019–2025)                                              |
| 11 | Ylia Jaime Ochoa                                                                                                                                                                                                      | Braille Express: A low-cost assistive system for real-time text-to-tactile translation through mobile-embedded integration       |
| 12 | Daniela Santos-Solís, Alisson Artos-Antamba, Fernando Villalba-Meneses, Paulo Navas-Boada, Andrés Tirado-Espín, Paulina Vizcaino-Imacaña, Omar Alvarado-Cando and Diego Almeida-Galárraga                             | A Hybrid Wavelet–CRNN Framework for Robust Detection and Classification of Pediatric Heart Murmurs from PCG Signals              |

MESA 2: Smart Innovation, Systems and Technologies II. | Sala: XXXXXX | Link: XXXXXXXXXXXX | Chair: XXXXXXXXXXXXXXXXXXXX

| ID | Autores                                                                                                                                             | Ponencia                                                                                                                                |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 15 | Andrés Tirado-Espín, Diego Almeida-Galárraga, Paulina Vizcaino-Imacaña, Paulo Roberto Navas Boada, Esthefany Cepeda, Jade Mayorga and Karen Shuguli | The impact of AI assistants on autonomous university learning: opportunities and risks                                                  |
| 18 | Guadalupe Gomez Abeledo, Moises Pallo and Angel Torres-Toukourmidis                                                                                 | Choral Autoethnography of Co-Created Spaces in Educational Institutions: Between Face-to-Face Interaction and ICT-Mediated Environments |
| 21 | Waldir Marco Huincho Villanueva, José Alexis del Águila Ramos and Lourdes Socorro Suasnabar Garagatti                                               | Participatory design of a 3D-Printed braille slate: Lowcost innovation to improve accessibility in Huancayo and Other Cities in Peru    |
| 35 | Mylène Raymond and Jason Luckerhoff                                                                                                                 | Generative Artificial Intelligence in University Libraries: Changes in Information Research Practices and the Role of Librarians        |
| 39 | Diego Soto Hernández and Teresita Ortiz Salinas                                                                                                     | Digital transformation of the public sector in Mexico: evaluation using an addition index 2024                                          |

MESA 3: Smart Innovation, Systems and Technologies III | Sala: XXXXXX | Link: XXXXXX | Chair: xxxxxxxxxxxxxx

| ID | Autores                                                                                                                 | Ponencia                                                                                                                                       |
|----|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| 54 | Iván Orellana Osorio, Silvana Astudillo Durán, José Flores Trelles and Verónica Iniguez                                 | A Neuromarketing Approach to Usability Evaluation of a Public Service Mobile App                                                               |
| 56 | David Elías Pérez Jesús, Gerardo Arceo Moheno, Guillermo de Los Santos Torres, Eric Ramos Méndez and Pablo Payró Campos | The information systems and competitiveness in the companies of Villahermosa, Mexico                                                           |
| 67 | Clara Gonzaga Vallejo and Natalia Bustamante Sánchez                                                                    | Data governance and decision-making in tourism destinations: Design of an Accommodation Indicators Platform for Ecuador                        |
| 68 | Gilberto Murillo Gonzalez and German Martinez Prats                                                                     | Resistance Among Public Sector Operational Staff to Generative AI: The Dilemma of Adoption and Regula-tory Conflicts.                          |
| 75 | Juan Guillermo Lazo Lazo and Sebastián Esquivés Bravo                                                                   | Algorithmic Traces of Democratic Breakdown: Topic Modeling. Peruvian Presidential Communication in the Castillo–Boluarte Transition, 2021–2025 |

MESA 4: Smart Innovation, Systems and Technologies IV | Sala: XXXXX | Link: XXXXX | Chair: xxxxxxxxxxxxxx

| ID | Autores                                                                                                                          | Ponencia                                                                                                                                  |
|----|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| 76 | Rose Marie Santini, Debora Salles, Thiago Ciodaro Xavier, Fernando Ferreira and Felipe Grael                                     | Opening the black box of training data: Lessons learned on tailoring a social bot classifier for the Brazilian context                    |
| 78 | Joan Joel Llamo Garcia                                                                                                           | Audiovisual Production in the Era of Generative AI: Creativity, Efficiency, and Technological Dependency in Metropolitan Lima             |
| 79 | Alessandra Nicoll Alata Mitma, Katherine Celeste Retamozo Diaz and Lucia Vanessa Munayco Abanto                                  | From Likes to Travel Decisions: A Dual-Process Analysis of Influencer-Generated Content using S-O-R and ELM                               |
| 80 | Alonso Fernando Copa Cárdenas, Darwin Orlando Castañeda Aliaga and Lucia Vanessa Munayco Abanto                                  | Post-Adoption Behavior of Mobile Wallets among Generation X in an Emerging Economy                                                        |
| 82 | Silviana Juárez Chalini, Alejandro Jarillo Silva, Mónica Pérez Meza, Irving Ulises Hernández Miguel and Oswaldo Rey Ávila Barrón | Generative AI in Computer Science Education: Assessing Its Impact on Learning Levels and Student Attitudes in Automata Theory (2025–2026) |

**MESA 5: Smart Innovation, Systems and Technologies V | Sala: XXXXX | Link: XXXXXX | Chair: xxxxxxxxxxxx**

| ID  | Autores                                                                             | Ponencia                                                                                                                              |
|-----|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 85  | Alejandra Sthefany Ponciano Zorrilla and Victor Omar Vite León                      | Perceptions about the Use of Artificial Intelligence in Illustration                                                                  |
| 95  | Melvis Gonzalez-Acosta, Zulema Izamar Peña Alvarez and Emily Farez-Guallpa          | Instructional Units to Preserve Human Agency in Academic Feed-back with AI                                                            |
| 100 | Anthony Walker and Paola Palomino-Flores                                            | Political Disinformation, Polarization, and Digital Public Opinion on X During the Peruvian Electoral Process                         |
| 117 | Lourdes Ulloa, Antonella Oliva and Juan Pablo Sotomayor Páez                        | University Students and Social Media: Behavior and Vulnerabilities. A Case Study of Ecuador                                           |
| 124 | Carla Irene Rios Calleja, Araceli Espinosa Marquez and José Roberto Romero Espinosa | Gobernanza informativa y comunicación política algorítmica en entornos plataformizados: análisis comparativo China-México (2015-2025) |

**MESA 6: Smart Innovation, Systems and Technologies VI | Sala: XXXXX | Link: XXXXXX | Chair: xxxxxxxxxxxx**

| ID  | Autores                                                                                                                          | Ponencia                                                                                                                            |
|-----|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 125 | Juan Guillermo Lazo Lazo, Cecilia Pardo Grau, Daniela Martuccelli, Cristian Alarcón, Luciano Stucchi and Martín Monsalve Zanatti | Digital Khipus: AI-Assisted 3D Modeling for Preserving and Communicating Andean Cultural Heritage                                   |
| 126 | Laura Escobar-Goicochea, Gerardo Karbaum Padilla, Yasmin Magna Sayan Casquino and Alberto Mejía Manrique                         | Transfer and Transition of Research Skills and Academic Literacy Among Audiovisual Communication Educators in the Digital Age of AI |
| 141 | Joan Rivas Andrade                                                                                                               | Semi-Automatic Satellite Image Segmentation for Urban Expansion Analysis in Santa Cruz Island, Galápagos                            |
| 143 | Mateo Oñate                                                                                                                      | Bitemporal Change Detection in Insular Urban Landscapes: A Computer Vision Approach for Biodiversity Conservation in the Galapagos  |
| 146 | Mateo Chalacán                                                                                                                   | A Computer Vision System to Prevent Marine Species Starvation in the Galapagos Due to El Niño-Induced Phytoplankton Depletion       |

**16:00h-16:30h****Break****PONENCIAS PARALELAS RONDA 2 (16.30 a 18.00)****MESA 7: Smart Innovation, Systems and Technologies VII | Sala: XXXXX | Link: XXXXX | Chair: xxxxxxxxxxxx**

| ID  | Autores                                                                                                          | Ponencia                                                                                                                                        |
|-----|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 153 | Alejandro Calispa and Nina Aguiar                                                                                | The Influence of Artificial Intelligence on Digital Journalism: A Case Study of Chequeado.com                                                   |
| 154 | Abel Suing, José Marcelino Romero Gutiérrez, Ximena Margarita Coronado-Otavallo and Viviana Noemí Galarza-Ligüña | Regulatory challenges posed by images created using Generative AI in the Andean Region                                                          |
| 155 | Verónica Mora Jácome, Claudia Patricia Maldonado Erazo and Jennifer Betzabe Samaniego Franco                     | enhancing the intangible cultural heritage of the indigenous, afro-ecuadorian, and montubio peoples of ecuador, through immersive technologies. |
| 163 | Úrsula Freundt-Thurne and Eliana Gallardo-Echenique                                                              | Corruption-related behaviours: typologies in the university context                                                                             |
| 170 | Davis Velarde-Camaqui, Iris Cristina Pelaez-Sanchez, Edgar Lopez-Caudana and Leonardo-David Glasserman-Morales   | Measuring Artificial Intelligence in Higher Education: A Systematic Mapping of Instruments and Constructs                                       |

**MESA 8: Smart Innovation, Systems and Technologies VIII | Sala: XXXXX | Link: XXXXX | Chair: xxxxxxxxxxxx**

| ID  | Autores                                                                                                          | Ponencia                                                                                                                                             |
|-----|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 172 | Abel Suing, José Marcelino Romero Gutiérrez, Ximena Margarita Coronado-Otavallo and Viviana Noemí Galarza-Ligüña | Integration and use of generative AI in university teaching in Ibero-America. Systematic review of literature                                        |
| 174 | Iris Cristina Pelaez-Sanchez, Davis Velarde-Camaqui, Leonardo-David Glasserman-Morales and Edgar Lopez-Caudana   | Generative AI in Higher Education: A Systematic Map-ping of Educational Interventions                                                                |
| 178 | María Alejandra Luzuriaga Vasquez                                                                                | Predictive Lead Scoring for Student Enrollment in Latin American Higher Education: A Machine Learning Approach with Commercial Priority Segmentation |
| 179 | Emily Gonzales, Nicolas Orrego and Crithian Rojas-Suárez                                                         | The Use of Chatbots in E-commerce: The Impact of Anthropomorphism and Privacy on TAM                                                                 |
| 181 | Gary Ampuño, Nery Manuel Contreras Valarezo, Eduardo David Sánchez Villacres and Juan Carlos Lata Garcia         | Demand management through the application of the Peak Shaving method in a commercial load                                                            |

**MESA 9: Smart Innovation, Systems and Technologies IX | Sala: XXXXX | Link: XXXXX | Chair: xxxxxxxxxxxx**

| ID  | Autores                             | Ponencia                                                                                                                     |
|-----|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| 184 | Adilson Santana and Kellyanne Alves | Jornalismo Audiovisual e IAG: transparência jornalística e simulação no resgate de um soldado norte-americano no Jornal Hoje |

| ID  | Autores                                                                                                                          | Ponencia                                                                                                                         |
|-----|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 197 | Vanessa Karina Duque Rengel, Marco Heredia-R, Jhenny Cayambe, Rumania Torres-Navarrete, Laura Puhl and Carlos G. H. Diaz-Ambrona | Strategic digital communication and ICT ecosystems for the strengthening of peasant associativity in the Ecuadorian Chocó region |
| 202 | Karen Pinto Garzón and Zilu Wang                                                                                                 | Communication in China on Weibo: Technocratic Legitimation and Citizen Mobilization                                              |
| 000 | Miguel A. Carrasco, Sergio J. Godoy, Carola Neira, Gabriel Bastias, Gabriela Gonzalez, Sandra Riquelme y Rodrigo Browne          | Apps for older adults to access healthcare. How far is Chile from the ideal app?                                                 |

**MESA 10: Workshop 1: Navegando la Sobrecarga de Datos: Analizando la Polarización, el Populismo y la Post-verdad a través de Big Data y Redes Sociales** | Sala: XXXXXXXXXX | Link: XXXXXX | Chair: XXXXXXXXXXXXXXXXXXXX

| ID  | Autores                                                                                                                | Ponencia                                                                                                                                                      |
|-----|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 30  | Rosa Elba Arroyo Alvarez and Jonathan Mendoza Tapia                                                                    | WS_1 Sesgos cognitivos y desinformación diseño y desarrollo de un micrositio como un instrumento de alfabetización informacional                              |
| 38  | Ana Carolina Trevisan and Belén Casas-Mas                                                                              | WS1_Argumentative and Multimodal Dynamics in Comment-Based Interpretations of Vox's Audiovisual Posts                                                         |
| 50  | Maria Amelia Diez Garzón and Belen Casas Mas                                                                           | WS_1 Emotions and Politics: Populism and Post-Truth as Drivers of Polarization in the Spanish European Elections 2024                                         |
| 51  | Pamela Fabiola Menéndez Córdor                                                                                         | WS_1_Polarización política y dinámicas digitales en España: un análisis de los procesos electorales 2019–2023 en la Plataforma X                              |
| 132 | Belén Casas-Mas, Andrés Leonardo Rincón León and Daniel Gómez Gonzáles                                                 | WS_1 Populismo digital y cámaras de eco en las elecciones colombianas de 2022: una propuesta de clasificación híbrida humano-máquina frente a la polarización |
| 214 | María Soledad Segura, Valentín Basel, Bruno Filippi, Antonella Giuliana Giletta, Maia Soledad Gómez and Iván Santellán | WS_1 Antagonize out of principle or convenience? La Polarization in the Argentinean electoral campaign of 2023                                                |

**MESA 11: Workshop 2. Ecosistemas digitales y comunicación política en tiempos de plataformización** | Sala: XXXXX | Link: XXXX | Chair: xxxxxxxxxxxxxx

| ID | Autores                                                        | Ponencia                                                                                                                                       |
|----|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| 8  | Álvaro López-Martín, Xosé López-García and César Fieiras-Ceide | WS_2 Cobertura mediática en X de la investidura de Donald Trump como presidente de Estados Unidos: Los casos de The New York Times y USA Today |
| 24 | Rubén Rivas-de-Roca                                            | WS_2. De Habermas a las plataformas: aproximaciones al concepto de esfera pública en la literatura de alto impacto                             |
| 28 | Tania Forja Pena                                               | WS_2: La brecha del ritmo: IA, plataformización y la actualización pendiente de la ética periodística                                          |
| 46 | Elena Moure-García                                             | WS_2_El valor de la netnografía en la era digital                                                                                              |
| 4  | Ricardo Domínguez-García and Jorge Zarauza Castro              | WS_2 El relato de la amenaza: polarización y populismo en la comunicación de la extrema derecha en X durante las elecciones europeas de 2024   |

**MESA 12: Workshop 3/5/11. Marketing y comunicación estratégica en la era de la IA/ SCIENCE BIOCOMM WORKSHOP/ Nuevas Alfabetizaciones y Prácticas Educativas** | Sala: XXXXXXXXXX | Link: XXX | Chair: XXX

| ID  | Autores                                                                                                                                                                      | Ponencia                                                                                                                                |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 73  | María del Pilar Cabrera Hermida, María Villavicencio and Juan José Brito Corral                                                                                              | The Impact of Augmented Reality on the Entertainment Consumer Experience: A PLS – SEM Analysis of Generations Y and Z.                  |
| 173 | Katherine Mora-Romero, Fanny Paladines-Galarza, Yomara Jiménez-Sánchez and Paola Flores-Loaiza                                                                               | Artificial Intelligence–Driven Content Production for the Pharmaceutical Sector                                                         |
| 55  | Juan Pablo Arrobo-Agila, Karen Quimbita, Gladys Murillo and María Fernanda Chango                                                                                            | Educational chatbots and the transformation of pedagogical practices: learning experiences mediated by artificial intelligence          |
| 58  | Angélica Quito, Lorena Guachi, Alexander Medina, Alejandro Coral, Pamela Quinga, Cristian Chicaiza, Robinson Guachi, Lorena Molina, David Castillo and D. H. Peluffo Ordóñez | Interpretable MobileNetV2 for Hand Gesture Recognition under Soil-Induced Domain Shift in Agricultural Environments                     |
| 189 | Angélica Quito, Andrea Pilco, Guillermo Mosquera and Martin Molina                                                                                                           | Design and Implementation of an Interactive Educational Robot for Mathematics Learning Support in Primary School Children: "A.R.I.M.A." |
| 116 | Patricia Henriquez-Coronel, Maria Angélica Henriquez, Eder Intriago-Palacios and Oscar Gaona                                                                                 | Using Artificial Intelligence Tools Among Social Science Students in the Thesis Process: Patterns, purposes, and attitudes              |

**FINALIZACIÓN PRIMERA JORNADA**

Día 2 – Miércoles 9 de septiembre

PONENCIAS PARALELAS. RONDA 3 (08.00 a 09.30)

MESA 13: Inteligencia artificial, democracia y gobernanza en la sociedad digital I | Sala: XXXX | Link: XXXXXXXXXXXXXXXX | Chair: XXXXXXXXXXXXXXXXXXXX

| ID  | Autores                                                                                                | Ponencia                                                                                                            |
|-----|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 19  | Juan Arturo Mila-Maldonado, Marta Martín-Llaguno, Andrea del Carmen Mila-Maldonado and Iván López-Díaz | Percepciones ciudadanas sobre la democracia en Argentina, Chile, Ecuador y El Salvador (2020–2023)                  |
| 144 | Daniel Rojas Navarrete and Rodrigo Perera Ramos                                                        | Satisfacción con la democracia y consumo mediático en el Estado de Querétaro                                        |
| 123 | Janeth Campoverde-Rojas                                                                                | Análisis de rutinas de verificación ante deepfakes en YouTube durante las elecciones presidenciales 2025 en Ecuador |
| 87  | Danghelly-Giovanna Zúñiga-Reyes and Pablo-Andrés Escandón-Montenegro                                   | Public Opinion, Public Agendas, and the Hybrid Algorithmic Media System in Colombia                                 |
| 207 | Javier Ricardo Mesa Blanco, Juliana Colussi and Fatima Martínez Gutiérrez                              | Misinformation and polarization on X: An analysis of tax reform in Colombia                                         |

MESA 14: Inteligencia artificial, democracia y gobernanza en la sociedad digital II | Sala: XXX | Link: XXXXX | Chair: XXXXX

| ID  | Autores                                                                | Ponencia                                                                                                                                                                                         |
|-----|------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 120 | Rosa Merlin                                                            | Derechos digitales en la era algorítmica: el panóptico digital. Lecciones para México                                                                                                            |
| 186 | Karina Nohemi Martínez Meza                                            | Uso de la inteligencia artificial. Una mirada desde los derechos humanos                                                                                                                         |
| 175 | Roberto Alejandro López Novelo and Eduardo Portas Ruiz                 | El oráculo de la IA: datificación, cultura digital y poder en la mediación contemporánea                                                                                                         |
| 128 | Luis Tuz                                                               | Inteligencia artificial, datos y confianza: modelo accionable para la gobernanza basada en evidencia transformando el Estado desde lo local hacia lo global con aplicativo interactivo InsightEC |
| 206 | José Oscco Mendocilla, Yasmin Sayan-Casquino and Arnau Gifreu-Castells | Citizen participation in Peru in the face of live broadcasts of collective actions via Facebook Live                                                                                             |

MESA 15: Inteligencia artificial, democracia y gobernanza en la sociedad digital III | Sala: XXX | Link: XXXX | Chair: XXXXX

| ID  | Autores                                                                | Ponencia                                                                                                             |
|-----|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 113 | Carla Erazo Portilla, Alex Guadalupe Bermeo and Erika Santander Salmon | Gobernanza intergeneracional en los GAD del Ecuador: el rol mediador de la comunicación estratégica                  |
| 115 | Jasmina Reina, Tito Jácome and Milton Jumbo                            | Gerencia 4.0 y valor público social: la comunicación como catalizador de la innovación administrativa                |
| 71  | Juan Alejandro Toapanta Lema                                           | Gobernanza pública y eficiencia energética en el Sur Global: una perspectiva bibliométrica                           |
| 193 | Félix Wilmer Paguay Chávez                                             | Mapeo de políticas públicas: una aproximación metodológica para los Gobiernos Autónomos Descentralizados Municipales |

MESA 16: Comunicación, cultura e innovación en los ecosistemas digitales I | Sala: XXX | Link: XXXXXX | Chair: XXXXX

| ID  | Autores                                                  | Ponencia                                                                                                                                |
|-----|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 169 | Roberto Sánchez-Montoya y Nina Aguiar                    | Consumo de noticias en América Latina en la era post-TV                                                                                 |
| 23  | Emilio José Abad and María Paula Valarezo Guzmán         | Análisis de la comunicación digital en cuentas parodia de Fake News sobre la NBA en la red social X: casos NBA Centel y Sharms Charania |
| 89  | Joe Jara Rodríguez and Jael Miño                         | Transición del SEO al AEO en el comportamiento de búsqueda de usuarios del sector bancario en Ecuador                                   |
| 64  | Fernando Fuente Alba and Rigoberto Albornoz              | Uso y retórica del lenguaje como recurso identitario en la televisión de proximidad chilena                                             |
| 220 | Grace Zurita, Daniel Barredo Ibáñez y Lucía Caro-Castaño | La disputa por la visibilidad: agenda-building, agenda-setting y reputación universitaria en el ecosistema digital                      |

MESA 17: Comunicación, cultura e innovación en los ecosistemas digitales II | Sala: XXX | Link: XXXXXXXX | Chair: XXXXX

| ID  | Autores                                                                                           | Ponencia                                                                                                                                                                             |
|-----|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 192 | Gregorio Nicolás Cusihamán Sisa, María Elena Gamarra Castellanos and Carlos Pedro Vera Ninacondor | Uso de herramientas digitales en la formación de comunicadores en la educación superior en Arequipa                                                                                  |
| 219 | Lucía Caro-Castaño                                                                                | La creación de recursos educativos por el estudiantado como estrategia de evaluación auténtica: una experiencia de innovación docente universitaria en Comunicación Política         |
| 118 | Miriam Elizabeth Erazo Rodríguez                                                                  | La multisensorialidad como mediación comunicativa e innovación pedagógica en la educación inclusiva: fundamentos filosóficos y evidencias desde un contexto de discapacidad múltiple |
| 188 | Melissa Huamán Huilca and José Marcelino Romero Gutiérrez                                         | Experiencias en realidad virtual para el abordaje de problemáticas sociales: una revisión sistemática del diseño centrado en el usuario                                              |

MESA 18: Comunicación y Tecnologías Aplicadas I | Sala: XXXXX | Link: XXXX | Chair: xxxxxxxxxxxxx

| ID  | Autores                                                                                                                     | Ponencia                                                                                                                                                                       |
|-----|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 229 | Camila Rojas Sánchez and Paula Flores Aguilar                                                                               | ¿Puede la alfabetización digital promover el bienestar? Violencias, adolescencias y entornos digitales en debate                                                               |
| 230 | Felipe Reyes and René Jara                                                                                                  | Digital Violence Against Spanish-Speaking Women Streamers on X and Reddit: Interaction Dynamics, Networks, and Sociotechnical Differences                                      |
| 233 | Diana Elizabeth Chimbo Sumba, Karla Esther Espinoza Castro, Erick Eduardo Quizhpi Gualipa and María Gabriela Tello Espinoza | Entornos virtuales de aprendizaje con inteligencia artificial y aula invertida: efectos comparados sobre el conocimiento en sostenibilidad intercultural en educación superior |
| 234 | Andrea Mila Maldonado, Vasco Ribeiro, Pilar Villena Esponera and Paulo Carlos López López                                   | Revisión sistemática del uso de la IA en la acción humanitaria: competencias para una integración crítica y ética                                                              |
| 235 | Santiago Torres Araque                                                                                                      | Algoritmos y legitimidad política en la comunicación digital: estudio de caso de la campaña presidencial de Abelardo de la Espiella en Colombia                                |
| 210 | Victor Renobell Santaren, Víctor Hugo Pérez-Gallo and Raquel Valle-Escolano                                                 | Affective Polarization and Political Emotions in the Digital Agendas of University Students in Spain                                                                           |

09.30h

Conferencia: “Periodismo, newsgames y gamificación.”

Lugar: XXXXXX (Campus I - Lot. Cidade Universitaria)

Link: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

- Ángel Torres Toukoumidis, *Universidad Politécnica Salesiana Sede Cuenca*, Ecuador, ponente.
- Kellyanne Alves, *Universidade Federal da Paraíba*, Brasil, presentadora.

11:00h-11:30h

Break

11:30h

Mesa redonda:

XXXXXXXXXXXX

Lugar: XXXXXX (Campus I - Lot. Cidade Universitaria)

Link: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

- Por confirmar.
- Por confirmar
- Por confirmar.
- Camila Rojas, *Universidad Austral de Chile*, presentadora.

13:00h-14:30h

Almuerzo libre por la zona

PONENCIAS PARALELAS RONDA 4 (14:30 a 16:00)

MESA 19: Comunicación, cultura e innovación en los ecosistemas digitales III | Sala: XXX | Link: XXXXXX | Chair: XXXXX

| ID  | Autores                                                               | Ponencia                                                                                                  |
|-----|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| 180 | Patricia Villagomez                                                   | Tecnologías digitales y preservación de la memoria colectiva en la sociedad contemporánea                 |
| 114 | María Margarita Ramírez-Jefferson and Cinthya Soledad Olivera Angeles | Consumo, identidad y modernidad en la Lima urbana (1885–1920): prácticas de distinción y cultura material |
| 176 | Fabiana Siqueira and Luana Maria da Silva                             | A Jurema Sagrada nos portais de notícia da Paraíba                                                        |
| 190 | Félix Wilmer Paguay Chávez and Gabriela Carla Cuadrado Barreto        | Simbolismo cultural y lealtad actitudinal: el papel mediador de la conexión marca-yo                      |

MESA 20: Workshop 8. Dilemas éticos, inteligencia artificial en la enseñanza y narrativas periodísticas emergentes en América Latina | Sala: XXX | Link: XXXXX | Chair: XXXXX

| ID  | Autores                                                                                   | Ponencia                                                                                                                                 |
|-----|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 167 | María Cristina Vélez Jalil and Kruzkaya Ordóñez                                           | WS_8 Integration of AI Technologies into the Editorial Processes of Local Digital Media Outlets                                          |
| 127 | María Mendoza Michilot, Juan Pablo Arrobo-Agila and Milagros Asto Sánchez                 | WS_8 Ética y transparencia informativa. El uso de la IA en las elecciones generales de Colombia, Chile, Ecuador y Perú                   |
| 103 | Luis Alberto D'Aubeterre Alvarado and Silverio Jesús González Téllez                      | Initial video training for teachers and assessment of professional competencies in Intercultural Bilingual Education contexts in Ecuador |
| 130 | Denny Aleksandra García Gutiérrez, José Manuel Alonso Orozco and Beatriz Martínez Carreño | Innovación institucional y expansión territorial en la educación superior: el modelo de regionalización de la BUAP                       |



MESA 21: Highlights in Social Sciences, Education and Humanities I

Sala: XXX | Link: XXXX. | Chair: XXXXX

| ID | Autores                                                                                                                                                          | Ponencia                                                                                                                                               |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13 | Andrés Tirado-Espín, Diego Almeida-Galárraga, Milagros Delgado, Aisha Gómez, Britney Robalino Ramírez, Brithany Suárez and Paulina Vizcaíno-Imacaña              | Fake News Detection and Dataset Analysis in Ecuador's 2025 Elections: A Comparative Study of Machine Learning Models with X Social Media Platform Data |
| 14 | Filippo Sinchi, Ismael Ortiz-Valverde, Christian Pilliza-Chicaiza, Luis Morales-Cumba, Diego Almeida-Galárraga, Paulina Vizcaíno-Imacaña and Andrés Tirado-Espín | Digital social media and public health: experimental analysis of the spread of medical pseudoscience on Tik-Tok and Instagram                          |
| 31 | Jessica Ponce Ordoñez, Ariosto Vicuña Pino, Bryan Cortez Chichande                                                                                               | Temporal Multivariate Structure of Disease Burden in Latin America (2000–2023): An HJ-Biplot and Clustering Approach                                   |
| 34 | Annie Desjardins and Jason Luckerhoff                                                                                                                            | The Construction of News in Canada's Francophone Minority Communities: L'Acadie Nouvelle Between Source Contributions and Journalistic Initiatives     |
| 40 | Camilo Mauricio Grillo Torres                                                                                                                                    | implementation of digital networks in information management in the hotel sector of La Candelaria, Bogota, Colombia from a hierarchical analysis.      |

MESA 22: Highlights in Social Sciences, Education and Humanities II

Sala: XXX | Link: XXXX | Chair: XXXXX

| ID | Autores                                                                                                                                                                      | Ponencia                                                                                                                                         |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 61 | Ricardo Alberto Reza Flores, Zaira Ileana Tobías Juárez, Priscila Sofía Noguera Rendón, Citlali Michelle Reza Flores, Abril Acosta Ochoa and Luisa Fernanda Romero Henríquez | Educational dissemination, microlearning, and digital citizenship: a comparative analysis of podcasts on spotify and short-form videos on tiktok |
| 62 | Etelvina Archundia-Sierra, Roberto Contreras-Juárez, José Alfonso del Carmen Garcés-Báez, Mario Rossainz López and Héctor David Ramírez Hernández                            | Analysis of the perception of an interactive digital tool for anxiety self-regulation in engineering students                                    |
| 66 | Lisbeth Farfán-Chávez and Tomás Atarama-Rojas                                                                                                                                | Measuring digital media literacy in adolescents: a multidimensional instrument validated through ESEM                                            |
| 91 | Soledad García García and Raquel Rodríguez-Díaz                                                                                                                              | Positive Emotional Communication: A Tool for Rebuild-ing Public Trust in Crises                                                                  |
| 92 | Maria Eugenia Reyes Pedraza, Noe Emanuel Del Real-García Del Real-García and María Delia Téllez-Castilla                                                                     | The role of physical health, sexuality, and social support as predictors of academic stress among college students: a biopsychosocial model      |

MESA 23: Highlights in Social Sciences, Education and Humanities III

Sala: XXX | Link: XXXXX | Chair: XXXXX

| ID  | Autores                                                                                                                                                | Ponencia                                                                                                                                                   |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 93  | Noe Emanuel Del Real-García, María Delia Téllez-Castilla and María Eugenia Reyes-Pedraza                                                               | Digital Media, Family Communication, and Sexual Health Literacy Among University Students in Northeastern Mexico                                           |
| 99  | Silverio González Téllez and Luis Alberto D'Aubeterre                                                                                                  | Genesis of a video model for initial teacher training in-tegrating Lesson Study and Neopass@ction principles in Intercultural Bilingual Education. Ecuador |
| 101 | Rosa Elena Morales-Fano, Luzmarina Mercedes Oliart-Murillo, Mary Cayllahue-Huaman, Alejandro Benavente-Suyo, Rosmery Falcón-Soncco and Olger Gutiérrez | Predictors of positive attitudes towards statistics in university students                                                                                 |
| 102 | Mary Cayllahue-Huaman, Alejandro Benavente-Suyo, Rosmery Falcón-Soncco, Luzmarina Mercedes Oliart-Murillo, Rosa Elena Morales-Fano and Olger Gutiérrez | Ergonomic factors that promote school performance mediated by motivation in primary school students                                                        |

MESA 24: Highlights in Social Sciences, Education and Humanities IV

Sala: XXX | Link: XXXXX | Chair: XXXXX

| ID  | Autores                                             | Ponencia                                                                                                                                        |
|-----|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 104 | Nicol Munayco and Francisco Arbaiza                 | TikTok Comments as a Collective Credibility Filter: Social Proof and Purchase Decisions among Peruvian Gen Z Consumers                          |
| 106 | Andrea Camargo and Francisco Arbaiza                | Digital Fandom and Prosumer Marketing: The Role of Peruvian Swifties in Promoting Taylor Swift's The Eras Tour                                  |
| 107 | Maria Fernanda Monzon and Francisco Arbaiza         | The Rupture of the Authenticity Contract: Influencer Advertising, Emotional Expectations, and Negative Attitudes among Peruvian Gen Z Consumers |
| 111 | Verónica Palacios, Victor Soto and Daniela Gallardo | Comunicación política digital, emocionalización del voto y polarización en el balotaje presidencial ecuatoriano de 2025                         |

16:00h TURISMO POR LA CIUDAD

FINALIZACIÓN SEGUNDA JORNADA

Día 3 – Jueves 10 de septiembre

PONENCIAS PARALELAS RONDA 5 (08:00 a 9:30)

MESA 25: Highlights in Social Sciences, Education and Humanities V | Sala: XXX | Link: XXX | Chair: XXXXX

| ID  | Autores                                                                                     | Ponencia                                                                                                                                          |
|-----|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 129 | Ariam Jesús Napurí Acevedo and Victor Omar Vite León Vite León                              | Narrative Deconstruction and Redemption of the Antihero in Complex Television: A Longitudinal Analysis of Barney Stinson in How I Met Your Mother |
| 134 | Danilo Marcelo Díaz Quichimbo, Lourdes Villalustre Martínez and Dilida Anayra Luengo Molero | Analysis of the educational inclusion capacity of social networks: An approach to university classrooms                                           |
| 137 | Hector Jose Mendoza Cuellar, Harry Fernando Centeno Hinojosa and Ana Paula Isobe Paredes    | Factors affecting intention to switch and intention to re-purchase in premium economy airlines                                                    |
| 157 | Rita Azucena Segovia-Rojas                                                                  | Historical artifacts as markers of organizational identity in the communication of cultural heritage museums                                      |
| 168 | Alejandro Morales-Vargas and Cristian Cabalin                                               | Website quality assessment instrument for school choice websites: the case of SAE in Chile                                                        |

MESA 26: Highlights in Social Sciences, Education and Humanities VI | Sala: XXX | Link: XXXX | Chair: XXXXX

| ID  | Autores                                                      | Ponencia                                                                                                                                     |
|-----|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 195 | Lorena Vegas and Francisco Javier Paniagua Rojano            | Crisis Communication and the Role of DirCom Professionals in the European Agri-Food Sector: A Comparative Study of Spain, France and Germany |
| 201 | Karen Pinto-Garzón                                           | Journalism on the Climate Crisis in Colombia and Spain: In-Depth Interviews with Journalists and Editors                                     |
| 208 | Rolando Pérez, Fátima Martínez Gutiérrez and Julissa Cáceres | Public Accountability and Watchdog Journalism in Peru: 16 cases studies of political corruption and journalistic scandals from 2020 to 2025  |
| 216 | Narcisca Medranda Morales                                    | TikTok como reflejo de la sociedad líquida: inmediatez y consumo digital tras la pandemia                                                    |

MESA 27: Comunicación y Tecnologías Aplicadas II | Sala: XXX | Link: XXXXXX | Chair: XXXXX

| ID | Autores                                                                                                           | Ponencia                                                                                                                                                              |
|----|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7  | Stefănel Adriana and Roland Împuşcatu                                                                             | The Death of a Symbol and the Resurrection of Polarization: A Multi-Coder Experimental Framework for Analyzing Romanian Digital Discourse after Ion Iliescu's Passing |
| 25 | Ana Belen Fernandez Souto, Montse Vázquez Gestal and Xaime Fandiño Alonso                                         | Fighting age discrimination through public policy: the role of communication in the public agenda to combat ageism.                                                   |
| 36 | José Rúas Araújo                                                                                                  | Impacto en la opinión pública, juicios previos mediatizados y sesgos de los veredictos de los jurados populares en España                                             |
| 41 | Sandra Nadyedja Landázuri Espinoza                                                                                | Higher Education Policy as a Framework for Defining the Populist Agenda: Political Communication and Discursive Fragmentation in Ecuador (2007-2023)                  |
| 63 | Isidro Marín-Gutiérrez, Mónica Hinojosa Becerra, Clara Elena Robayo-Valencia and Francisco Javier Ruiz San Miguel | Desigualdades de género en radios comunitarias ecuatorianas: participación, roles y condiciones laborales                                                             |

MESA 28: Comunicación y Tecnologías Aplicadas III | Sala: XXX | Link: XXXX | Chair: XXXXX

| ID  | Autores                                                                                                              | Ponencia                                                                                                                                                                      |
|-----|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 84  | Germán Rosso, Juan C. Figuereo-Benítez and Rosalba Mancinas-Chávez                                                   | Las estrategias discursivas de la derecha radical iberoamericana en plataformas. Estudio de la comunicación política de Javier Milei y Santiago Abascal en TikTok (2025-2026) |
| 90  | Cristiane Portela and Nilsângela Cardoso                                                                             | Jornalismo e redes sociais digitais: uma análise da produção noticiosa da TV Cidade Verde no Instagram                                                                        |
| 96  | Concha Pérez Curiel, Cristian López Domínguez and Sandra Méndez Muros                                                | Migration, Disinformation, and Populist Leadership: Strengthening the Personal Brand of European Radical Right Leaders                                                        |
| 122 | Araceli Espinosa-Marquez, Jorge David Cortes Moreno, África María Vásquez Larios and Jorge Alberto Calles Santillana | Political Polarization and Media Framing of Central American Migration in Mexico: An Analysis of the National Press (February 2020–May 2023)                                  |
| 108 | Genny Elizabeth Góngora Cuevas                                                                                       | Regulatory Governance of Digital Platforms in Ibero-America: A Comparative Institutional Analysis (2018–2025)                                                                 |

09.30h

Conferencia Magistral: “(IN) comunicación artificial: todo lo que no sé de la IA y el algoritmo no sabes decirme”.

Lugar: XXXXXX (Campus I - Lot. Cidade Universitaria)

Link: [XXXXXXXXXXXXXXXXXXXXXXXXXXXX](#)

- Miguel Túñez López, Universidade de Santiago de Compostela, ponente.
- Ana Belén Fernández Souto, *Universidad de Vigo*, presentadora.



10:45 Clausura solemne

LUGAR: XXXXXXXXXXXXXXXXXXXX

- XXXXXXXXXXXXXXXXXXXXXXXXXXXX, *Brasil*.
- Iván Puentes Rivera, *Universidad de Vigo*, España.
- XXXXXXXXXXXX

PONENCIAS PARALELAS. RONDA 6 (11.30 a 13.00)

MESA 29: Comunicación y Tecnologías Aplicadas IV | Sala: XXX | Link: XXXX | Chair: XXXXX

| ID  | Autores                                                                 | Ponencia                                                                                                                                                         |
|-----|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 112 | Genny Elizabeth Góngora Cuevas                                          | Affective Polarization and Material Conflict in Iberian-Latin American Media: A Computational Analysis of GDELT Events (2020–2023)                               |
| 131 | Gilberto Murillo Gonzalez                                               | Software Cognitivo: La evolución de la toma de decisiones en las organizaciones.                                                                                 |
| 138 | Carlos Ernesto Sevilla-Sevilla and Adriana Margarita Turriate Guzmán    | Credibility without verification: young university students from Lima and the construction of political opinion through podcasts in contexts of polarization     |
| 140 | Giovanni Gabriel Garcia-Moncada and Adriana Margarita Turriate Guzmán   | Visualizing the protest: news values and photographic representation of Generation Z in a context of political polarization in Peru, 2025                        |
| 150 | Vicenta Baeza-Devesa, Irene Forteza-Fons and Juan Arturo Mila-Maldonado | Mimetismo editorial y framing en la gestión de crisis corporativas. Las campañas “Principios” y “Sigamos trabajando” de la entidad financiera Bankia (2012-2015) |

MESA 30: Comunicación y Tecnologías Aplicadas V | Sala: XXX | Link: XXXXX | Chair: XXXXX

| ID  | Autores                                                                                                    | Ponencia                                                                                                                                     |
|-----|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 162 | Javier Vire Riascos, Gisela Siranaula and Sybel Ontaneda                                                   | Comunicación institucional y percepción ciudadana en un municipio amazónico ecuatoriano: el caso del GAD Municipal de Zamora.                |
| 171 | Lorena Catherine Alvarez Garzón, Gerardo Alexander Pacas Vizuete and Paulina Gabriela Rubio Molina         | Estrategias discursivas de tiktokers resistentes al género y al feminismo y su impacto en la reproducción de lógicas patriarcales            |
| 196 | Ricardo Calderón, Daniela López, Diego Almeida-Galárraga, Paulina Vizcaino-Imacaña and Andrés Tirado-Espín | Quantifying Linguistic Patterns in Ecuatorian Political Discourses: A Comparative Study via Machine Learning and Natural Language Processing |
| 204 | Carlos Rodríguez-Pérez, Ángel Cazorla-Martín and Mateo Javier Hernández-Tristán                            | Rethinking Misinformation Resilience: Evidence from Political Satisfaction Profiles in Colombia                                              |
| 1   | Jesús Martínez Fernández                                                                                   | Estudio analítico de las coincidencias de los breves de Economía de El Mundo y La Vanguardia mediante el paquete EssayTools de Maple         |

MESA 31: Comunicación y Tecnologías Aplicadas VI | Sala: XXXXX | Link: XXXXXX | Chair: xxxxxxxxxxxx

| ID  | Autores                                                    | Ponencia                                                                                                                                                                               |
|-----|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 209 | Ana Lúcia Medeiros                                         | Entre modelos ditados pelas big techs e reações da sociedade                                                                                                                           |
| 212 | Leidy Pimienta                                             | De la ortodoxia al algoritmo: reflexiones sobre la medición del impacto de las universidades españolas                                                                                 |
| 213 | Emilia Abeiga, Daniel Barredo Ibáñez and Victoria Carrillo | Las universidades en los medios de comunicación. Propuesta de identificación de las características exógenas y endógenas que afectan a la presencia de las universidades en los medios |
| 218 | Alba Córdoba-Cabús and Andreu Casero-Ripollés              | TikTok y comunicación política: las agendas temáticas de los partidos españoles en las elecciones europeas de 2024                                                                     |
| 221 | Oscar Ivan Londoño Pardo and Victor García Perdomo         | The Role of Perceived Veracity, Anger, and Joy in the Spread of Fake News on Social Media                                                                                              |

MESA 32: Comunicación y Tecnologías Aplicadas VII | Sala: XXXXX | Link: XXXXXX | Chair: xxxxxxxxxxxx

| ID  | Autores                                                                                              | Ponencia                                                                                                                                                |
|-----|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 223 | Sandro Macassi                                                                                       | Estudio comparativo de Partisanismo negativo en X: Análisis de los hashtags tendencia en las segundas vueltas en Brasil, Colombia, Chile y Perú         |
| 224 | Noelia Barroso Cano                                                                                  | Comunicación accesible y metaverso: un análisis cualitativo a partir de entrevistas a expertos                                                          |
| 225 | Sergio David Hernandez Sanchez, Paula Andrea Rojas Ducuara and Cristopher Jean Pierre Mayorga Moreno | El Discurso Sobre Las Megacárceles En La Candidatura De Abelardo De La Espriella (2026): Un Análisis De La Comunicación Política.                       |
| 226 | Tatiane Oliveira, Teresa Ruão and Moisés Martins                                                     | A participação através da cocriação em organizações virtuais: convergências e dissonâncias no Museu Virtual da Lusofonia                                |
| 227 | Juana Canul-Reich and Ivette Luna                                                                    | Abriendo la "caja negra" del Estado: El rol de la Inteligencia Artificial Explicable (XAI) en la garantía de la transparencia y los derechos ciudadanos |
| 228 | Teresa Puente                                                                                        | Bias in U.S. Newspaper Reporting on ICE Killings                                                                                                        |

FINALIZACIÓN TERCER DÍA