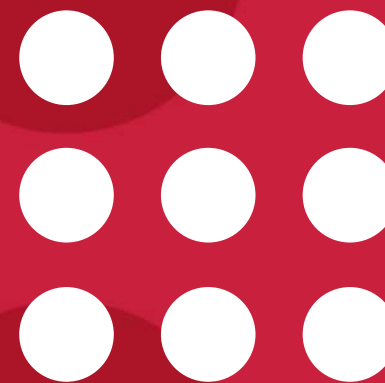




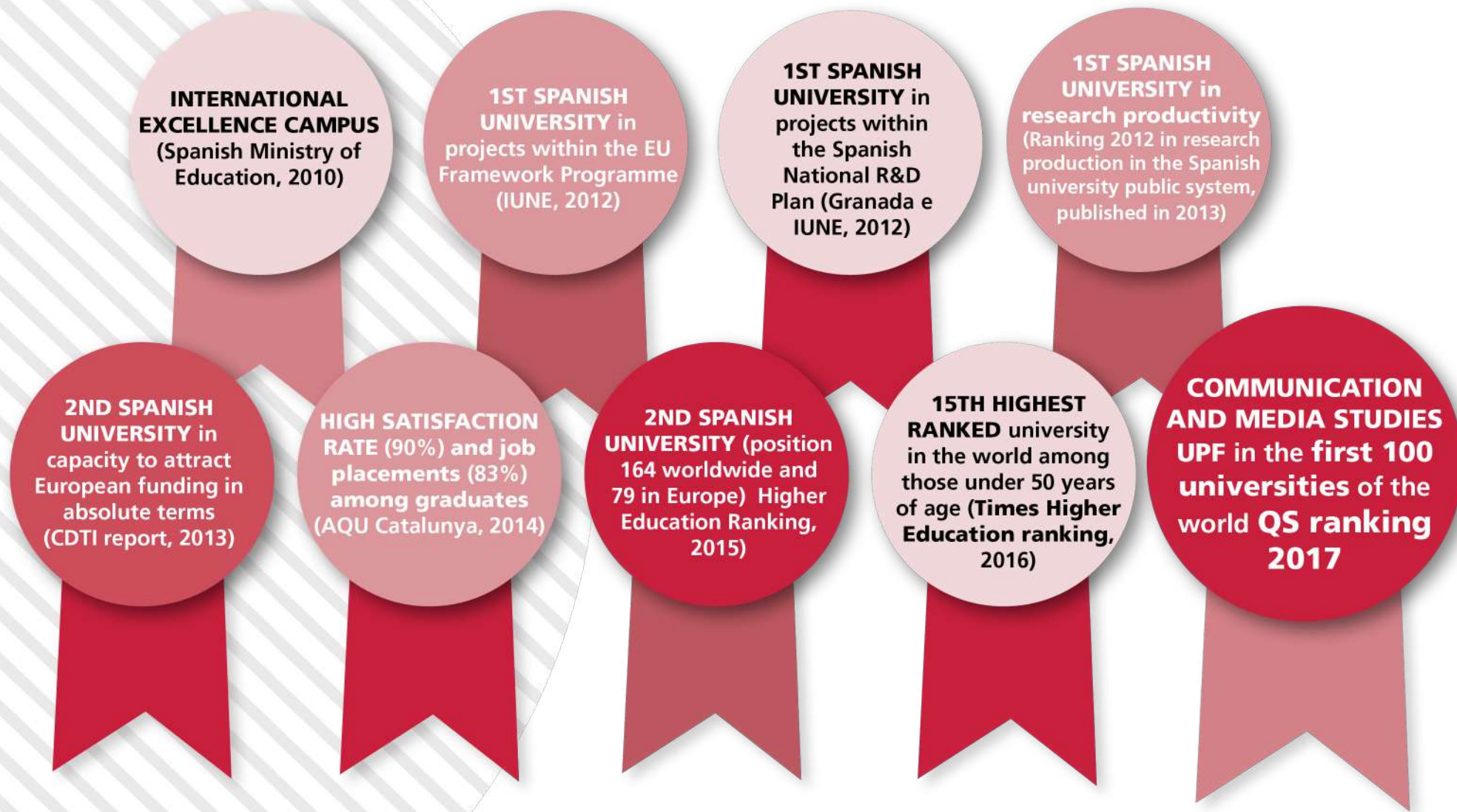
Universitat
Pompeu Fabra
Barcelona

Department
of Communication



**RESEARCH
GROUPS**
2018

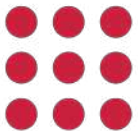
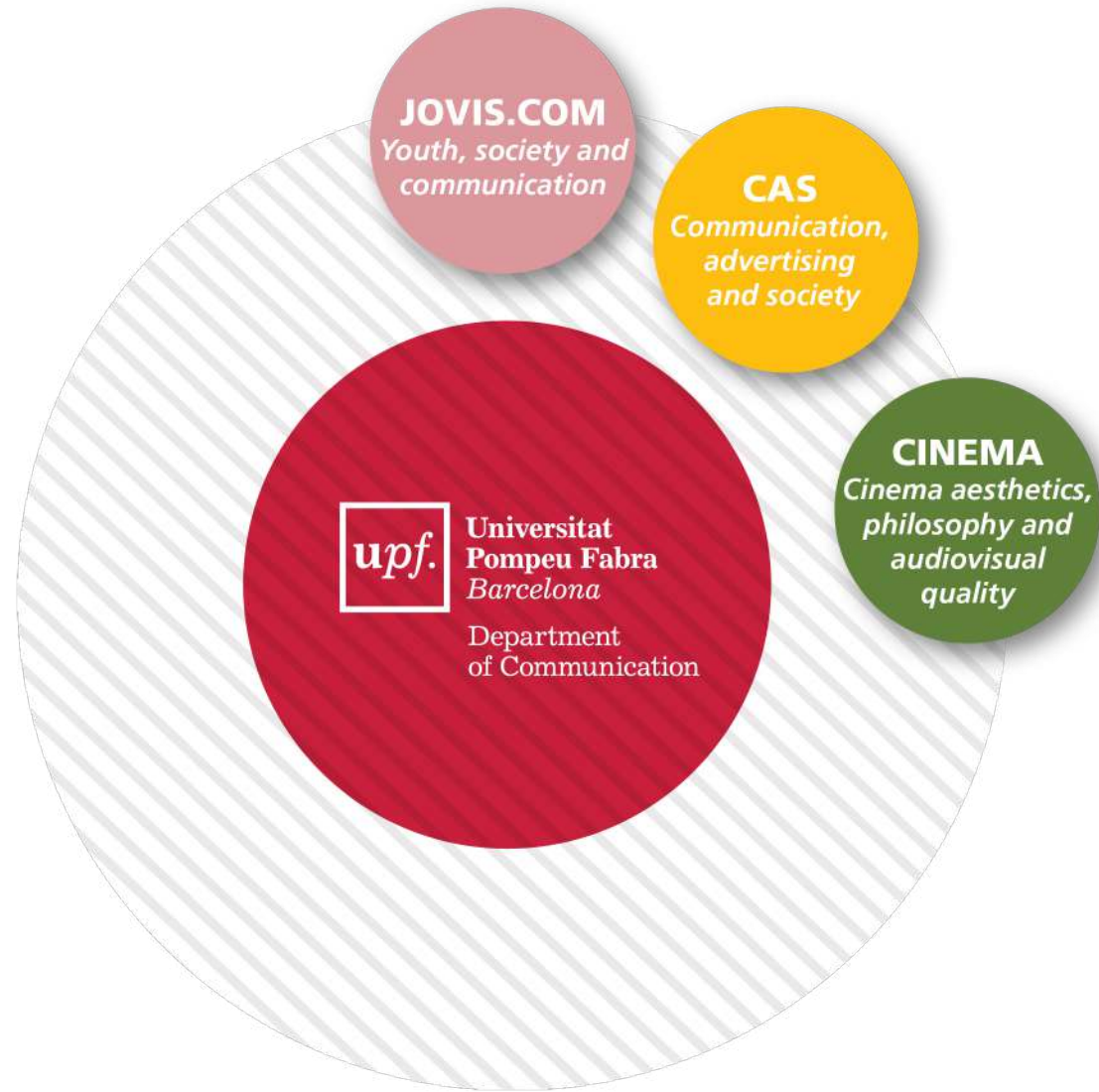
AWARDS AND RANKINGS



RESEARCH GROUPS



RESEARCH GROUPS





Jovis.com Coordinator
Dra. Mònica Figueres
monica.figueres@upf.edu

**MAIN
RESEARCH
LINES**

- Contemporary youth from an interdisciplinary, transnational and gender perspective.
- Digital communication, generation, identity, ICT, gender, social movements, political participation, youth & public policies, ethnography, labour market, education, media competence, social conflict, social work



TRANSNATIONAL GANGS AS
AGENTS OF MEDIATION:
EXPERIENCES OF CONFLICT
RESOLUTION IN YOUTH STREET
ORGANIZATIONS IN SOUTHERN
EUROPE, NORTH AFRICA AND THE
AMERICAS (TRASNSGANG)



Jovis.com

Carles Feixa
carles.feixa@upf.edu



Jovis.com

Jose Sánchez
josesanchez@upf.edu

European Union: HORIZON-2020 European
Research Council - Advanced Grant (AdG)



MEDIA LITERACY OF CITIZENS
IN EMERGING DIGITAL MEDIA
(SMARTPHONES AND TABLETS):
INNOVATIVE PRACTICES AND
STRATEGIES IN MULTIPLE
EDUCATIONAL CONTEXTS



Jovis.com Coordinator

Dr. Mònica Figueras
Monica.figueras@upf.edu

Competencias mediáticas de la ciudadanía en medios digitales
emergentes en entornos universitarios (2016-18) MINECO -
EDU2015-64015-C3-2-R



REJS NETWORK OF EXCELLENCE ON YOUTH AND SOCIETY

Its objective is to promote critical knowledge about contemporary youth from the social sciences, sharing the results of recent research carried out in Spain on this social group, in the European and international context.



Jovis.com

Carles Feixa

carles.feixa@upf.edu

MYPLACE-MEMORY, YOUTH, POLITICAL LEGACY AND CIVIC



Jovis.com

Dr. Mariona Ferrer

Mariona.ferrer@upf.edu



**FUTURE
RESEARCH
LINES**

- Theory, History and Epistemology
- Public policy, education and the work market
- Transnational Youth: identities, diaspora and youth agencies
- Youth cultures, political participation and social movements
- Digital communication and media skills



CAS COMMUNICATION, ADVERTISING AND SOCIETY



Pre- consolidated Research Group by the
Catalan Government 2017-2019 AGAUR SGR

MAIN RESEARCH LINES

- Psychosocial effects of media and advertising on body image
- Place branding
- Media Psychology: Sound studies and psychophysiological measures

www.cas.upf.edu

COORDINATOR



CAS

Dr. Lluís Mas
Lluís.mas@upf.edu





ITOURIST. The tourist on the Web:
informational habits and destination
choice (MINECO 2015-2018)



DESTINATION & PLACE BRANDING

This project is conducted by a multidisciplinary team with great expertise in the touristic communication. From a methodological point of view, this research project is focused on the study of potential tourists using interviews, questionnaires and user testing. Regarding the results, they will contribute to the improvement of the communication strategies of Spanish tourist destinations.



CAS

Dr. Josep Fernández-Cavia
jose.fernandez@upf.edu



DIGIDOC

Dr. Rafael Pedraza
rafael.pedraza@upf.edu



Media representation of non-healthy body image. Development of a prevention tool among children aged 6-9 years: 'I like my body'
MINECO (2015-2018)



MEDIA & BODY IMAGE

The current project aims to design and implement media education tools (through the platform "*¡Mi cuerpo me gusta!*") targeted at centers for body image diseases prevention, elementary school teachers and students, in order to influence positively children's critical interpretation of the body image patterns portrayed by audiovisual advertising.



CAS

Dra. Mònika Jiménez
Monika.jimenez@upf.edu



CRITICC

Dra. Pilar Medina
pilar.medina@upf.edu

PSYCHOPHYSIOLOGICAL RESPONSES TO AUDITORY ELEMENTS OF MEDIA DISCOURSE

This study explores the effect of different prosody strategies applied to audio commercials on the cognitive processing of the listener. Participants listened to 16 different radio commercials created with different models of intonation, stress, and speech rate. The methodology of this study is based on a multidimensional approach and measures the cognitive effects through a triangulation method: psychophysiological measures combined with relevant self-reported data and memory tests.

PROSODY VARIATIONS FOR IMPROVING THE COGNITIVE RESPONSE AND THE COMMUNICATIVE INTERACTION BETWEEN ALZHEIMER PATIENTS AND THEIR CAREGIVERS

The objective is to analyze whether several prosodic strategies can improve the cognitive response and the communicative interaction between the Alzheimer's disease patients and their caregivers. Their attention and emotional response will be analyzed by measuring the psychophysiological reaction: heart rate, electrodermal activity, and electromyography. A digital game will also be designed to measure the motivation and comprehension.

**CAS**

Dra. Emma Rodero
emma.rodero@upf.edu



Marie Curie International
Fellowship, European
Union

MINECO 2016-2020



FUTURE RESEARCH LINES

- Active aging and communication.
- Strategic communication in the Public Relations field.
- Communication strategies related with assisted reproduction, pregnancy and parenthood.



@cas_upf



CINEMA Coordinator
Dr. Xavier Pérez
xavier.perez@upf.edu

MAIN RESEARCH LINES

- **Comparative cinema**
- **Cinema visual motifs. Iconology, Gestuality and Figuration in audiovisual and comic**
- **Mythocritique and narratology**
- ***Star Studies***
- **Television quality and innovation. The INPUT archive**
- **Cinemas of the real**



FEMALE DESIRE IN THE SPANISH CINEMA DURING FRANQUISM: GESTURAL EVOLUTION OF THE ACTRESS UNDER THE CONSTRAINT CENSORSHIP.

Studies the representation of female desire in the Spanish cinema during franquism, as of its most meaningful actresses interpretative gestures. Such gestural is aimed to be put in relation with censorship strategies in force in Spain during the dictatorship. Our concern is to tackle the actress expressive system in regard to the representation of female desire. The research raises, in this regard, and in a diachronic key, the changes in the expression of female desires during the dictatorship, as they were incarnated by a meaningful selection of actresses.



CINEMA

Dra. Núria Bou
nuria.bou@upf.edu



CINEMA Coordinator

Dr. Xavier Pérez
xavier.perez@upf.edu

The actress erotic body under fascism: Spain, Italy and Germany (1939-1945) (MINECO 2015-2018)



VISUAL MOTIFS IN THE PUBLIC SPHERE. PRODUCTION AND CIRCULATION OF IMAGES OF POWER IN SPAIN, 2011-2017

Studies the recurrence, production and circulation of specific motifs related with the representation of power on images in the press, digital media and television. The premise is that the images that represent power in media are based on visual motifs. The hypothesis is that underneath the images that we consume in contemporary media everyday, there is a systematized series of visual motifs that represent common situations of public life, from the seize of power in presidential inaugurations, or the occupation of a public square, among others.



CINEMA

Dr. Jordi Balló
jordi.ballo@upf.edu



CINEMA

Dr. Ivan Pintor
ivan.pintor@upf.edu

STUDIES ABOUT QUALITY AND INNOVATION IN TELEVISION



CINEMA

Dr. Manel Jiménez
manel.jimenez@upf.edu



CINEMA

Dr. Manuel Garin
manuel.garin@upf.edu

- Digitalizing INPUT Archive for Cultural Heritage and Educational Purposes
- To learn to analyse, decode and interpret television (**non professionals**)
- To promote the role of public television as a tool to foster society cohesion
 - To link public television with standards of quality and innovation
- To learn how to make television (**professionals**)
- To create a debate forum to foster television social, cultural and innovative role
- To encourage professionals to develop their creativity through shared experiences and information



CINEMA COMPARATIVE/IVE CINEMA.

Editors: Gonzalo de Lucas (Universitat Pompeu Fabra) and Albert Elduque (University of Reading).

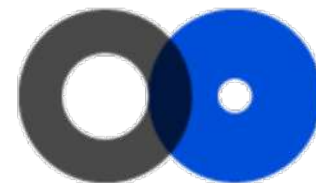


CINEMA

Dr. Gonzalo de Lucas
gonzalo.delucas@upf.edu

Cinema Comparative Cinema is a biannual publication founded in 2012,. It is focused on comparative cinema and reception and interpretation of film in different social and political contexts.

www.ocec.eu/cinemacomparativecinema



CINEMA
COMPARAT/IVE
CINEMA

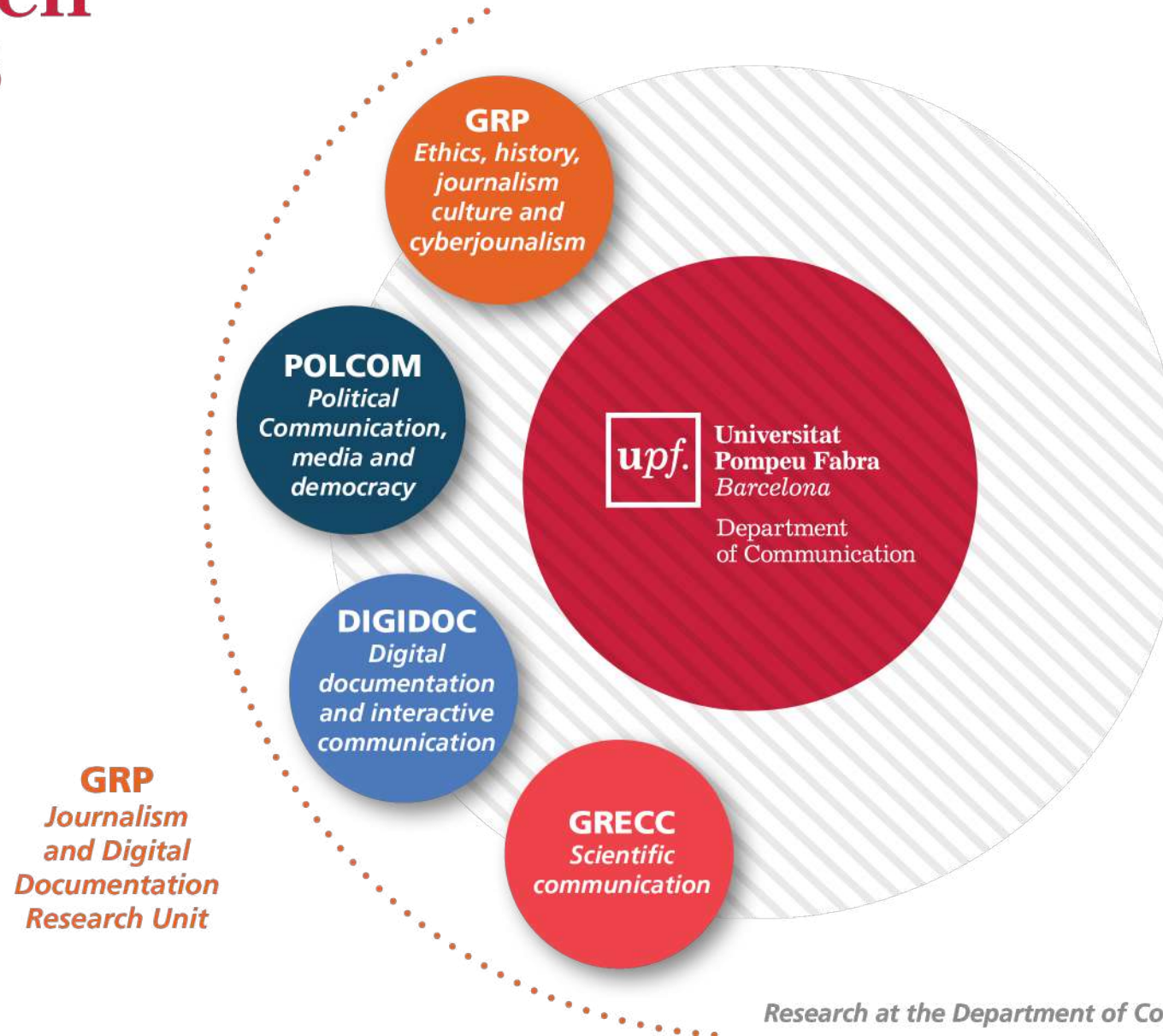


**FUTURE
RESEARCH
LINES**

Filmed corpses. The imagination of death in the history of cinema.



RESEARCH GROUPS





GRP UNITY Coordinator
Dr. Jaume Guillaumet
jaume.guillaumet@upf.edu



GRP JOURNALISM RESEARCH GROUP

Consolidated Research Group by the
Catalan Government 2014 SGR 872

COORDINATOR



GRP Coordinator
Dra. Ruth Rodríguez
ruth.rodriguez@upf.edu

MAIN RESEARCH LINES

- Journalism ethics and excellence
- Journalism history
- Newsroom integration
Cyberjournalism

JOURNALISM HISTORY

- (a) R+D+I about the press role in the Spanish Transition
- (b) Research projects about the Catalan press history



GRP UNITY Coordinator

Prof. Jaume Guillaumet
jaume.guillaumet@upf.edu

REVTRANS. The role of non-daily newspapers in the Spanish transition. News, politics and parties (1975-1982)
(MINECO/ FEDER, UE, CSO2015-67752-P. 2016-2018)



JOURNALISM ETHICS AND EXCELLENCE

Identify the journalistic cultures existing in different Spanish territories and examine the impact of media accountability instruments in each one of these cultures.



GRP Coordinator

Dra. Ruth Rodríguez
ruth.rodriguez@upf.edu



GRP

Dr. Marcel Mauri
marcel.mauri@upf.edu



MediaACES. Accountability and Media Systems in Spain: Real impact and good practices in Spanish Media
(MINECO/FEDER, UE, CSO2015-66404-P. 2016-2019)



CYBERJOURNALISM

To what extent does the informational message change as a result of the convergence process? How is the journalistic discourse built within the media convergence landscape?



GRP

Prof. Javier Díaz-Noci
javier.diaz@upf.edu

NEWSROOM INTEGRATION AND JOURNALISM EDUCATION

Finding new methodologies to train future journalists with the appropriate skills to develop a professional career in today's media.



GRP

Dr. Carles Singla
carles.singla@upf.edu





FUTURE RESEARCH LINES

- The role of journalism during the Spanish transition.
- Journalism as a digital cultural heritage.
- Innovative media accountability instruments in Spain, Europe and beyond.
- Research projects about the Catalan press history.

POLCOM

Political Communication, Media and Democracy



www.upf.edu/web/polcom

COORDINATOR



POLCOM

Dr. Carles Pont Sorribes
carles.pont@upf.edu

MAIN RESEARCH LINES

- Political Communication
- Institutional Communication
- Social Responsibility in the Media
- Public Opinion
- International Journalism
- Political Journalism and Media Innovation
- New Media Studies

RISK COMMUNICATION

The project proposes a complete analysis of the use of 2.0 tools in emergency situations as well as the changes that these new uses generate in the communicative management and its impact on the population. www.upf.edu/web/emergencias



POLCOM

Dr. Carles Pont
carles.pont@upf.edu

Communicating in emergency situations. Tools 2.0 and new protocols in the efficient management of emergencies communication FBBVA PR10215
Fundación Banco Bilbao Vizcaya
Argenteria 2015-2017

Fundación **BBVA**

SOCIAL AND POLITICAL CONFLICTS IN THE

MEDIA The project analyzes the coverage of Catalan independence movement in the international press. It takes as its starting point the Constitutional Court ruling on the statute of Catalonia (2010) and the following five years to the Catalan parliamentary elections (2015).



POLCOM

Dr. Cristina Perales
cristina.perales@upf.edu



POLCOM

Dr. Marcel Mauri
Marcel.mauri@upf.edu

Catalunya als ulls del món. Anàlisi de la presència i construcció del relat del context sociopolític de Catalunya a la premsa internacional (2010-2015). Institut d'Estudis de l'Autogovern – Generalitat de Catalunya 2015-2018.DOGC núm. 6795, de 23/01/2015

 Generalitat de Catalunya
Institut d'Estudis
de l'Autogovern

CONTRACTS OF RESEARCH



POLCOM Group has agreements with enterprises and institutions related about politics, journalism and strategic communication.



DOCTORAL THESIS

One of the main goals of **POLCOM Group** is the internationalization. More than a half of PhD's are foreign students. The Research Group has a thesis in the Industrial Doctorate Public Plan sign in with the Catalan Government



FUTURE RESEARCH LINES

- Social Media and electoral campaigns
- Crisis communication and management
- Political communication and video games



DIGIDOC
Dr. Rafael Pedraza
rafael.pedraza@upf.edu

MAIN RESEARCH LINES

- Digital Documentation
<http://www.upf.edu/digidoc/>
- Interactive Documentation
<http://gci.upf.edu>

RECENT RESEARCH CONTRACTS AND CONSULTING

Fotogramas



CCCB Centre de Cultura
Contemporània
de Barcelona



DIGITAL DOCUMENTATION RESEARCH INTERESTS

RESEARCH TEAM

DIGIDOC

Dr. Lluís Codina
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- Digital journalism
- Analysis and evaluation methods for digital publishing
- Online information systems for research and science 2.0

DIGIDOC

Dr. Cristòfol Rovira
cristofol.rovira@upf.edu



- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Mind maps

DIGIDOC

Dr. Rafael Pedraza
rafael.pedraza@upf.edu



- Information retrieval
- Metadata and Semantic web technologies
- Information science applied to news media and e-tourism

DIGIDOC E-JOURNAL



Academic Yearbook
about digital
documentation and
interactive communication

<http://www.upf.edu/hipertextnet>

Databases and Indexes:
DICE, CARHUS Plus+, DB
ISOC, DOAJ, RACO,
ULRICH's, etc.

INTERACTIVE COMMUNICATION RESEARCH INTERESTS



- Design and analysis of author interactive projects
- Models to access and represent Knowledge
- Modular interaction
- Interface, photography and interactive communication
- Interactive communication for people with special needs
- Artistic production and virtual reality
- Art and social communication with smart mobile devices
- On-line participatory and evolutionary environments

RESEARCH TEAM



DIGIDOC
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DIGIDOC
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DIGIDOC
Dr. Carles Sora
carles.sora@upf.edu



DIGIDOC
Dr. Josep María Ganyet
josep.ganyet@upf.edu



ITOURIST. The tourist on the Web: informational habits and destination choice (MINECO 2015-2017)



DESTINATION & PLACE BRANDING

This project is conducted by a multidisciplinary team with great expertise in the touristic communication. From a methodological point of view, this research project is focused on the study of potential tourists using interviews, questionnaires and user testing. Regarding the results, they will contribute to the improvement of the communication strategies of Spanish tourist destinations.



DIGIDOC

Dr. Rafael Pedraza
rafael.pedraza@upf.edu



CAS

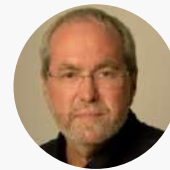
Dr. Josep Fernández-Cavia
jose.fernandez@upf.edu

INTERACTIVE CONTENT AND CREATION IN MULTIMEDIA INFORMATION COMMUNICATION: AUDIENCES, DESIGN, SYSTEMS AND STYLES

MINECO 2015-2017

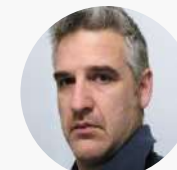


The web 2.0 and mobile technology have brought a highly dynamic scenario that asks for the redefinition and new creation of forms of communication in which audiences acquire central roles. Interactivity becomes one of the most important outcomes of the digital revolution. We have identified emerging topics a) The centrality of audiences; b) The information as a system; c) The appearance of new actors and practices.



DIGIDOC

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lluis.codina@upf.edu



JOVIS.COM

Dr. Pere Freixa
pere.freixa@upf.edu



FUTURE RESEARCH LINES

- Consolidation of our research lines by setting up two laboratories:
 - The SEO/SEM Laboratory
 - The Web Quality Laboratory
- Collaboration on the proposal of an European Project Horizon 2020 about:
"Journalism as a Digital Cultural Heritage"

GRECC SCIENTIFIC COMMUNICATION RESEARCH GROUP



Consolidated Research Group by the Catalan Government 2014 SGR 872

COORDINATOR



GRECC Coordinator
Dr. Sergi Cortiñas
sergi.cortinas@upf.edu

MAIN RESEARCH LINES

- Pseudoscience & Science Epistemology
- Risk Communication
- Public Understanding of Science
- Scientific Journalism

PSEUDOSCIENCE & SCIENCE EPISTEMOLOGY

Pseudoscience can be understood as 'false sciences'. It has several important risks to our societies. Its media coverage is a threat to the popularization of science and can be studied from a double epistemological and communicative perspective.



GRECC Coordinator

Dr. Sergi Cortiñas
sergi.cortinas@upf.edu

Pseudoscience and Society in Spain.
Analysis of the communication strategies
used by pseudoscience for s their social
integration: methods, speeches and users
(MINECO 2015-2017)



SCIENCE COMMUNICATION OBSERVATORY

The Observatory of Scientific Communication is a special research center studying the various stages of the process of conveying scientific and technological knowledge to society and analyzing the relationship between science, the media and society.

The OCC was created at Pompeu Fabra University in 1994 with the commitment to be at the forefront of research, teaching and knowledge transfer in the study and analysis of the processes involved in the transmission of scientific, medical and technical knowledge to the society.

COORDINATOR



OCC Science
Communication
Observatory
Dr. Sergi Cortiñas
sergi.cortinas@upf.edu



Universitat
Pompeu Fabra
Barcelona



REFERENCE PUBLICATIONS (up to 2014)

SAM REPORT Annual analysis of the coverage of the Food Safety Media in Catalonia.

QUIRAL REPORT Annual reference about the concerns in health and its impact on the media.

QUARK The quarterly Quark aims to promote and disseminate a cultural debate about the relationship between science and society.

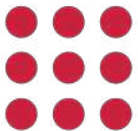
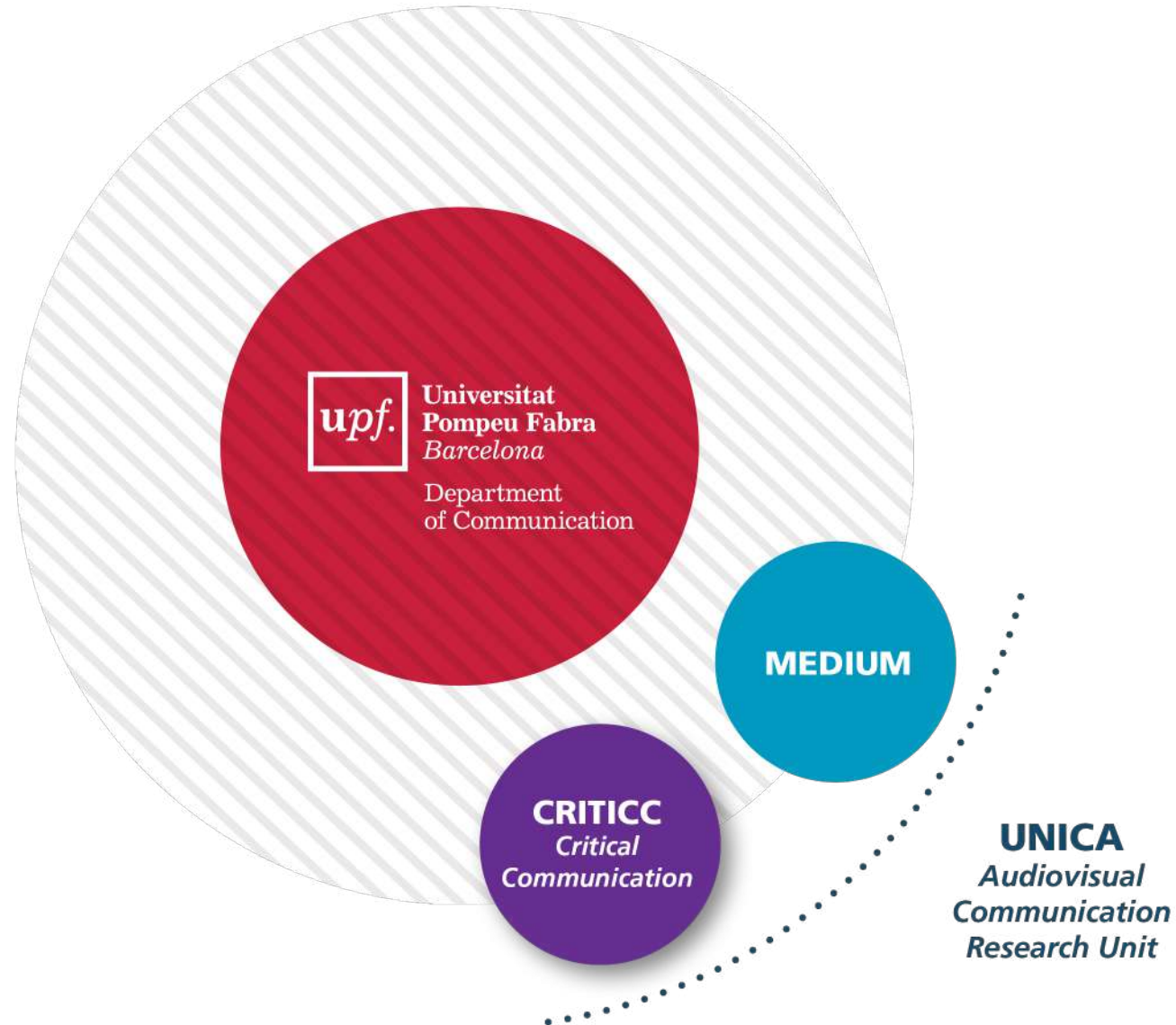
EU REPORT ABOUT SCIENCE AND SOCIETY Challenging the Future of Science in Society within the European Project Monitoring Activities of Science in Society.

FUTURE RESEARCH LINES

- Analysis of the media coverage of Zika's health crisis.
- Risk prevention on Catalonia – cooperative project with Serveis de Protecció Civil (Generalitat).



RESEARCH GROUPS



UNICA AUDIOVISUAL COMMUNICATION RESEARCH UNIT



Consolidated Research Group by the
Catalan Government 2017 SGR 53

MAIN RESEARCH LINES

- **Audiovisual production**
- **Political Communication and Audiovisual**
- **Interest Groups and Communication**
- **Communication and Interculturality**
- **Communication and Education**
- **Communication in the Digital Era**

COORDINATOR



UNICA UNIT Coordinator
Dr. Miquel Rodrigo
miquel.rodrido@upf.edu



AUDIOVISUAL PRODUCTION

This working area carries out applied research about the dynamics of the audiovisual sector, with a especial focus on the creation, production and distribution of contents.



Corporació Catalana
de Mitjans Audiovisuals, SA

OPA OBSERVATORI
DE LA PRODUCCIÓ
AUDIOVISUAL



DOCTORATS
INDUSTRIALS

POLITICAL COMMUNICATION AND AUDIOVISUAL

This research area has been carrying out multidisciplinary projects that have analysed the political communication during electoral periods in Spain and specially in Catalonia.



UNICA

Prof. Josep Gifreu
josep.gifreu@upf.edu



Comunicació política
i comportament
electoral
Jospe Gifreu i Francesc Ribalta (eds.)

Audiovisual Production Observatory

The Audiovisual Production Observatory (OPA) is a web portal designed to provide studies, documentation and discussion of the dynamics of audiovisual production and, in general, all the audiovisual sector. It makes available to the audiovisual sector central actors and the society a documentation platform, information, analysis and research on the evolution and dynamics of the sector, especially in production.

The **OPA** is an initiative of **UNICA** (Audiovisual Communication Research Unit) and has the support of the three main Associations of Catalan Producers (APIC, BA and PAC).



UNICA

Joan M. Corbella
joan.corbella@upf.edu



<http://opa.upf.edu>

REPORTS

#13 The cinema industry in Catalonia 2012-2013

#12 TV Catalan production 2011 - 2013

#11 The effects of the Televisi—n Valenciana (RTVV) closure.

#10 3rd Report of the Audiovisual Production in Catalonia (2012)



CRITICC

Dra. Pilar Medina
pilar.medina@upf.edu

MAIN RESEARCH LINES

- Communication and influence groups (think tanks, lobbies and other groups)
- Communication, gender, and sexualities
- Intercultural communication
- Critical history of strategic communication
- Critical animal studies and environmental ethics
- Interpersonal communication, ethnomethodology and discourse analysis



CLIMATE CHANGE, DENIALISM AND ADVOCACY COMMUNICATION. DISCOURSE AND STRATEGIES OF THINK TANKS IN EUROPE (THINKCLIMA)

This project aims to study the communication of influence on climate change through groups that have, over recent decades, been increasingly popular: think tanks.



CRITICC

Dra. Núria Almiron
nuria.almiron@upf.edu

Cambio climático, negacionismo y comunicación de influencia. Discurso y estrategias de los think tanks en Europa THINKCLIMA (MINECO 2016)



GENDER, ETHNICS, AND SEXUALITIES

A critical analysis of media from an intersectional perspective.



CRITICC Coordinator

Dra. Pilar Medina
pilar.medina@upf.edu

INTEREST GROUPS AND COMMUNICATION

The main working lines of this area are focused on identifying the organizational structures as well as the communication and influence models of interest groups in Spain.



CRITICC

Prof. Jordi Xifra
jordi.xifra@upf.edu

COMMUNICATION AND INTERCULTURALITY

This research line is focused on the analysis of how mass media contribute to the identity creation processes by means of discourse, images and narration.



UNICA Coordinator

Prof. Miquel Rodrigo
miquel.rodrigo@upf.edu

FUTURE RESEARCH LINES

- Gender and sexualities
- Mediated intimacy by new communication technologies: uses and effects of online dating on intimate relationships
- Intellectual history and public relations
- Effective advocacy for animal rights
- Ideology, speciesism and media



MEDIUM



COORDINATORS



MEDIUM

Dr. Carlos Alberto Scolari
carlosalberto.scolari@upf.edu



MEDIUM

Dra. Mercè Oliva
Merce.oliva@upf.edu

MAIN RESEARCH LINES

- Pop culture: entertainment, celebrities and videogames
- Social discourses: Communication Strategies / Hegemony, power and gender
- Transmedia storytelling / Transmedia literacy / Participatory cultures
- Media ecology / Media evolution / Mediatization

TRANSMEDIA LITERACY / TRANSALFABETISMOS

The objectives of these projects are to analyse what are teens doing with media (transmedia skills) and how did they learn to do that (informal learning strategies).



MEDIUM Coordinator

Dr. Carlos Alberto Scolari
carlosalberto.scolari@upf.edu

Transliteracy (2015-18) H2020 - TRANSLITERACY – 645238



Transalfabetismos . Transmedia skills and informal learning strategies adolescents (2015-17) MINECO: CSO2014-56250-R



MEDIA ENTERTAINMENT AND VIDEOGAMES

This area is interested in the qualitative analysis of text and reception of different genres and formats of popular contemporary media culture: videogames, realities, TV programs or media celebrities.



MEDIUM

Dra. Mercè Oliva
Merce.oliva@upf.edu



MEDIUM

Dr. Óliver Pérez
oliver.perez@upf.edu

Héroes de la crisis. Narrative and social discourse in contemporary popular culture (MINECO 2015-2017)



COMMUNICATION AND EDUCATION

Education about media – Education with media What role emotions have when receiving audiovisual messages. A new communication style for cultural and educational audiovisual products taking advertisement as a model.



MEDIUM

Dr. Joan Ferrés
joan.ferres@upf.edu

THESES IN DEVELOPMENT

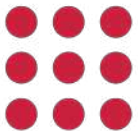
- Transmedia storytelling in post-conflict situations
- Booktubers: new actors in the new media ecology





- Media Ecology / Media Evolution / Interfaces
- Transmedia, memory and literacy

UNIVERSITY MASTER'S DEGREES AND DOCTORATE IN THE FIELD OF COMMUNICATION





DIRECTOR

Dr. Josep Fernández- Cavia
jose.fernandez@upf.edu
+34 93 5421332



DEPUTY DIRECTOR OF RESEARCH

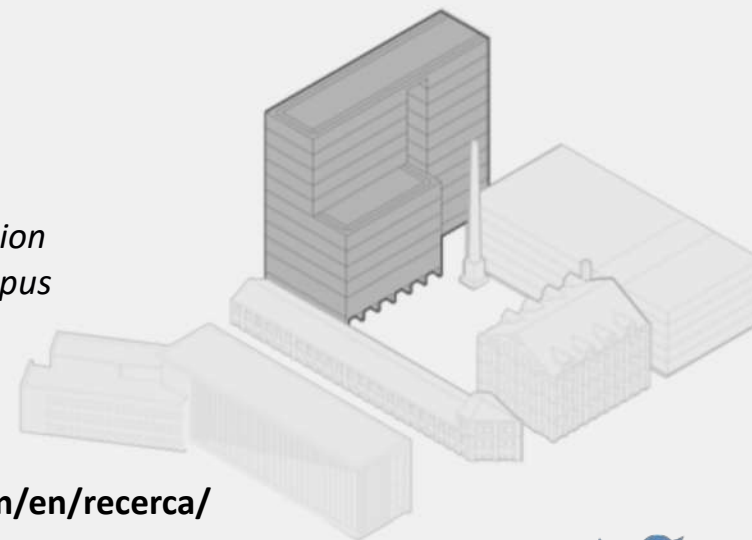
Dra. Glòria Salvadó
gloria.salvado@upf.edu
+34 93 5422288

Department of Communication

Contact information

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Comunicació-Poblenou Campus
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Universitat
Pompeu Fabra
Barcelona

Department
of Communication