

**Master's degree in Digital Culture and Emerging Media (DiCEM) | UPF**

**Calendar of oral presentations of master's degree final projects | Course 2025-26**

**July 6th 2026**

Student	Title's key-words / topic (indicative, subject to changes)	Chair (advisor of the project)	Schedule	Classroom
Claudio Kazuo Akimoto	Youth and Adultization in the Age of Surveillance	Mitty Arciniega	9:30 – 10:20	52.219
Nadia Keller	Racialised Narratives of Black Football Players	Mitty Arciniega	10:25 – 11:15	
Sara Oliwia Marczuk	Dating Apps and the Labour of Desire	Mitty Arciniega	11:20 – 12:10	
Hailati Kameishati	Kazakh Content Creators, Platform Governance, and Minority Language	Arnau Roig	12:15 – 13:05	
María Josefina Alippi	The construction of the AI mythos. Narratives of AI	Reinald Besalú	13:10 – 14:00	

Student	Title's key-words / topic (indicative, subject to changes)	Chair (advisor of the project)	Schedule	Classroom
Laura M. Carellos	Filter Bubbles and Echo Chambers: Young Brazilians' Perceptions	Javier Díaz	9:30 – 10:20	52.217
Rafaella P. Tarrago	Self-perceived intelligence and cognitive agency in AI-assisted writing	Javier Díaz	10:25 – 11:15	
Brian Reedy	Epistemic Collapse: Generative AI and Its Implications for Learning	Cristina Garde	11:20 – 12:10	
Kalina Makarova	AI-driven customer support; users' perceptions in Spain	Cristina Garde	12:15 – 13:05	
Elizabeth Maness	Interactivity, Understanding, and Trust in Data Visualization	Rafael Pedraza	13:10 – 14:00	

Student		Chair (advisor of the project)	Schedule	Classroom
Xiaolin Zhu	Promotional and Misleading AI-Generated Advertising on RedNote	Yasmina Okan & Saman Choudary	15:30 – 16:20	52.223
Farah Darwish	Interactive art installation	Roc Parés	16:25 – 17:15	
Judit Freixas	Exhibition script	Andrea Olmedo	17:20 – 18:10	

### **July 7th 2026**

Student		Chair (advisor of the project)	Schedule	Classroom
Diego Arredondo	Qualitative Research and Large Co-lections of Multimodal Embeddings	Carlos Scolari & Alan Tapscott	9:30 – 10:20	52.219
Sebastian Arias	On the Mediatization of the 2010 Earthquake in Chile	Carlos Scolari	10:25 – 11:15	
Camila Mendonça	Brazil Goes Viral: Performing National Identity Through Platforms	Carlos Scolari	11:20 – 12:10	
Michaela Janecká	Digital Identity and Authenticity, Young Followers and Influencers	Mar Guerrero	12:15 – 13:05	
Paula Llopis	How Therapist-Influencer Reels Shape Understandings of Friendship	Mar Guerrero	13:10 – 14:00	

Student		Chair (advisor of the project)	Schedule	Classroom
Marina Campos	Digital cultures of thinness on TikTok: adolescent girls and body image	Mònika Jiménez	9:30 – 10:20	52.217

Veronika Samiliv	Selling Beauty as Everyday Routine: Micro-Influencers and Consumerism	Roberto Sánchez	10:25 – 11:15	52.217
Kaloyan Zaychev	Digital Communication Campaigns for Euro Adoption in Bulgaria	Roberto Sánchez	11:20 – 12:10	
Anastasiia Starikova	Transmedial strategies in Alexey Navalny's presidential campaign	Roger Cassany	12:15 – 13:05	
Stephanie Strauss	Strategies for Audience Engagement in German-Language News Podcasts	Roger Cassany	13:10 – 14:00	

Student		Chair (advisor of the project)	Schedule	Classroom
Víctor Rubio	Alternartive spaces in videogame development	Óliver Pérez	15:30 – 16:20	52.223
Salvatore Pagnini	The cultural production of hype: <i>GTA 6</i> as anticipatory storytelling	Óliver Pérez	16:25 – 17:15	
Aaron Acrich	Neoliberalism, Construction Critique and Ambivalence in <i>Persona 3</i>	Óliver Pérez	17:20 – 18:10	
Jordi Justícia	Queer Visibility and Community Conflict in RuneScape Gaming	Alan Tapscott	18:15 – 19:05	