

PERSONAL INFORMATION

**Arantxa VIZCAÍNO-VERDÚ M.A.**



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Sex Female | Date of birth 20/05/1991 | Nationality Spanish

WORK EXPERIENCE

Research Assistant University of Huelva (Spain),  
Media Education Area, Research in Educommunication

- Member of Alfamed Joven (Ibero-American Research Group in Media Competencies)
- Editor of 'Comunicar' Media Education Research Journal (indexed in JCR-Q1, Scopus-Q1...)
- Member of 'Agora' (Research Group within the Andalusian Research Plan (PAI-HUM-648))

Business or sector University. Education, Communication, Advertising

EDUCATION AND TRAINING

Doctoral Candidate in Communication, University of Huelva (Spain) Current  
 M.A. in Communication and Audiovisual Education, University of Huelva (Spain) 2017  
 B.A. in Advertising and Public Relations, University of Alicante (Spain) 2016  
 Technician in Plastic Arts and Design - Illustration in Massana School of Barcelona (Spain) 2012

PERSONAL SKILLS

Mother tongue(s)

Other language(s)

Replace with language

Spanish

| UNDERSTANDING |            | SPEAKING           |                   | WRITING    |
|---------------|------------|--------------------|-------------------|------------|
| Listening     | Reading    | Spoken interaction | Spoken production |            |
| English B1    | English B1 | English B1         | English B1        | English B1 |
| Catalan B2    | Catalan B2 | Catalan B2         | Catalan B2        | Catalan B2 |

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
Common European Framework of Reference for Languages

Digital competence

SELF-ASSESSMENT

| Information processing | Communication   | Content creation | Safety          | Problem solving |
|------------------------|-----------------|------------------|-----------------|-----------------|
| Proficient user        | Proficient user | Proficient user  | Proficient user | Proficient user |

Levels: Basic user - Independent user - Proficient user  
Digital competences - Self-assessment grid

ADDITIONAL INFORMATION

- Publications
- Presentations
- Projects
- Conferences
- Seminars
- Honours and awards
- Memberships
- References
- Citations
- Courses
- Certifications

**Publications (Research papers):**

- I am a youtuber musician! Artistic identity-building by means of cover and fiction. The case of violinists Taylor Davis and Lindsey Stirling; Mediterranean Journal of Communication [Spanish Journal on Communication]; University of Alicante; 2019; ISSN: 1989-872X; DOI: <https://doi.org/10.14198/MEDCOM2020.11.1.1>
- Reading and informal learning trends on YouTube: The booktuber; Comunicar [Spanish Journal on Education and Communication]; Comunicar Group; 2019; ISSN: 1134-3478; DOI: <https://doi.org/10.3916/C59-2019-09>
- Literary and reading-related education through digital books: Between booktubers and augmented reality; Media skills in emerging digital media [Book chapter]; 2018; ISBN: 978-84-17600-03-7.
- Gamification and transmedia: From video game to book. The case of Assassin's Creed; Gamification in Ibero-America. Experiences from communication and education [Book chapter]; 2018; ISBN: 978-9978-10-323-4.
- Music and Transmedia Narratives: A Case Study of Game of Thrones Main Title; Beyond the Screen: Music, Sound, Image [Book Chapter]; ISBN: 978-84-945025-5-2.
- Music Youtubers: The Fictional Video Clip as a Self-Promotion Route in North American Success Stories [M.A. Thesis]; 2017; ISBN: 978-84-7993-503-0.

**Conferences:**

- Excesses of digital culture: Fanbullying on social networks [International Congress]; 2019; IV International Congress Communication and Thought: Emerging Communication; Seville.
- From the mtvnian videoclip to mainstream: The power of music on YouTube [International Congress]; 2018; III International Congress in Media Competencies. Communication and Education for good living; Medellín.
- Stranger Things: Intertextuality, transmedia storytelling and fandom reaction on YouTube [International Congress]; 2018; III International Congress Communication and Thought. Smartphone Generation: Mobile Communication; Seville.

**Research Projects:**

- Collaborator Research in R+D: MEDIA COMPETENCE OF THE CITIZENRY IN EMERGING DIGITAL MEDIA (SMARTPHONES AND TABLETS): INNOVATIVE PRACTICES AND EDUCOMMUNICATIVE STRATEGIES IN MULTIPLE CONTEXTS, financed by the Ministry of Economy and Competitiveness of Spain within the National Research, Development and Innovation Program aimed at Societal Challenges 2015-2018 (Code EDU2015-64015-C3-1-R): 40 researchers from 11 Spanish Universities (UHU, UC, UCO, UAL, UCM, Uniovi, US, UV, UNIR, UCAM, UNED) and 8 Latin-American and European countries (Mexico, Venezuela, Brazil, Portugal, Peru, Chile, Ecuador, Cuba, Colombia, Argentina y Bolivia). <https://proyecto-educmedia.es/>
- Collaborator Research in R+D NETWORK OF EXCELLENCE IN MEDIA EDUCATION financed by the Ministry of Economy and Competitiveness. National Program (Spain) of the State Program in Scientific and Technical Research for Excellence within the State Subprogram for Knowledge Generation (Action 2016). Code for Approved Project: EDU2016-81772-REDT. <https://red-edumed.es/>

**Honours and awards:**

Extraordinary Award for Final Master Degree Project University of Huelva (2016/2017).  
 Finalist in the Digital Research Awards, Autonomous University of Barcelona (2018).

**Research Networks:**

- Researcher in Alfamed Joven (Euro-American Inter-University Network for Research on Media Literacy for Citizenship): <https://www.redalfamed.org/>

**ANNEXES**