

# CURRÍCULUM VITAE

## Part A. PERSONAL INFORMATION

CV date	30-09-2020
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First and Family name	María Josefa Establés Heras		
Researcher codes	WoS Researcher ID	A-5317-2019	
	SCOPUS Author ID	57195983185	
	Open Researcher and Contributor ID (ORCID)	0000-0001-9674-3981	

### A.1. Current position

Name of University	Nebrija University		
Department	Communication		
Address and Country	27 Santa Cruz de Marcenado street. 28015 Madrid, Spain		
Phone number	+34 91 45211 03	E-mail	<a href="mailto:mestables@nebrija.es">mestables@nebrija.es</a>
Current position	Lecturer and researcher	From	02/09/2019
Key words	media skills, fan studies, transmedia storytelling, media literacy, audience studies, tv series,		

### A.2. Education

PhD	University	Year
Communication	Pompeu Fabra University	2020

### A.3. JCR articles, h Index, thesis supervised...

3 JCR articles

Google Scholar: 251. Índice h: 9. Índice i10: 8.

Scopus: 36. Índice h: 4.

WoS: 29. Índice h: 3.

## Part B. CV SUMMARY

María Josefa Establés holds a PhD in Communication (Pompeu Fabra University - Barcelona - UPF), a degree in Audiovisual Communication (Complutense University of Madrid - UCM), a master's degree in Research in Journalism, Discourse and Communication (UCM) and a master's degree in Communication and Learning in the Digital Society (University of Alcalá - UAH).

She is currently a professor at Nebrija University of the subjects "Theory of Communication", "History of the Media", "New Technologies and Information Society" and "Digital visual culture: memes, stories and viral content". She is also a tutor for the third year of the Audiovisual Communication degree.

Before joining Nebrija, she has given classes in the degrees of Journalism and Advertising and Public Relations at UPF in the subjects "Integrated Journalism Workshop" and "Analysis of Persuasive Discourses", as well as being invited to carry out Seminars in the subjects "Cyberculture" and "Analysis of Messages". Before joining UPF, he taught at the University of Alcalá in the subject of " Programming contents for radio and TV" in the Audiovisual Communication degree and in the subject of "Social networks and ethnography" in the university master's degree in Media in Network and Science of the Web. He has also given seminars in the subject "Language Matters" of the degrees in Communication and English Studies at Bournemouth University. In addition, she has presented papers and invited talks at various Spanish and European universities.

Her areas of research are currently focused on transmedia education and fan communities, with a special interest in the creation of content for social, economic, educational and political purposes. In addition, he has published research articles on digital learning and video games, transmedia storytelling, television series, and journalism. She has also been a visiting researcher at the University of Jyväskylä (Finland), the University of Bournemouth (United Kingdom) and the Complutense University of Madrid.

Currently, she is the vice president of the Guadalajara Press Association and has also been the vice president of the temporary working group "Advertising Research" of the ECREA Association.

## Part C. RELEVANT MERITS

### C.1. Publications (including books)

#### Articles (2016-2020):

- María-del-Mar Grandío; María-José Establés, Mar Guerrero Pico (2020). Juego de Tronos, personajes femeninos y polémicas mediáticas. Estudio de recepción entre la audiencia hispanohablante, *Historia y Comunicación Social*, 25(1):27-33.
- Maria-Jose Masanet; Mar Guerrero Pico; María-José Establés (2019). From Digital Native to Digital Apprentice. A Case Study of the Transmedia Skills and Informal Learning Strategies of Adolescents in Spain, *Learning, Media and Technology*, 4:4, 400-413.
- María-José Establés; Mar Guerrero Pico; Ruth-Sofía Contreras Espinosa (2019). Gamers, writers and social media influencers: professionalisation processes among teenagers. *Revista Latina de Comunicación Social*. 74, pp.214-236. ISSN 1138-5820.
- Lucía García Carretero; María-José Establés (2019). La otra campaña de Barcelona en Comú a través del fandom político: Som Comuns, Movimiento de Liberación Gráfica y la guerrilla comunicativa *Dígitos. Revista de Comunicación Digital*. Universitat de València.
- Carlos A. Scolari; Maria-Jose Masanet, Mar Guerrero-Pico, María-José Establés (2018). Transmedia literacy in the new media ecology: teens' transmedia skills and informal learning strategies. *El Profesional de la Información*. 27-4, pp.801-812. ISSN 1699-2407.
- Carlos Alberto Scolari; Mar Guerrero Pico; María-José Establés (2018) Spain: Emergences, Strategies and Limitations of Spanish Transmedia Productions. *En Global Convergence Cultures: Transmedia Earth*. Routledge.
- Mar Guerrero Pico; María-José Establés; Rafael Ventura. (2017). El Síndrome de la Lesbiana Muerta: mecanismos de autorregulación del fandom LGBTI en las polémicas fan-productor de la serie The 100. *Anàlisi. Quaderns de comunicació i cultura*. Universidad Autónoma de Barcelona.
- Carlos A. Scolari; María-José Establés (2017). El ministerio transmedia: Expansiones narrativas y culturas participativas | The transmedia ministry: Narrative expansions and participatory cultures. *Palabra Clave*. Universidad de La Sabana. 20-4, pp.1008-1041.
- Establés-Heras, María-Josefa (2016). Entre fans anda el juego. Audiencias creativas, series de televisión y narrativas transmedia. *Opción: Revista de Ciencias Humanas y Sociales*, ISSN 1012-1587, N. Extra11, 2016, págs. 476-497. Universidad del Zulia, Facultad Experimental de Ciencias, Oficina de Publicaciones Científicas. 11, pp.476-497.

#### Book chapters (2017-2020):

- Carlos Scolari; María-José Establés (in press). Ecología mediática en tiempos de pandemia. Virus, comunicación e interfaces. En *Innovaciones y desafíos de la Comunicación digital*. Aranzadi Thomson Reuters.  
  
María-José Establés (2019). Entre el amateurismo y el profesionalismo: una nueva aproximación al concepto de fan. En *Contenidos universitarios innovadores*. Gedisa. ISBN 9788417690281.
- María-José Establés. (2019). Estrategias y procesos de creación: aprendiendo de las comunidades de fans. En *Lectoescritura digital*. Ministerio de Educación y Formación Profesional.

- Rafael Ventura; Mar Guerrero Pico; María-José Establés. (2019). Ciberactivismo fan lesbiano: acciones de protesta no violenta frente a las representaciones heteronormativas de personajes LGBTQ en televisión. En *Comunicación para el cambio social: propuestas para la acción*. Tirant lo Blanch.
- María José Establés Heras; Mar Guerrero Pico (2017) Los fans como traductores y distribuidores de contenido en el ecosistema transmedia: promocionando series de televisión españolas en el extranjero. En *Territorios transmedia y narrativas audiovisuales*. UOC. pp. 59-73. ISBN 978-84-9064-422-5.

## **C.2. Research projects and grants**

- Project *PLATCOM. Plataformas de Comunicación, fuerza de trabajo y aprendizaje informal*. Entidad financiadora: Ministerio de Economía y Competitividad. IP Carlos A. Scolari. (Universitat Pompeu Fabra). 1-6-2020 – 31-5-2023. Miembro del equipo de investigación.
- *Funding research group MEDIUM from Universitat Pompeu Fabra*. Entidad financiadora: Agencia de Gestió D'ajuts Universitaris i Recerca. IP Mercè Oliva. 01/01/2018- 31/12/2020. 10.000 €
- Project *Transalfabetismos. Competencias transmedia y estrategias informales de aprendizaje de los adolescentes*. Entidad financiadora: Ministerio de Economía y Competitividad. IP Carlos A. Scolari. (Universitat Pompeu Fabra). 01/09/2015- 31/12/2018. Miembro de equipo. 89.540 €
- Project *Transmedia Literacy. Exploiting transmedia skills and informal learning strategies to improve formal education*. Entidad financiadora: Comisión Europea. Horizon
- 2020 - Research and Innovation Action Programme 2015-2018. IP Carlos A. Scolari. (Universitat Pompeu Fabra). 01/04/2015-01/04/2018. Colaboraciones puntuales. 1.066.492,50 €
- Project *Nuevas Alfabetizaciones*. Entidad financiadora: Ministerio de Economía y Hacienda. IP. Pilar Lacasa Díaz. (Universidad de Alcalá). 31/12/2009-31/12/2012. 51.600 €

## **C.3. Contracts**

- International non-competitive project: Game of Thrones Audience Research Project. Funding entity: Aberystwyth University. 2016-01 / 01/2018. IP. Martin Barker.
- Contract: The design of workshops aimed at digital creation for children and young people, as well as advice to the personnel designated by Telefónica to carry out said workshops. Funding entity: Fundación Telefónica. IP. Pilar Lacasa Díaz. 01/12/2014-P6M. € 8,000.

## **C.4. Patents**

## **C.5. Experience in organizing R&D activities. Organization of congresses, seminars, scientific-technological conferences.**

- International Seminar "Transliteracy". Young people, transmedia skills and learning strategies, Barcelona (Spain). Pompeu Fabra University. 11/22/2018 - 11/23/2018. Member of the organizing committee.
- International seminar The Branded content and the future of advertising. Pompeu Fabra University- ECREA TWG Advertising Research. Barcelona, Spain). 10/05/2018 - 10/05/2018. Member of the organizing committee.

- International Congress Transmedia Literacy International Conference. Barcelona. Pompeu Fabra University. Barcelona, Spain). 03/22/2018 - 03/24/2018. Member of the organizing committee.
- International Symposium Children, Adolescents and Advertising. Complutense University of Madrid - ECREA TWG Advertising Research. Madrid Spain). 11/05/2015 - 11/06/2015. Member of the organizing committee and the academic committee.

#### **C.6. Participation as reviewer of scientific texts:**

- Reviewer of the academic journal The HKS Misinformation Review. Harvard Kennedy School (2020-).
- Reviewer of the academic journal Dígitos. Digital Communication Magazine. (2019-).
- Reviewer of the academic journal El Profesional de la Información (2019-).
- Reviewer of the academic journal Ámbitos. International Journal of Communication (2019-).
- Reviewer of the academic journal Miguel Hernández Communication Journal (2018-).
- Reviewer of the academic journal Revista Latina de Comunicación Social (2018-).
- Reviewer of the academic journal Revista Mediterránea de Comunicación (2018-).
- Reviewer of the academic journal Popular Culture Studies Journal (2018-).
- Reviewer of the academic journal Palabra Clave (2017-).
- Reviewer of the academic journal Icon 14 (2015-).
- Reviewer of the academic journal The Journal of Media Innovations (2014-).
- Reviewer of the academic journal Tecknokultura. Magazine of Digital Culture and Social Movements (2014-).
- Reviewer of the academic journal Commons. Journal of Communication and Digital Citizenship (2014-).

#### **C.7. Awards**

#### **C.8. Performance of one-person positions of responsibility in university management**

- Tutor in undergraduate studies. Faculty of Arts and Communication, Nebrija University (2019-present).
- Tutor in undergraduate studies. Faculty of Communication, Pompeu Fabra University (2016-2019).
- Vice President of the Temporary Working Group Advertising Research of the European Communication Research and Education Association (2016-2018).