



CONFERENCE PROGRAM

The 2022 International Conference on International Studies in Social Sciences and Humanities (CISOC) was an international event, organized in Trois-Rivières, at the Université du Québec à Trois-Rivières (Canada), with the support of the Universidad del Rosario (Colombia) and the University of Nottingham (United Kingdom). The conference took place at the Université du Québec à Trois-Rivières (Canada) from 28th to 29th July, 2022. Due to visa delays and the Canadian Covid-19 restrictions at the airports, the conference format was changed from a hybrid event to a 100% asynchronous one.

So, there were two main scenarios for participation: first of all, the abstracts and videos presented at this program. And, secondly, a forthcoming book on Atlantis Press (part of Springer Nature) which is expected to be published before October, 2022. At the first edition, CISOC 2022 received works from 46 authors coming from 10 countries (Australia, Canadá, China, Colombia, Ecuador, España, Francia, Nepal, Pakistán, Perú). This program presents a selection of papers, after the peer review process.

1. Mapping Quality Digital Journalism. Research Trends and Pending Challenges in the Age of Hi-Tech

Rubén Rivas-de-Roca

Abstract: Quality is a priority concept of journalism that connects with the social function of the press. The achievement of quality would ensure a proper work of the media. Technology is driving journalism today; hence, this purpose of excellence requires new common parameters that allow its assessment, especially given the democratic dimension of the sector. Prior scholarship was widely analyzed these issues, but there is neither academic nor professional consensus on how journalistic quality works. Our study aims to examine the main lines of research that have explored quality digital journalism, organizing a fragmented literature into the three schools of theory already recognized by academia in the study of quality: Liberal, Professional and Social Responsibility. Based on a systematic review, we map the research trends regarding topics addressed and theoretical contributions, identifying an increasing number of ethical challenges in the use of digital technologies. This paper suggests to promote a debate on the need of a dialogue between research traditions to deal with the problems of a growing hi-tech journalism.

Keywords: Quality Journalism, Journalism's Standards, Digital Journalism, Journalistic Cultures, Meta-Research

2. The Theory of Social Comparison and the Body Positive in Female Consumers of Underwear in Instagram

Adriana Coloma-Escobedo
Eliana Gallardo-Echenique

Abstract: This study analyzes body positive, a movement challenging women's beauty standards to promote acceptance of the body as a whole, and the relationship with the theory of social comparison, which indicates that people are continually comparing themselves with similar ones, upward or downward. A qualitative methodology was adopted based on semi-structured interviews of 20 female university students between 18 and 24 years to analyze different Instagram posts of the Sicurezza underwear brand. It is concluded that a type of upward social comparison predominates, both positive and negative, depending on the type of digital images to which they are exposed. There is also a good acceptance of body positive, since respondents feel more identified with the most diverse body types depicted by Sicurezza in their digital communication on Instagram and their body satisfaction and self-acceptance increase, besides encourages them to feel comfortable with their bodies and what they use.

Keywords: Body Positive, Social Comparison Theory, Instagram, Underwear, Advertising.

3. Verification of the public discourse of Ecuador's mayors on local TV and inclusion of innovation and technology topics, between February 20 and March 22

Abel Suing
Jonathan Villavicencio
Pablo Lomas-Chacón



Abstract: The purpose of the research is to determine the accuracy of the statements made by the mayors of Ecuador, and the inclusion of issues related to innovation and technology management, based on the fact-checking methodology. The research question is: Do the public statements of Ecuador's mayors presented in local television news programs tend to be false? A quantitative methodology based on the Ecuador Chequea protocol was used. A sample of statements by mayors of eight cities was obtained and broadcasted between February/20 and March/22. The statements are grouped in 10 axes, showing the correspondence between the functions determined in the law and the work they perform. Most of the statements refer to health in the face of Covid-19 control, followed by political issues, economy, public works and culture. The statements of the governors in this case are true, there is no contamination of fake news, the proximity helps direct accountability

Keywords: Disinformation, Fact-checking, Cultural Proximity, Local television

4. The Coexistence of Diverse Definitions for the 4th Industrial Revolution: a Multidisciplinary Analysis

Andrés León-Geyer

Abstract: The term fourth industrial revolution is a notion used with increasing frequency, especially when it comes to descriptions of contemporary technological and economic developments. However, the term contains a problematic aspect: it does not have one unique definition, but several, and these vary to such an extent that we even find various opposing positions. The lack of definition extends not only to the mention of the following revolutions, but even to the previous one. The causes of this variation can be found both in the speed of current technological development and its effects, and in the complexity of the notions of revolution and particularly of industry. The latter is a concept in which, among others, economic criteria, production logics, social structures and even cultural processes converge. Faced with this breadth of disciplinary fields, and in order to adequately describe and understand contemporary socio-technological processes, it becomes evident that it is necessary to review the definitions of current industrial revolutions and paradigms from a multidisciplinary approach.

In this article, we present an investigation on the notions of industrial revolution from a cultural and phenomenological perspective, in order to detect the links between technological developments and their cultural perception. The goal will not be to propose new definitions, but rather to understand the processes behind their set up. The notions of philosophy of technology, as well as theory of media and culture, seek to help understand the diversity and lack of definition of these denominations as a natural and perhaps insurmountable phenomenon.

Keywords: Culture, Industrial Revolution, Industry 4.0, Technology.

5. Academia and media in Ecuador: A verification and digital literacy alliance against disinformation

Pamela Cruz-Páez
Melissa Clavijo
Camila Villacrés

Abstract: In the health crisis due to Covid-19, two coalitions to fight disinformation were born in Ecuador. This article analyzes the actions taken by the Interuniversity Observatory of Ecuadorian Media and Ecuador Verifica. Both organizations are pioneers in implementing media-academic alliances to verify political discourses, apply digital literacy strategies and do research. We gathered 98 informational pieces between the two case studies through a quantitative approach. The findings underscore peculiarities of the combative actions against disinformation in Ecuador giving priority to digital literacy. Citizens are the main audience, but both organizations created debate spaces for journalists and students, even translating content from Spanish to Kichwa, the country's indigenous language. It is evident that this intercultural component plus a multi-actor response are pertinent to face new waves of disinformation.

Keywords: Disinformation, Pandemic, Digital literacy, Fact – checking



6. YouTube and Transmedia Storytelling on Educational Marketing of a Business School in Perú

Andrea Elizabeth Laberian Caceda
Victor Omar Vite León

Abstract: The convergence of digital technology and media technology has led to the emergence of new media and a new way of distributing content: transmedia storytelling. This research analyses transmedia content in social networks by a Business School in Perú. The methodology used is qualitative and addresses three dimensions: audiovisual content, transmedia strategy and media competence. At the first level, it was found that the contents are of an advertising nature and seek to promote the brand in order to achieve enrollment. At the second level, three thematic lines are observed: quality education, institutional prestige and academic degree. At the third level, it is shown that the audience receives the message of the brand, has original content and uses technology efficiently. In conclusion, the contents fulfill the function of reaching the largest number of users; however, they do not consolidate a transmedia strategy because they do not generate interaction between the brand and its followers.

Keywords: Media convergence, Transmedia Storytelling, Media competence, Digital Technology, Media Technology

7. The contribution of fandom to value generation and innovation in the new audiovisual fiction transmedia ecosystem

Tomás Atarama-Rojas
Mariana Velarde-Arriaga
Diana Hernández-Mesta

Abstract: This research focused on how social network activities enrich value generation dynamics and innovation in the new audiovisual fiction transmedia ecosystem. Through content analysis of five phenomena spurred by interactive digital platforms, which, with the support of fandom, were published and received film adaptations, it was found that social interactions and fan contributions through different formats and platforms enriched and expanded the scope of the original works. Factors like popularity and development of a fan community explain how a non-professional creator on an interactive digital platform can quickly become an editorial and cinematographic project and integrate into the transmedia ecosystem of professional audiovisual fiction.

Keywords: Fandom, fan studies, transmedia storytelling, social network, innovation.

8. The use of Real Time Marketing on social media in the Burger King case during the "Vaccinagate" scandal in Peru

Samira Heresi
Francisco Arbaiza

Abstract: This study explores Real Time Marketing (RTM) in Peru through the description of a paradigmatic case in the country. Due to its virality, this branding strategy -which consists of tackling viral dates, news, and events to create content and insert itself into the flow of a massive conversation in networks- requires determining the right conditions and timing. For such purpose, a qualitative documentary study was conducted to analyse Burger King's "Impossible to get tired of it" action on its Instagram and Facebook accounts associated with the "Vaccinagate" scandal in the context of the COVID-19 crisis in Peru. The case was studied with the objective of defining what are the best conditions to make use of this strategy and what criteria should be considered for the choice of the event when executed in social media. Thanks to the analysis, it was possible to conclude that for a brand to perform RTM properly, it needs to have an active and effective presence in its social networks, that the event chosen must be closely linked to the brand, and above all, the action must be quick and relevant.

Keywords: Real-time Marketing, Marketing, Social media, Newsjacking



9. "Technological Platforms of the "Aprendo en Casa" [Let's Learn at Home] strategy Perceived and desired changes 2020 – 2021"

Luis-Rolando Alarcón-Llontop
Mirtha-Rafaela Carrasco-Yovera

Abstract: In order to evaluate changes in the "Aprendo en Casa" [Let's learn at home] strategy in Peru, between its first and second year, the three platforms that integrate it: radio, television, and web, were compared in their educational purposes, within the framework of one of the meanings of digital interconnection. The study was based on the interpretive paradigm, qualitative approach, and phenomenological typology, using the technique of interviewing thirteen experts in school education who dialogued based on data from a previous macro study and their own experience. The changes perceived were that platforms in general improved in organization and arrangement of materials but not in contents that did not overcome initial biases of centralism and thematic adaptation. Accordingly, the expected changes point to overcoming the described deficiencies, as well as unifying the didactic resources equally for all subjects and providing accurate feedback to students on the use of the platforms. The conclusions are: a) the technological resources of the strategy lack what is found in the rest of the Region, which calls the attention of those responsible for educational systems to better address national virtual educational strategies; b) a methodology that could be used in similar contexts is left behind; and c) specifically for Peru, the results can be used by the teachers' supervisors, due to the valuable information provided.

Keywords: Technological tools, communicative tools, educational strategy, educational media, digital interconnection

10. Teaching methods of English during Covid-19 in members of the Technological degree on Teacher Assistant

Sylvana Ithamar Gordillo Pérez
María Magdalena Bravo Gallardo

Abstract: This article proposes an analysis of innovation in the English language teaching methodology during the health emergency of COVID- 19. To this end, teachers and students in professional teaching practice of the Teacher Assistant degree offered by Instituto Superior para el Desarrollo ISPADE have been surveyed. This research collected information on training in virtual tools and teaching methodology prior to the health emergency. Virtual education, during the pandemic, forced teachers to review their usual practices and led to alternative pedagogies for its execution within the classroom. The analysis of these new proposals will allow future studies to apply activities, evaluations, presentations, and usage of tools that will contribute to pedagogical thinking.

Keywords: Education, Virtuality, Higher Education, Innovation, Pandemic

11. Mansplaining and sexist practices in cable and multiplatform sports journalistic programs of infotainment in Peru

Fiorella de los Milagros Chunga-Roncillo
Lorena Teresa Espinoza-Robles

Abstract: Sports journalistic programs of infotainment have become highly relevant in recent years. However, the visibility of women journalists in this type of programs is minimal compared to their male colleagues and is often a decorative presence. This article highlights the sexist practices in the intrinsic narrative of Peruvian sports journalistic programs establishing differences between the programs that are broadcast by cable and the programs that are broadcast simultaneously in multiplatform mode over cable, radio, Youtube and Facebook. Through a methodological study with a qualitative approach, a content analysis guide was applied to eight episodes of Exitosa Deportes, Fox Sports Radio Peru, De fútbol se habla así and Equipo F. As a result, the heteronormative profile of the women journalists involved and their invisibilized role based on their actions and participation within the different sections of the program were identified in both kind of programs. Nevertheless, the main result of this research was that sports journalistic programs on Internet produce an environment conducive to mansplaining more regularly than on cable television where there are more rules that do not allow or in any case make up the way in which gender stereotypes are perpetuated on professional profile of women journalists. Also, multiplatform programs promote an unequal environment where mansplaining is constantly generated delegitimizing women knowledge of sports issues. We conclude that this type of infotainment content continues to minimize women presence in media and social media spaces. Therefore, this study contributes to the existing literature in communication and media studies with a gender perspective and gender stereotypes in digital sports journalism.

Keywords: Sexism, infotainment, digital sports journalism



12. Diagnosis of digital competencies for the use of b-learning methodology in the teaching and learning process

Eliana Ortiz
María Isabel Loaiza-Aguirre
Paola Salomé Andrade-Abarca

Abstract: Education is undergoing processes of change, accentuated during the COVID-19 pandemic, highlighting the importance of developing competencies that ensure effective educational processes, such as digital competencies, which allow teachers to adapt to different learning environments. The objective of this research is to diagnose the digital competencies of secondary school teachers in a private educational institution in Ecuador. An observation rubric was used in classroom visits and a diagnostic instrument was applied, which is broken down into dimensions (5), subcompetencies (7), standards (17) and performance indicators (41). The research participants were 21 teachers: 12 women and 9 men. It is concluded that teachers have a level of mastery or development of digital competencies from medium to low level, which shows the need to design several training actions for teachers.

Keywords: B-learning, Digital competencies of teachers, Professional development, Secondary education

13. Audiovisual production for creating digital content on YouTube. Systematic literature review

Fabrizio Rhenatto Arteaga-Huarcaya
Adriana Margarita Turriate-Guzmán
Melissa Andrea Gonzales-Medina

Abstract: The objective of this systematic review was to document the research trends in audiovisual production applied to the creation of digital content for the YouTube platform, in Ibero-America, between 2010-2021. The research considered the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) methodology for the selection of scientific literature from the EBSCO, Scielo, and Dialnet databases. Inclusion and exclusion criteria were also applied to find the articles that respond to the research question. Thus, it was possible to find texts in Spanish, publications related to the research topic, and academic articles published between 2010 and 2021. As a search result, 10 articles were obtained for the review. The findings documented the trends, for example, the country with the most publications registered for the research was Spain. In turn, between 2017 and 2020, the highest number of articles on this topic were published. Furthermore, four informative trends were recorded: resources and techniques employed by content creators, types of content and subject matter preferred by users, strategies for content management, and audiences interested in YouTube content creation. Finally, in the process, limitations such as the limited number of articles on the research topic and articles with incomplete information were found.

Keywords: Audiovisual Production, YouTube, YouTubers, Digital Contents

14. Democratic Culture, Citizenship and Digital Literacy in Mexico: Challenges and Prospects

Araceli Espinosa-Márquez
Carla Irene Ríos-Calleja
Jesús Mario León-de La Rosa

Abstract: The configuration of modern digital spaces suggests that citizens interact in a responsible way generating and selecting information on which our criteria is based, it also implies that they can deliberate in the digital public sphere to influence decision makers in government; placing them as transformers to achieve political-social goals while questioning them. However, citizenship faces two main challenges in Mexico: In one hand, the lack of access to Information and Communication Technologies (ICT) which has to do with structural aspects related to poverty, marginalization and/or unemployment; and in the other hand, the need to guarantee the values of democracy in the network thru different political and electoral exercises. This paper seeks to review public policies aimed at developing a digital citizenship and an analysis of the implications and challenges in the concept of digital citizenship and the democratic impact in Mexico where the digital citizen interacts, defends and exercises his rights.

Keywords: Digital literacy, Democracy, Digital citizenship, Mexico



15. Proposal of playful innovation for decision making in Savings Cooperatives. The case of Ecuador

Javier Herrán Gómez
Bernando Salgado
Ángel Torres-Toukoumidis

Abstract: Although theory helps to lay firm foundations on business cooperative development, practices based on bottom-up actions and adaptation to new forms of interaction through telematic platforms catalyze the manifestation of situations that can positively affect the participation of members, employees and customers in companies. To this must be added the processes of formation, training and consolidation of human capital that allow the empowerment of participation techniques centered on the experience of the member as the central actor of the cooperative process, giving the role it deserves on the primacy of people in relation to capital. Hence, the contributions that can be generated by the participation of members through formative games facilitate the simulation of realities that are incorporated to feed back the information that is provided by the members to the decision makers. Therefore, the applications of mobile devices, social networks or the cooperatives' own web pages combined with the games help to become "centers" for gathering information, which allow managers to obtain specific data for decision-making from a democratic, educational and formative perspective of the members, thus having better information, accurate planning, strategy proposals and management of the common good.

Keywords: Playing, Social Economy, Cooperatives, Citizen participation, cooperative education, solidarity economy

16. The Reimagined Princess, The Empowered Female Warrior. A comparative analysis of Mulan (1998) and Mulan (2020) using the fourth-wave feminist framework

Caroline Yiqian Wang

Abstract: For nearly a century, the Walt Disney Company has been constructing the world-famous Princess Line and enjoying a lengthy reign of female-centred, female-targeted media productions. Relying upon a problematically androcentric formula, these princess fairy tales advocate stereotypical femininity and romanticise imbalanced heterosexual relationships. Nevertheless, as gender progressive ideas become increasingly popular and accepted in the 21st century, Disney's princess fantasies face repeated criticism and elicit concerns among modern-day audiences. To alter such a negative reputation and reinforce its control over the media market, Disney turns its princess animations into live-action remakes and upgrades these classic stories and characters with feminist zeitgeists. Taken Mulan (1998) and its recent remake as the case study, this article identifies specific differences between the two princess protagonists and demonstrates that fourth-wave feminist discourses — the emphasis on choice, the construction of contemporary female ideals, and nuanced attitudes towards stereotypical masculinity — play a key role in reimagining Mulan into a more independent and empowered female warrior. This comparative textual analysis also examines particular flaws and biases contained in the fourth-wave feminist ideology, including the narrow definition of 'aspirational women,' the overemphasis on individual efforts, and the neglect of structural inequalities.

Keywords: Fourth-wave Feminism, Disney, Cultural Studies, Popular Cinema

17. Health Care: Communication, Tools, and Disparities

Golda Cohen

Abstract: Taking medication requires several precautions. The use of pictograms, when accompanying prescribed pharmacotherapy, is considered as an effective way to facilitate the understanding of sensitive populations (e.g., elderly people, low literacy levels, migrants, etc.) regarding their pharmaceutical treatment. However, the essential condition is to provide a set of pictograms which is easily recognized by medicine users. This supposes that those health visual tools should be designed in accordance with the users' visual representations of the pharmaceutical information. To test the identification of pictograms designed from mental images, we conducted two studies. In the first study, fifty-two participants were asked to draw their mental images associated with information contained in medication leaflets. The corpus of drawings conducted to the design of pictograms that were then submitted to a comprehension test among a new population (N = 116) in a second study. It appears that the most frequent mental images are those that are best identified once they have been transcribed in the form of pictograms.

These findings, which corroborate the link between mental and visual images, invite to consider the use of pictograms to promote understanding of drug treatment on the one hand, and to integrate drug users in the process of designing pictograms on the other.

Keywords: "Mental images", "Pictograms", "Medicine", "At-risk populations"



18. The consequences and limits of the libertarian ideology. An empirical analysis"

Carlos Santos Saint Romain
Santiago Andrés Ullauri Betancourt

Abstract: The globalisation convergence thesis proclaims that increasing international trade will force welfare states to participate in a “race to the bottom” to maintain their international competitiveness. This is true, particularly in Liberal Market Economies (LMEs) ran by the means-ended libertarian ideology. These ideas set the foundation for capital accumulation, and they are, therefore, the cause of social unrest that libertarianism seeks to avoid in the first place. However, Coordinated Market Economies (CMEs) like Sweden have been able to maintain their competitiveness and social entitlements even if globalisation exerts a bigger pressure on them, following a similar trend of capital accumulation by the top decile of its population being nevertheless still far from the LME levels.

Keywords: Analysis, libertarianism, globalisation, Sweden

Video link: <https://youtu.be/qwVYg2g5Ovg>

19. Interculturality in the training of cultural managers. Case study of Politechnic Salesian University

Blas Garzón Vera
Luz Marina Castillo

Abstract: This article examines a journey through the main theoretical edges that study Interculturality from a Latin American perspective. It also analyzes the definition of cultural management, considering how it has developed in Ecuador and the region. As a case study, it analyzes the Master's Program in Cultural Management developed by the Salesian Polytechnic University, considering the course of this new interdisciplinary profession, evidenced in an academic offer whose main components in the curriculum are its minimum content and the learning result is interculturality.

Keywords: Interculturality, Cultural management, University, Training

20. Corruption and Typical Behaviors among Peruvian University Students in the Andean Region

Úrsula Freundt-Thurne
Ambrosio Tomás-Rojas
Manuel Anchapuri
Eliana Gallardo-Echenique

Abstract: Corruption is an emerging issue in the scientific field that has seldom been studied in Peru from the perspective of university students. The aim of this study is to identify the typical behaviors related to corruption among students of a public university in the Peruvian Andes (Puno). This is an exploratory study as it represents one of the first approaches to the phenomenon of corruption in the Puno region. The corruption normalization scale was applied to show the typical behaviors related to corruption. A total of 615 students from the Professional School of Administration participated, ranging from 18 to 22 years old. The results show that the typical behaviors related to corruption in the academic field among these students were the following: (i) recognizing to have given a false excuse to their parents to justify where they were (75.8%), (ii) admitting to acquire pirated products (74.3%), (iii) having given a false excuse to a teacher to justify their absence in class (52.9%) and, (iv) having kept something borrowed even though they knew they had to return it (40.8%). These findings identify the dynamics related to typical corrupt behaviors that merit being broken down if the aim is to prevent these behaviors that deviate from the norm from becoming natural, visualizing and addressing them when they have already been accomplished.

Keywords: Corruption, Higher Education, Moral, Values, Puno, Peru



21. University educational experience in a virtual environment in times of Covid-19

Victoria Dalila Palacios Mieles
Gustavo Arquelino Palacios Mieles
Narcisa Jessenia Medranda Morales

Abstract: This article shows the result of the implementation of a work plan designed at PUCE, for students of the master's degree in Educational Innovation, carried out virtually. The experience takes place in the reality of the propagation of Covid-19, in the social and institutional context that determines the teaching praxis and the Ecuadorian student development. The pandemic resulted in an opportunity for the learning process of the master's students. The design of a didactic intervention was proposed to the students, based on the integrative project methodology and incorporating new educational digital tools. The designs had as a requirement the observation of a real and immediate educational reality. In this work, an analysis of the resulting integrative projects is carried out. First, the various components of the designs, the problem detected, the proposed solution and the digital tools involved are verified. It highlights that the response of the master's students to the challenge presented by the pandemic is positively evaluated, which can result in a tool for future teaching performance.

Keywords: Virtual Education, Didactic Intervention, Integrative Project, Covid-19

22. From Content Analysis to Content Analysis of Digital Social Networks. Specificities and limits of a particular content

Balié Jean-Yves Guédé

Abstract: Content analysis is a research method in the humanities and social sciences that has been around for many years. Despite its age, it does not always seem to be used adequately. Moreover, the rise of digital social networks has brought about a form of reconfiguration within humanities and social sciences research, impacting on their methods in the process. Obviously, one of these methods is content analysis. Thus, in the context of digital social networks, their specificities complicate the analysis of their content, which is so simple and accessible on the surface. This highlights the need to reconsider, among other things, the relationship between qualitative and quantitative aspects when using this method.

Keywords: Content analysis, humanities and social sciences, digital social networks, web, quantitative, qualitative, research methods.

23. The use of audiovisual language in corporate training in the Peruvian banking sector

Paulette Girard
Victor León
Jair Rolleri

Abstract: The use of audiovisual tools in e-learning can be a factor that increases the effectiveness of job training. Therefore, it is relevant to analyze how this language is implemented in a country where the digital divide is significant. Therefore, the general objective of this research is to analyze how the use of audiovisual content is integrated into the corporate training of Peruvian banks. By knowing the perception that employees have towards these new methods of corporate training, it will be possible to identify which are the most recurrent ways to use audiovisual language in corporate training.

Keywords: audio-visual, corporate training, e-learning, bank, peruvian.

24. Gay-friendly as an Advertising Resource

Zoila Cordova-Vargas
Eliana Gallardo-Echenique

Abstract: Gay-friendly is the resource that spreads the homosexual identity to create an inclusive culture, which reflects the values, principles of equal opportunities, and respect to diversity among the brands and the audience. This study analyses how the insertion of gay-friendly in the spot "Emotion unites us" can determine the success or the failure of the brand Movistar according to catholic parents. The study is positioned on a phenomenological paradigm. The results showed that for a brand to succeed or to fail, some factors need to be considered: the frequency of this spot, the intensity of the homosexual affection, the broadcast schedule, and finally, the quality of the service rendered. It is concluded that gay-friendly is one of the factors that may contribute to the success or failure, but it is not the only final determinant.

Keywords: Sexual Minorities, LGBT-Community, Gay-friendly, TV Advertising, Football



25. Short-term study abroad experiences of university students in the US

Ariana Melchor-Bazalar
Jorge Lucas Vargas-Sardon
Eliana Gallardo-Echenique

Abstract: Around the globe, nations have become more interconnected and increasingly intercultural and individuals must be able to efficiently deal with cultural differences at universities or colleges, at work, or in their private lives. The aim of this study is to analyze how students experience the process of intercultural adjustment in this short-term study abroad program. A qualitative case study design was conducted to understand the adjustment of students from Global Village 2018 edition. Fifteen semi-structured interviews with 19 open-ended questions were carried out. The students' cross-cultural adjustment experiences started with a sense of enthusiasm and overwhelm for diversity, followed by a frustrating period where they were supported to adjust and progressively adapted to the Global Village environment. Three main phases were found: (a) Excitement and Disorientation; (b) Frustration and Adaptation; and, (c) Integration. The students' process of adjustment was mostly symmetrical but found differences regarding the emotion predominance depending on the nationality as related to cross-national cultural dimensions.

Keywords: Intercultural Adjustment, Intercultural Communication, Study Abroad, Higher Education

26. Identity and Citizenship From the Post-truth in Peruvian Cinematographic Fiction

Oscar Alfredo Aybar-Cabezudo
Lorena Teresa Espinoza-Robles

Abstract: Cinema has always been a mirror of reality, therefore it is important to reflect on the role of Peruvian cinematography in the construction of identity and citizenship. The identity reflected in stories that are capable of generating a sense of national belonging among their audiences and citizenship understood as the condition that recognizes the characters in fiction with social and political rights. Since the boom of Peruvian commercial cinema, starting with the film *Asu Mare*, dozens of Peruvian films have been released each year with great public acceptance. That is why the research aimed to know how are the representations that build models of identification and citizenship from the Peruvian commercial cinematographic fiction in box-office films. The research was carried out from the interpretive paradigm with a qualitative approach through a case study. A content analysis guide was applied to three films of the musical comedy genre that develop multiple stories and are aimed at a young adult audience, produced by Tondero Films (Peru), which were a box office success in the year of their release. The analysis categories from a narrative perspective were: characters, context and conflict. The main results of this research showed that the characters have hegemonic traits, they have no agency, no past and do not correspond to Peruvian identification models. The situations and conflicts draw a conservative society that maintains heteronormative values and excludes representations that reflect the diversity of the Peruvian context where the story unfolds. The post-truth of the author's cinematographic truth becomes evident by offering a narrative that does not question the public with a story that, without ceasing to be commercial, has an artistic proposal. The article contributes to the research line of communication and film studies and opens a debate on what Peruvian cinema is and what elements from the narrative are likely to be valued to consider a production as national.

Keywords: Identity, Post-truth, Peruvian Cinema, Citizenship



27. Buying Motivation Toward Supermarkets' Private Label Products Among Millennials Due to The Covid-19 Crisis in Peru

Ariana Tafur
Francisco Arbaiza

Abstract: The presence of private label products on supermarket shelves in Peru is becoming more and more frequent; it is possible to notice a bigger effort by retail companies to position their products through marketing and advertising strategies, trying to leave behind the reputation of low quality that they used to have to compete directly with the leaders of the category. As a result of the pandemic produced by Covid-19 and the impact it had on the economy, purchasing behavior has changed dramatically, consumers have become more selective about the products they buy and the prices they are willing to pay. The opportunity arises in terms of private labels' accessible prices to be able to enter the purchasing possibilities of millennial consumers, since that group is willing to try new brands as long as they are aligned to their needs, such as the economic limits experienced by the pandemic. The objective of this research seeks, through in-depth interviews, to determine how the purchase motivation towards supermarket private label brands has changed according to millennials from the socioeconomic level B due to the Covid-19 crisis. In this way, it was discovered that for millennial consumers brand loyalty is not something present, on the contrary, they look for brands that make their lives practical; In the current context, their motivation towards private labels arises because they offer a price that fits with the consumer's purchase budget, likewise, another important factor was finding that the preference towards these brands is based on a solid marketing strategy that covers the positioning of the supermarket, the accessibility of private label products, exclusive offers, and digital shopping channels.

Keywords: Private label brands, millennials, purchase drivers, economic crisis, supermarkets

28. Crisis of democracy in the American continent: A critical analysis of the electoral processes in Brazil, Colombia, Mexico and the United States

Daniel Barredo Ibáñez
Daniel Javier de la Garza Montemayor
Paulo Carlos López López

Abstract: In recent years, there has been a broad theoretical debate on a concept of democracy which is ideal for governments that correspond to the expectations of citizens. It is also possible to observe that in the present, the traditional political alternatives have demonstrated a progressive downfall, which has given way to parties or political figures that challenge the established system. In this chapter, the emblematic cases of Brazil, Colombia, Mexico and the United States are presented, with special emphasis on the electoral processes held in those countries between 2016 and 2018, in where candidates who promised to change the state of affairs in their respective countries had a positive electoral outcome. These cases exemplify, on the one hand, institutionalism in some of the continent's most important countries, in where the transfer of power occurs peacefully and through supervised electoral processes. But for the other, it is also evidence of the exhaustion of the traditional political class and the rise of new actors, who take advantage of the new channels of representation. This is showing both a crisis of Western democracies and the transformation of the electoral machineries.

Keywords: Democracy, America, Elections, Citizens, Governments

29. Misrepresentation of the Dreams of Peace. Analysis of community participation in the Road Map of the Development Programme with a Territorial Approach (PDET) Putumayo, Colombia

Karla Yubranny Diaz Parra

Abstract: The Territorially Focused Development Programme (PDET) is the planning instrument that would allow the redistribution of rural property in Colombia to be provided with social goods and services. This chapter analyses the methodology of the Hoja De Ruta Única (HDRU) as the instrument that guides the execution of the PDET, based on its implementation in the Department of Putumayo. The conclusions show that the national government is misrepresenting the meaning of the Final Peace Agreement (FPA) and the process of participation of rural communities in the formulation phase. In particular, the HDRU methodology ignores the development vision elaborated by the communities and disarticulates the implementation of the other components of the Rural Reform, especially land access and use.

Keywords: Territorially Focused Development Programme, Participation, Roadmap
Video link: <https://youtu.be/7uGKmf5iRz4>



30. Media and activist discourses on feminism in Quebec: between issues of women's representativeness and the mobilization of a solidarity network

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Abstract: The research has two objectives: (1) to document the mediatization of feminism by the Quebec media and (2) to identify the uses of social-digital media by Quebec feminist interest groups to make their demands heard in the traditional media. It is in line with the work on digital advocacy and the mediatization of feminism. The analysis is based on the media discourses produced by three Quebec newspapers in the context of International Women's Day (March 8) between 2017 and 2021 and the Facebook and Twitter publications of the Collectif 8 mars in 2020 and 2021. The results show that the Quebec media pay more attention to issues of women's under-representation in the public space and sexism than to the political dimensions behind the inequalities. For its part, the feminist group uses social and digital media more to cultivate and promote a feminist solidarity network than to disseminate information about its demands and women's equality issues.

Keywords: Feminism, Political information, Socio-digital media, Media discourse, March 8, Interest groups, Digital advocacy

31. Artificial intelligence: the views of tertiary-level foreign language learners

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Abstract: Artificial intelligence (AI) has developed dramatically in recent decades. Its use has been unprecedented in various disciplines and fields such as: data science, information science, online marketing and data mining from the development of various platforms, as well as in the area of "connected" objects. Since the advent of AI, we have been moving towards ubiquitous computing. Widely used in our everyday personal and professional lives, computing technology has become increasingly "intelligent" and capable of anticipating our every need, with the goal of helping us to be more productive in the long run. Generally speaking, technology refers here to the deployment of an application in a computer system, with or without the use of IA; however, the use of IA in language learning applications is still somewhat neglected.

Keywords: Artificial intelligence, language teaching, education, motivation dynamics

32. ¿Defender la metodología de la teoría fundamentada o defender los hallazgos de un enfoque de la teoría fundamentada?

Jason Luckerhoff
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Rodrigo Guzmán Álvarez

Abstract: En 1967, Glaser y Strauss introdujeron la teoría fundamentada en términos polémicos como una nueva forma de realizar investigaciones en ciencias sociales y en sociología por científicos sociales. En este trabajo, proponemos una reflexión sobre la evolución de estos conceptos, en particular para situar el contexto actual de la presencia de la Metodología de la teoría arraigada o fundamentada (MTA) en la investigación francófona. Habíamos examinado previamente los conflictos entre los requisitos de la teoría fundamentada (MTA) y los requisitos institucionales para la investigación científica, como los experimentados por investigadores y estudiantes. Se discutieron tres aspectos especialmente polémicos que surgieron de los datos: la circularidad del método general de investigación, la suspensión de referencias a marcos y el muestreo teóricos.

Keywords: Metodología, teoría-arraigada, investigación científica, defensa
Video link: https://youtu.be/7voKbC_oDvY



33. Los no lectores de los libros electrónicos en Quebec

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Marie Labrousse
Jason Luckerhoff
Rodrigo Guzmán Álvarez

Abstract: El e-book, libro electrónico o libro digital, en Quebec, es parte de un contexto cultural y económico específico. El mercado de Quebec es estrecho y la cuota de mercado de los libros digitales sigue siendo pequeña. El precio, la posibilidad de añadir hipervínculos, las búsquedas internas y la posibilidad de actualización se han visto como ventajas. Muchos lectores siguen prefiriendo el libro tradicional en papel porque mencionan que el libro digital puede causar dolores de cabeza y es impersonal, incompleto y menos cómodo. Algunos lectores mencionan aspectos sensoriales del apego a un libro de papel. En Quebec, la lectura de libros electrónicos se examina en relación con las prácticas de lectura de los adolescentes, la alfabetización, el papel evolutivo de las bibliotecas o los modos de suministro. La pandemia actual provocó el cierre «físico» de muchas bibliotecas. Esta crisis de salud ha acelerado la transición a la lectura digital.

Palabras clave: Libro digital, ecolibro, ciberlibro, libro de papel
Video link: <https://youtu.be/zoFNpvKxWUI>

34. Los no públicos de la cultura: una noción a revisar

Jason Luckerhoff
Anik Meunier
Rodrigo Guzmán Álvarez

Abstract: La noción de no públicos es de gran interés para los gestores de instituciones culturales que están condenados a atraer cada vez más visitantes. Fue desarrollado antinómicamente para identificar individuos que no se encuentran entre las audiencias de una cultura cultivada. En este texto buscamos mostrar; ¿Cuál es la visión contradictoria en el origen del establecimiento de la noción de no públicos? ¿Cómo se ha transformado y cómo su trabajo se ha vuelto más complejo? Las prácticas culturales obedecen cada vez más a la lógica oportunista o de conveniencia, las formas de cultura son cada vez más híbridas y las políticas públicas recién comienzan a ser influenciadas por el paradigma de la democracia cultural. Dicho esto, la noción de no públicos sigue siendo interesante estudiar para comprender las razones de no ser o no considerarse público de una determinada forma de cultura a un momento dado. Identificamos 210 publicaciones que tratan específicamente con audiencias no públicas, en inglés y francés. Nuestra revisión incluye artículos, capítulos, colectivos, monografías y otro tipo de publicaciones que tratan total o parcialmente sobre los no públicos. Las publicaciones enumeradas ofrecen investigaciones teóricas, empíricas, históricas y conceptuales enraizadas en las humanidades y las ciencias sociales, con especial interés en los enfoques propuestos por las ciencias de la comunicación, las ciencias de la educación, la sociología y la museología. Nuestra revisión se compiló a partir de tres fuentes principales: 1- bibliografías y listas de referencias publicadas en trabajos y artículos que tratan sobre no públicos culturales, en inglés y en francés; 2- los catálogos y las bases de datos electrónicos disponibles en las bibliotecas universitarias de Quebec y en los sitios especializados de Internet (se han activado alertas para la actualización); 3- intercambios de información con investigadores.

Keywords: No públicos, cultura cultivada, museos, prácticas culturales, acceso a la cultura
Video link: <https://youtu.be/5oQSJIR5xxs>