

CURRICULUM VITAE (CVA)

AVISO IMPORTANTE – El Curriculum Vitae no podrá exceder de 4 páginas. Para rellenar correctamente este documento, lea detenidamente las instrucciones disponibles en la web de la convocatoria.

Fecha del CVA	20/12/2024
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Part A. DATOS PERSONALES

Nombre	Carmen		
Apellidos	Marta Lazo		
Sexo (*)	Female	Fecha de nacimiento	
DNI, NIE, pasaporte		URL Web	https://gicid.unizar.es/
Dirección email			
Open Researcher and Contributor ID (ORCID) (*)	http://orcid.org/0000-0002-0004-1094		

A.1. Situación profesional actual

Puesto	Full Professor / Head of Department		
Fecha inicio	4-02-2021 / 1-02-2019		
Organismo/ Institución	University of Zaragoza		
Departamento/ Centro	Journalism, Audiovisual Communication and Advertising		
País	Spain	Teléfono	
Palabras clave	Mass Media, Social Media, Digital Competence, Media Literacy, Audiences and Interactions		

A.2. Situación profesional anterior

Period	Puesto/ Institución/ País / Motivo interrupción
2009-2020	Associate Professor/University Zaragoza
2005-2009	Senior Professor/Head of Faculty Communication/USJ

A.3. Formación Académica

Grado/Master/Tesis	Universidad/País	Año
PhD in Information Sciences- Extraordinary PhD Award	Complutense University of Madrid	2004
Bachelor in Journalism	CEU Cardenal Herrera (Valencia)	1994

Parte B. RESUMEN DEL CV (máx. 5000 caracteres, incluyendo espacios):

Four research six-year terms and four five-year terms. My scientific contributions have played a significant role in generating knowledge within the field of media education, which is the central focus of my research. Through the study of digital competencies and the uses, consumption, and interactions with communication, I have developed the Relational Factor model within the Technologies of Relationship, Communication, and Information (TRIC). This model has been applied in numerous research projects, as well as in intermethodology, a formative model for the use of TRIC in e-learning, particularly in tMOOCs. These constructs have been transferred to institutions, companies, and educational centers worldwide. One example of its impact is UNICEF's use of the model in its research on screen consumption among adolescents and young people, as well as its application by ONCE and the ministries of education and health of several governments in Spain and other countries. The Relational Factor model features its own competency dimensions, with the axiological and attitudinal aspects being among the most relevant. This contribution is especially important at a time when disinformation on social media is constantly growing. Additionally, I have collaborated with various organizations such as the European Disinformation Observatory, NATO, and UNESCO, offering my expertise and advice on these socially significant issues.

I have presented the results of my research at international conferences and in high-impact journals, making significant contributions to an international audience in countries including the



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United States, United Kingdom, Australia, Netherlands, Austria, Portugal, Turkey, Argentina, and Colombia. These publications are all indexed in SJR or JCR, Q1-Q2. Notable examples include: *Discourse and Communication*, one of Europe's leading journals in Communication with an H-index of 38 (SJR Q1); *Australasian Journal of Educational Technology*, ranked among the top global journals in Education and E-learning, with an H-index of 69 (SJR Q1); *Heliyon*, a journal from the Netherlands, ranked among the top in Miscellaneous, with an H-index of 88; and *American Journal of Distance Education* from the United States, with an H-index of 31 (SJR Q1 in Education), among others. These publications have had a significant impact, reflected in the high number of international citations I have received. On Google Scholar, I have 4,184 citations, an H-index of 34, and an i10 index of 96 across 218 articles; in Scopus, I have an H-index of 9 in 50 articles; in JCR, an H-index of 9 in 48 articles; and in Dialnet, an H-index of 17 with 1,016 citations across 113 articles, 136 chapters, 26 books, and edited books. This positions me as the most cited female author in the field of Journalism according to this database. I have published with prestigious international publishers such as Springer, Cambridge, McGraw-Hill, and Pearson, among others. Throughout my career, the projects I have been involved in have secured over five million euros in funding.

I am the principal investigator (PI) of the Research Group on Communication and Digital Information (GICID) at the University of Zaragoza (Reference Group: code S29_23R), a reference group funded by the Government of Aragón and the European Social Fund (2012-present). Previously, I was the PI of the Research Group on Educommunication (GIEC, code S-82) 2009 to 2012. I have carried out postdoctoral research stays at prestigious international universities such as Harvard (USA), Lakehead University (Canada), University of Sydney, University of Canberra (Australia), University of Córdoba (Argentina), UNAD (Colombia), and Sorbonne University (France). I have also been a visiting professor at the University of Tübingen (Germany), University of Oporto and the University of Minho (Portugal), University of Bordeaux and CCI of Nîmes (France), and University of Macerata (Italy).

Regarding my contributions to society, I have developed various technological and innovation projects, which have materialized into OTRI contracts. These include the creation of MOOCs for UNESCO, the production of a series of podcasts for the Aragón Health Research Institute related to the results of applying TRIC to prevent mental health issues in relation to technology use among adolescents and young people, the creation of educational guides on Media Literacy Interactive (AMI) based on the TRIC model for the Department of Education of the Government of Aragón, and the development of training programs based on the TRIC paradigm for video creation for the Spanish National Research Council (CSIC), among others. I have also carried out consulting work and reports on media literacy for organizations such as Ibercivis, City of Zaragoza, Journalists Association, Citta di Roma Foundation, and Ibercaja Foundation. My research has been frequently disseminated in regional and national media, including TVE, RNE, EFE, SER, Onda Cero, El País, ABC, Aragón TV, Aragón Radio, Herald de Aragón, Periódico de Aragón, as well as on international platforms. On February 11, 2024, I was appointed as the representative of the Social Sciences area for the Women in Science campaign, leading to widespread visibility of my research in various publications and forums with diverse societal groups.

Regarding my contributions to the training of young researchers, I have supervised 17 doctoral theses, the majority of which have led to significant academic and research positions both nationally and internationally. Many of my former PhD students are now part of the research team in the Communication and Digital Information Group (GICID) that I lead. For example, Miguel Ezequiel Badillo Mendoza, was Leader of the Communication Social Training Chain at UNAD in Colombia (2014-2019) and Coordinator of the UNAD Communication Chair (2014-2018); Cristina Villalonga Gómez is currently the Vice-Rector for Digital Education and Technology at Nebrija University (2022-present) and Director of the Global Campus Nebrija (2018-present); Elisa Hergueta-Covacho is a Senior Lecturer at the Institute of Tourism, Wine Business, and Marketing at the University of Krems, Austria (2012-present); José Antonio Gabelas Barroso is a Senior Lecturer in Audiovisual Communication and Coordinator of the Audiovisual Communication and Advertising area at the University of Zaragoza (2020-2024) and Director of the Digital Platform Entremedios (2018-present); Ana Mancho de La Iglesia is Director of the 360° Journalism Master's Program and the RTVE-UNIZAR HAZ Project (2022-



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present), as well as a Professor at the University of Zaragoza; Patricia de Casas Moreno is a Senior Lecturer and Vice-Dean for Academic Organization and Employment at the University of Extremadura (2022-present); Ana Segura Anaya is the Coordinator of programs at Aragón Televisión and Head of Programming at Radio Unizar (2012-present); Sheila Peñalva Tobías is a researcher for the MIMECO Project (2022-2024) and a researcher in the Media in Action project of the European Commission; Eva Bunbury Bustillo is Director of Bunbury & Asociados Consulting and an expert in European Projects (2020-present); Isabel Iniesta Alemán is Director of MarketReal and Assistant Professor at UNIR (2020-present); Pedro Zapater is a Culture Editor at Heraldo de Aragón and Director of the TFM in the Master's program in ICT for Teaching and Digital Learning (2020-present); Patricia Gascón Vera is a postdoctoral researcher on the Margarita Salas Scholarship at Complutense University (2022-September 2024), currently an Assistant Professor at UNIZAR and Coordinator of the TRIC Network; Rocío Ibarra Arias is the Communications Manager at IEDIS, Institute of Employment, Digital Society, and Sustainability at the University of Zaragoza. It is worth noting that all of these individuals received the highest honors (cum laude) for their doctoral theses. Furthermore, they have all continued to contribute to the scientific field through publications, conference presentations, and collaborations in research projects, demonstrating the positive impact of the training they received under my supervision on their academic and professional careers. I am currently supervising the thesis of Andrés Duque, Director of Strategic Communication at the World Bank, and Eva Defior, Director of the multimedia holding La Comarca, among other professional doctoral students. I have also contributed to the creation of digital communication-related companies, such as QR and Rivas Zaragoza. In the editorial field, I am the director of the Entremedios platform, co-editor of the *Mediterranean Journal of Communication*, and I have served as Director of Radio Unizar. Additionally, I participate in the scientific committee and am a reviewer for more than twenty international indexed journals. I have held several university management positions. Currently, I am the Director of Extraordinary Courses at the University of Zaragoza and the Director of the Pre-departmental Unit of Journalism, Audiovisual Communication, and Advertising. I have previously served as the Director of the Faculty of Communication at USJ, Coordinator of the Journalism Degree at UNIZAR, Chair of the Quality Evaluation Commission for Journalism, Representative of UNIZAR in the Audiovisual and Multimedia Commission of CRUE, Director of Radio Unizar, and Chair of the Research Commission of the Association of University Radios. I have also been an evaluator for verification and accreditation programs for the Madri+D Foundation. Among the notable awards in my career are the MIL Cities-UNESCO MIL Alliance Award (2024), Ramón y Cajal Award from the Government of Aragón (2023), Santander Chair Award (2021), University Social Council Award from the University of Zaragoza (2018), and Film and Health Award from the Government of Aragón (2016).

Parte C. LISTADO DE APORTACIONES MÁS RELEVANTES

C.1. Publicaciones más importantes en libros y revistas con “peer review” y conferencias (ver instrucciones).

1. **Scientific article.** Marta Lazo, C.; Gabelas, J. A. & Morte, T. (1/3). (2024). The relational factor as a key in the TRIC: A case study in Aragon (Spain) of the implementation of a didactic unit on media literacy. *Encuentros*, 20, 249-258. <https://doi.org/10.5281/zenodo.10059986>
2. **Scientific article.** Peñalva, S. & Marta Lazo, C. (2/2). (2023). Analysis of the Level of Critical Competence of Teachers Participating in the Distance and Face-To-Face Education Programme of the European Project “Media in Action”, Involving Spain, Italy, Malta, and the United Kingdom. *American Journal of Distance Education*, 37(4), 250-260. <https://doi.org/10.1080/08923647.2023.2234239>
3. **Scientific article.** Marta Lazo, C.; Gabelas-Barroso, J.A.; Nogales-Bocio, T.; Badillo-Mendoza, M.A. (1/4). (2022). Aprendizaje Multimedia y Transferencia de Conocimiento en una Plataforma Digital. Estudio de Caso de Entremedios. RIED. *Revista Iberoamericana de Educación a Distancia*, 25(1), 101-12. <https://doi.org/10.5944/ried.25.1.30846>



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4. **Scientific article.** **Marta Lazo, C.**; Osuna-Acedo, S. & Gil Quintana, J. (1/3). (2019). sMOOC: A pedagogical model for social inclusion. *Heliyon*, 5 (3), 37-54. <https://doi.org/10.1016/j.heliyon.2019.e01326>
5. **Scientific article.** **Marta-Lazo, C.**; Frau-Meigs, S. & Osuna-Acedo. S. (1/3). (2018). Collaborative lifelong learning and professional transfer. Case study: ECO European Project. *Interactive, Learning Environments*, 26, 1-14. <https://doi.org/10.1080/10494820.2018.1451346>
6. **Scientific article.** Osuna-Acedo. S.; **Marta-Lazo, C.** & Frau-Meigs, S. (2018). De sMOOC a tMOOC, el aprendizaje hacia la transferencia profesional. *Comunicar*, 26 (55), 105-114. <https://doi.org/10.3916/C55-2018-10>
7. **Book chapter.** **Marta Lazo, C.** (1/1) (2021). Relational Factor and Inter methodology in the ECO Project". In Frau-Meigs et al. (eds): MOOCs and the Participatory Challenge: From Revolution to Reality. (pp.57-69). USA: Springer. https://doi.org/10.1007/978-3-030-67314-7_4
8. **Book.** **Marta Lazo, C.** & Gabelas Barroso, J.A. (2024). Diálogos posdigitales: Las TRIC como medios para la transformación social. Barcelona: Gedisa.
9. **Book.** Frau Meigs, D.; Osuna-Acedo, S., & **Marta Lazo, C.** (3/3) (2021). MOOCs and the Participatory Challenge: From Revolution to Reality. USA: Springer. <https://doi.org/10.1007/978-3-030-67314-7>
10. **Book.** **Marta Lazo, C.** & Gabelas, J.A. (1/2) (2016). Comunicación Digital: Un modelo basado en el Factor R-elacional. Barcelona: UOC Press. ISBN: 978-84-9116-471-5

C.2. Congresos, indicando la modalidad de su participación (conferencia invitada, presentación oral, póster)

- 1 *Media Literacy and Disruptive Methodologies. The Relational Factor Applied to Educational Innovation.* **Marta Lazo, M** (1/1). II International Conference HeETI 2024. (25/09/2024-27/09/2024). Invited conference, keynote speech. Mexico City.
- 2 *Media Literacy to Combat Disinformation in the TRIC Era.* **Marta Lazo, M** (1/1). BETT World Education Conference. (23/04/2024-26/04/2024). Invited conference, keynote speech. Sao Paulo, Brazil.
- 3 *De los no lugares a las ciudades TRIC: Proyecto Hedipa.* **Marta Lazo, C.**; Gabelas Barroso, J. A. (1/2). X Encuentro Internacional Cultura, Comunicación, Marketing y Comunidad. UNESCO MIL Alliance. (24/11/2024-25/11/2024). Invited conference, keynote speech. La Habana, Cuba.
- 4 *Nuevos retos de la educomunicación.* **Marta Lazo, M** (1/1). Congreso Internacional en Educomunicación en Entornos Virtuales: Alfabetización Mediática Crítica. (1/11/2022-2/11/2022) Plenary Conference. Santo Domingo, República Dominicana.
- 5 *Prosumers: instagramers y youtubers.* **Marta Lazo, C.** (1/1). VI Congreso Internacional 'Redes sociales y ciudadanía: Ciberculturas para el aprendizaje'. Red ALFAMED. (26/10/2022-28/10/22) Arequipa (Perú). Invited conference. Arequipa, Perú.
- 6 *Critical compentece of Teachers in Europe.* **Marta Lazo, C** (1/1). 3rd Critical Media Literacy Conference of the Americas UNESCO-University of Massachusetts. (21/10/2022-23/10/2022). Invited conference. San Francisco, USA.
- 7 *Communication and education as key tools to fight misinformation and fake news .* **Marta Lazo, C** (1/1). Forum European Observatory for the Analysis and Prevention of Misinformation 2020. European Commission. (14/10/2020) Conference. Brussels, Belgium.
- 8 *Humanismo digital en un contexto basado en el factor relacional.* **Marta Lazo, C** (1/1). II Foro Humanismo en la Era digital: Educación, tecnología y empleabilidad. (21/05/2020). Plenary Conference. Bogotá, Colombia.
- 9 *Factor relacional aplicado a la comunicación.* **Marta Lazo, C.** (1/1). III Congreso internacional de competencias mediáticas. Red Alfamed. (13/10/2018) Plenary Conference. Medellín, Colombia.
- 10 *Rethinking Journalism Education in Spain: The Gap Between University Studies and Labour*



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Market Marta Lazo, C. (1/1) 15th International Conference on Social Sciences. ECREA. (14/07/2018). Oral presentation. Leuven, Bélgica.

C.3. Proyectos o líneas de investigación en los que ha participado, indicando su contribución personal, indicar líneas de investigación de las que hayan sido responsables

- 1 National project.** ID2023-151254OB-I00: Análisis de procesos cocreativos digitales de educación patrimonial integrando Inteligencia Artificial. IP: Pilar Rivero y Silvia García. Call: Ministerio de Ciencia, Innovación y Universidades, Agencia Estatal de Investigación y Unión Europea. Fechas: 1/09/2024-31/08/2027. Cantidad: 96.125€. Type: researcher.
- 2 National project.** TED2021-131174B-I00. Participatory digital tools to support heritage virtual-communities (HEDIPA). Call: Agencia Estatal de Investigación. 01/01/2023 - 31/12/2024. 114.000€. Type of participation: PI: Carmen Marta Lazo
- 3 National project** S29-17R. Digital competences training for the inclusion of citizens and intelligent development of the information society (2017-2020). 01/01/2017 - 31/12/2019. 32.510€. Type: PI: Carmen Marta Lazo.
- 4 European Project.** 621127. European project *ECO (Elearning Communication Open-Data)* Funding entity: European Social Fund. Call: CIP (Competitiveness and Innovation Framework Programme). 01/02/2014 - 31/01/2017. 2.313.000€. Type: PI partner UZ: Carmen Marta Lazo
- 5 National project.** CSO2013-47782-C3-2-R. The digital generation gap. Potential conflicts between adults and teenagers at home. Funding entity: Ministry of Science and Innovation. Call: Programme Retos. 01/01/2014 - 31/12/2015. 18,000€. Type: researcher.
- 6 National project.** Ref. PID2019-106932RB-100. El uso informativo de las redes sociales por parte de los jóvenes españoles: consumo incidental de noticias, condicionantes tecnológicos y credibilidad de los contenidos periodísticos. Call: Ministerio de Ciencia e Innovación. 01/06/2020 - 31/05/2023. 50.820€. Type: researcher.
- 7 European project.** Ref. EIN2020-112460. Educación Virtual Inteligente y Accesible. Espacios Virtuales Inteligentes Integrados. Call: Europa Investigadores 2020. 150.000 €. 01/11/2020 - 31/10/2022. Type of participation: researcher.
- 8 European project.** LC – 01648381. Media Literacy for All. Call: Programa Marco Horizonte Europa. IP: Sara Osuna. 15/07/2019 - 15/01/2021. 32.500€ Universidad Nacional de Educación a Distancia. Type of participation: researcher.
- 9 European project.** 2020-3-056-044373. Open innovation for Smart and Accessible Virtual. Call: Europe Investigation. UNED. 07/11/2022 - 11/11/2022. 20.000€. researcher.
- 10 European Project.** EIN2020-112426. EDU / Comunicación en medios y redes sociales para la integración de los migrantes. Call: Europe Researchers. 01/11/2020 - 31/10/2022. 14.300 €. Type of participation: IP: Carmen Marta Lazo.

C.4. Participación en actividades de transferencia de tecnología/conocimiento y explotación de resultados

- 1 Contract.** OTRI 2024/0496 Design of Educommunicative Podcasts to Promote the Mental Health of Adolescents and Young People. Entity: Institute of Health Research of Aragon, sponsored by Johnson & Johnson. 01/09/2024-31/12/2024. 6000 €
- 2 Contract.** OTRI 2023/0553. **Consulting and report of results on media education applied to the Aulacheck Project.** Entity: Ibercivis. 01/10/2023 - 30/04/2024 3.500€
- 3 Contract.** OTRI 2022/0127-44. UNIDIGITAL. **Artificial intelligence and cognitive autonomous systems.** Entity: Ministry of Universities. 17/03/2023-16/05/2023. 4500 €
- 4 Contract.** OTRI 2022/0676. **Advice and preparation of introduction into school curricula of a didactic unit in Secondary Education.** Entity: APARAGON-Government of



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Aragon. 01/09/2022 – 01/07/2023. 3.500€

- 5 Contract.** OTRI 2021/0691. **Informe de elaboración de indicadores de medición de resultados y del impacto del proyecto Maximiliana para combatir la soledad de los mayores en la sociedad digital.** Entity: Ayuntamiento de Zaragoza. 01/06/2021 - 01/12/2021. 2.904€
- 6 Contract.** OTRI 2020/0709. **Design and planning of a training program in digital and media competences of vulnerable groups in Aragon in times of COVID-19.** Entity: Fundación Citta di Roma. Period: 01/09/2020 – 01/12/2020. Total: 3.393€
- 7 Contract.** OTRI2021. **MOOC Otras formas de educar para el siglo XXI.** Entity: UNESCO. 01/03/2021 - 01/06/2021. 7.000€.
- 8 Contract.** OTRI2022/0213. **Curso del paper al vídeo divulgativo.** Entity: Consejo Superior de Investigaciones Científicas 01/10/2021 - 01/11/2022. 2.300€
- 9 Patent/IPR.** **Marta Lazo, C. & Osuna Acedo, S.:** tMOOC. IPR. M4073434. 23/06/2020. Exploit the patent ECO Digital Learning.
- 10 Patent/IPR.** **Marta Lazo, C. & Gabelas Barroso, J.A:** TRIC: Marca nacional M4147801(0). Exploit the patent Entremedios platform.