

1. Record Nr.	UNINA9910502654403321
Autore	Rocha Álvaro
Titolo	Communication and Smart Technologies : Proceedings of ICOMTA 2021
Pubbl/distr/stampa	Singapore : , : Springer Singapore Pte. Limited, , 2021 ©2022
ISBN	981-16-5792-0
Descrizione fisica	1 online resource (600 pages)
Collana	Smart Innovation, Systems and Technologies Ser. ; ; v.259
Altri autori (Persone)	BarredoDaniel López-LópezPaulo Carlos Puentes-Riveralván
Soggetti	Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Preface -- Organization -- Honorary Committee -- International Scientific Committee President -- International Organizing Committee President -- Local Organizing Committee President -- Organizing Committee -- International Scientific Committee -- Contents -- About the Editors -- Digital Communication, Systems and Processes -- Absences Predictive Model of for the Outpatient Unit in a Public Hospital -- 1 Introduction -- 2 Materials and Methods -- 2.1 Understanding the Business -- 2.2 Understanding the Data -- 2.3 Data Transformation -- 2.4 Modeling -- 2.5 Evaluation -- 3 Discussion of Results -- 4 Conclusions -- References -- Automatic Data Warehouse Generation Model from BI Requirements in Natural Language -- 1 Introduction -- 1.1 Data Quality -- 1.2 Data Integration -- 1.3 Natural Language -- 2 Scope of the Problem -- 3 Work Hypothesis -- 4 Proposed Model -- 5 Validation -- 5.1 Education Domain -- 5.2 Conclusions and Future Work -- References -- Automation of an Educational Data Mining Model Applying Interpretable Machine Learning and Auto Machine Learning -- 1 Introduction -- 2 Status of the Issue -- 3 Work Hypothesis -- 4 Proposed Model -- 5 Conclusion and Future Works -- References -- Examining the Tech Stacks of Czech and Slovak Untrustworthy Websites -- 1 Introduction -- 1.1 The Czech and Slovak Untrustworthy Website Landscape -- 2

Methods -- 3 Results -- 3.1 Top-Level Domain Names and Domain Name Registrars -- 3.2 Hosting and E-mail Providers -- 3.3 Trackers -- 4 Discussion -- References -- A Prospective Model of a Digital Epidemiological Surveillance 4.0 Based on the Peruvian Public Health System -- 1 Introduction -- 2 Methods -- 3 Results -- 3.1 Model Inputs -- 3.2 Epidemiological Surveillance Process -- 3.3 Planning Phase -- 3.4 Execution Phase -- 4 Outputs (Social Impact) of the Model -- 5 Model Components -- 6 Conclusions.

References -- The Relevance of Internal Communication in Innovation Processes: The Bosch Case Study -- 1 Introduction -- 2 Communicating for Innovation -- 3 Action Research in an Industrial Company -- 4 Results and Discussion -- 4.1 Understanding Communication in Project Management Environment -- 4.2 Communication Flows and Interaction Difficulties -- 4.3 Communication Channels: The Dispersion and Replication of Information -- 4.4 Expectations Regarding the Development of a New Communication System -- 5 Conclusions -- References -- Model Maturity to Determine Student Profile During COVID-19 Pandemic at Public University -- 1 Introduction -- 2 State of Art -- 3 Proposal -- 3.1 Phase 1: Characterize the Student -- 3.2 Phase 2: Define the Student's Profile -- 3.3 Phase 3: Establish Change Strategies -- 4 Validation -- 4.1 Phase 1: Characterize the Student -- 4.2 Phase 2: Define the Student's Profile -- 4.3 Phase 3: Establishing Change Strategies -- 5 Conclusions -- References -- Political Communication, Technology and Applications -- Social Media and Online Political Activism in Protest Communication Strategies: Friends or Foes? -- 1 Introduction: Political Activism, Communication and Democracy in the Context of Social Media -- 2 Social Media as an Opportunity for Online Political Activism -- 2.1 The Self-mediation of Protest -- 2.2 The Civic Monitoring of Power Centres -- 2.3 New Opportunities in Shaping the Public Agenda -- 3 Social Media as an Obstacle to Online Political Activism -- 3.1 Difficulties in Capturing the Interest of Mainstream Media -- 3.2 The Structural Dependence on Commercial Social Media -- 4 Conclusions -- References -- When Memes Become a Serious Business: Memetics as a Political Communication Strategy in the United States and Ecuador -- 1 Introduction -- 2 The Globalization of Memetics -- 2.1 Memetics and Politics.

2.2 Ecuador and United States: Globalized Humor and Politics -- 3 Methodology -- 3.1 Units of Analysis -- 4 Results -- 4.1 Making Fun: When the Powerful are Silenced -- 4.2 Mocking and Flaming: When Freedom of Expression Finds Limitations -- 5 Discussion -- 6 Conclusions -- References -- Realities and Challenges of a Democracy in Crisis. Impact of Disinformation and Populism on the Media System -- 1 Democracy at Stake: Political Leadership and the State of the Public Sphere -- 2 Populism and Fake News: Looking for Roots -- 3 Fact-Checking for Social Media Platforms -- References -- LatamCovidNewsCheck. Meta-classification of Fact Checking Platforms in Latin America During the Covid-19 Pandemic -- 1 Introduction -- 2 Methodology -- 3 Results -- 3.1 Formal Aspects of News Verification Agencies -- 3.2 Categorization of News About Covid-19.

LatamCovidNewsCheck -- 4 Conclusions -- References -- The Media and the Spanish Monarchy: The Mediating Role of Ideology -- 1 Introduction: The Media and Selective Perception -- 2 Monarchy: Trust, Ideology and Selective Perception -- 3 Objectives, Hypotheses, Method and Variables -- 4 News Monitoring and the Impact of Scandal on the Perception of the Spanish Monarchy -- 5 Conclusions -- References -- Post-feminism and Post-truth in Reggaeton Video Clips on Youtube -- 1 Introduction -- 1.1 Normalized Machismo

in Reggaeton Music Videos -- 1.2 New Feminist Proposals in the Reggaeton Industry -- 2 Methodology -- 2.1 Ethical Considerations -- 3 Results and Discussion -- 3.1 Sexual Agency in the Female Empowerment Narrative -- 3.2 Female Empowerment from the Art Direction -- 4 Conclusions -- References -- Twitter and Politics: An Analysis of the Account of Former Peruvian President @MartinVizcarraC Before and During the Pandemic -- 1 Introduction and Literature Review -- 2 Material and Methodology -- 3 Analysis of Results.

4 Conclusions -- References -- Framing and Immigration: New Frames in Media and Social Networks -- 1 Introduction -- 2 Related Work -- 2.1 Framing Theory -- 2.2 Agenda-Setting Theory -- 2.3 Stereotypes and Prejudices of the Immigrant Population in Spain -- 3 Research Method -- 4 Results -- 5 Discussion and Conclusion -- References -- Posting to Belong: Instagram Features Enhance Marketed Goods Used as Conduits to Leverage Group Affiliation -- 1 Introduction -- 2 Literature Background -- 2.1 The Need to Belong to a Group -- 2.2 Belonging-Oriented Consumption and Belonging Conduits -- 2.3 Instagram and the Search for Belonging -- 3 Methods -- 3.1 Sample -- 3.2 Data Collection -- 3.3 Analysis Procedure -- 4 Results -- 4.1 Theme 1: Use of Resources Traded in the Market -- 4.2 Theme 2: Instagram Extends the Belonging Conduit -- 4.3 Theme 3: Music Amplifies the Belonging Conduit -- 5 Discussion -- References -- Is Facebook a Tool to Achieve True Friendship? A Study from an Ascetic Perspective -- 1 Introduction -- 2 Literature Review -- 3 Results -- 3.1 Fellowship -- 3.2 Camaraderie -- 3.3 Sympathy -- 4 Conclusions -- References -- Fact-Checking on COVID-19 After a Year of Global Infodemic. Analysis of Digital Misinformation in Spain, Portugal and Latin America -- 1 Introduction -- 1.1 Fact-Checking as a Reaction to Information Disorders -- 1.2 Fact-Checkers in a Global Infodemic Scenario -- 2 Method -- 3 Results -- 3.1 Characteristics of the Fact-Checked Misinformation -- 3.2 International Circulation of the Information that Was Fact-Checked -- 3.3 Correlation Between Web Search Queries and Publication of Fact-Checks -- 4 Discussion and Conclusions -- References -- Post-truth of Female Empowerment in the Fake News of Peruvian Reality Shows -- 1 Introduction -- 1.1 The Peruvian Media Ecosystem and Women Sexualized Representation -- 2 Methodology.

2.1 Ethical Considerations -- 3 Results and Discussion -- 3.1 The Use of Fake News with a Level of Facticity -- 3.2 Post-truth of Female Empowerment -- 4 Conclusions -- References -- YouTuber and Instagrammer Phenomenon in the Andean Community -- 1 Introduction -- 1.1 Social Media in the Andean Community -- 1.2 Phenomenal YouTuber and Instagrammer -- 2 Design and Materials -- 3 Results -- 3.1 Influencer Profile and Language -- 4 By Way of Conclusion -- References -- Intellectual Disability in Media and Political Agendas and Its Status as a Social Minority -- 1 Introduction -- 2 The Social Issues of Intellectual Disability -- 3 The Agendas' Role -- 3.1 The Media Agenda: A Social Role for Intellectual Disability -- 3.2 The Political Agenda: A Public Role for Intellectual Disability -- 4 Objectives and Methodology -- 5 Results -- 5.1 The Political Agenda -- 5.2 The Media Agenda -- 6 Discussion and Conclusions -- References -- The Emotions of the Outbreak. Topics, Sentiments and Politics on Twitter During Chilean October -- 1 Introduction -- 1.1 Social Context -- 2 Review of Literature -- 2.1 Twitter, Emotions and Protest Mobilization -- 3 Methodology -- 3.1 Techniques of Analyses -- 3.2 Sample, Textual Corpus -- 4 Results -- 4.1 Topic Modeling Analysis -- 4.2 Sentiment Analysis -- 4.3

Discussion -- 5 Conclusions -- References -- Use of Technological Means and Personal Data in Electoral Activities: Persuasive Voters -- 1
Introduction -- 2 Use of Technological Means and Personal Data in Electoral Activities: Persuadable Voters -- 3 Other Conclusions -- References -- Political Communication in Europe. The Role of the Lobby and Its Communication Strategies -- 1 Lobby and Political Communication -- 2 Strategies of Lobbies in European Union -- 3 Communication in the Commission and Parliament -- 4 Conclusion -- References.
Institutional Advertising in the Face of COVID-19 Hoaxes: Strategies, Messages and Narratives in the Spanish Case.
