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	Nota di contenuto	Design of an energy management system for microgrids applied to an isolated system incorporating solar thermal energies -- A Digital REBA System Based on Kinect and its Benefits for Ergonomic Assessment -- Social Network Addiction: A Structural Equation Modelling -- The use of neural networks for the prediction of type II diabetes: a comparison of recent advances and perspectives -- Sequential prompts and AI to illustrate a Mexican legend using syntography -- Teaching skills mediated by perceived utility and ease of use in student motivation and collaboration -- Electronic Immunization Record for rural communities in México -- Automation of Brand Management: Possibilities,

Challenges and Limitations -- Truth and newsworthiness in the era of Artificial Intelligence -- Emerging technological ecosystem for public administration: business intelligence, artificial intelligence and data mining -- Technology and Video Surveillance in educational spaces: A path towards citizen security -- Unraveling theTruth: Investigating the Spread of Fake News on Facebook during the COVID-19 Crisis -- Young people and social representations on artificial intelligence in Peru and Colombia -- An analysis of digital communication in Spanish agricultural cooperatives -- Use of social networks as a factor for the development of digital citizenship in Puebla -- "Do It Yourself" Narrative as a New Type of Tourism Influencers 2.0 on YouTube -- Big Data Analysis of Google Searches for Prediction of Election Results: A Longitudinal Study -- Communication 2.0 in Iberoamerican cultural websites -- Cross-cultural validation of a questionnaire on digital teaching competence in Mexico -- Digital transformation in Spain during the pandemic: Access, interaction and change in habits -- Scholarships assignments: an important challenge of resources allocation. Case study: Completion Prediction System for Mexican Institution -- Social Network Sites: Challenge for a learning management model. Case study in Ecuador -- Cybersecurity and journalism: Digital violence is another form of violence for female journalists in Ecuador -- Management of employer branding and communication 2.0 -- Digital citizenship through online media. Manifestations and perceptions in Ecuador.

| Sommario/riassunto | This book features selected papers from the International Conference on Communication and Applied Technologies (ICOMTA 2023), jointly organized by the Colombian Association of Journalism and Science Communication (Colombia), and the Benemerita Universidad Autonoma de Puebla (Mexico); and as collaborators at the Universidad de Málaga (Spain), Universidade de Vigo (Spain), Universidade de Santiago de Compostela-Equipo de Investigaciones Políticas (Spain), Red Internacional de Gestión de la Comunicación (XESCOM),the International Media Management Academic Association (IMMAA), Red de Investigadores en Comunicación de Ecuador (RICE), and Observatorio Interuniversitario de Medios Ecuatorianos (OIME), during 6 – 8 September 2023. It covers recent advances in the field of digital communication and processes, digital social media, software, big data, data mining and intelligent systems. |