



Instituto Universitario de Investigación
**Biocomputación y Física
de Sistemas Complejos**
Universidad Zaragoza

Ana Cristina Vivas Peraza

She has been a member at the Department of English Philology at the University of Zaragoza since 2019, currently as an Assistant Professor at the Teruel campus. She obtained a cum laude mention in her doctoral thesis on rhetoric in scientific crowdfunding videos. Her research areas include gender theory, scientific communication, multimodality and semiotics. She participates in the GENCI 2.0 project and the CIRES group, and in 2022 she joined the BFI Institute to contribute research in the Digital Science lab in the area of Computation and data science.



Researcher profile

She is currently an R2 researcher. Her research focuses on persuasive communication strategies in science, specifically through the multimodal analysis of scientific crowdfunding videos. In these videos, scientists seek to convince audiences on the Internet to finance their projects in a few minutes. Their work consists of designing a rigorous method to collect and analyze data, observing the persuasive strategies used, both in verbal language and in the use of images, audiovisual effects and body language.

Importance of her research

Her research aims to teach persuasive communication strategies to current and future scientists, with the aim of helping them to capture the interest and participation of the public, aligning with the Open Science movement. Based on the results of her study, pedagogical materials in the area of English for specific purposes will be developed, which can be applied in any academic environment related to scientific communication.

