

**Friday PhD Talks 2023-2024**  
**#15**  
**Ana Eugenia Sancho Ortiz**  
**20th October 2023**



## **A changing thesis in a changing (digital) world: Navigating inconsistencies?**

### *Abstract:*

In the context of scientific communication, social media and social networking platforms have undoubtedly become a “must-have” for information sharing. The widespread popularity of these –and other– digital platforms has in fact prompted the reconsideration of science as a collaborative practice ultimately aimed at the democratization of information and knowledge. For this talk, I want to present my experience in doing a thesis on a phenomenon as changing as scientific online communication. Most specifically, my research concentrates on the dissemination and recontextualization practices carried out by expert users on social media and social networks.

In this presentation, I will explain the multidisciplinary framework around which my research is structured, as well as some their key notions that need to be considered, such as the bidimensionality of digital genres, the importance of knowledge recontextualisation, and the hybrid multimodal nature of digital texts. Apart from this, I will also present the Twitter-Instagram corpus I work with, my current stage in the compilation processes and the challenges I have (and keep on) face(ing) as a result of the constantly changing nature of my object of research. To conclude, I will eventually reflect on the positive-negative consequences of exploring fields, phenomena and (communication) platforms as inconsistent as life itself.

### **Bionote:**

---

Ana E. Sancho-Ortiz is a PhD candidate at the University of Zaragoza (Spain). She obtained a Bachelor’s Degree in English Studies in 2021, and later completed a Master’s Degree in Teaching (English as a Foreign Language) at the same university. In 2022, she was granted a four-year fellowship by the Diputación General de Aragón (DGA) to carry out her doctoral research.

Her current research revolves around the study of the online communicative practices carried by specialists from the field of (physical) health to disseminate knowledge to their (expert and non-expert) audience(s). Her main focus is placed on the use and applications of social media and social networks (namely, Twitter and Instagram) to disseminate scientific knowledge.