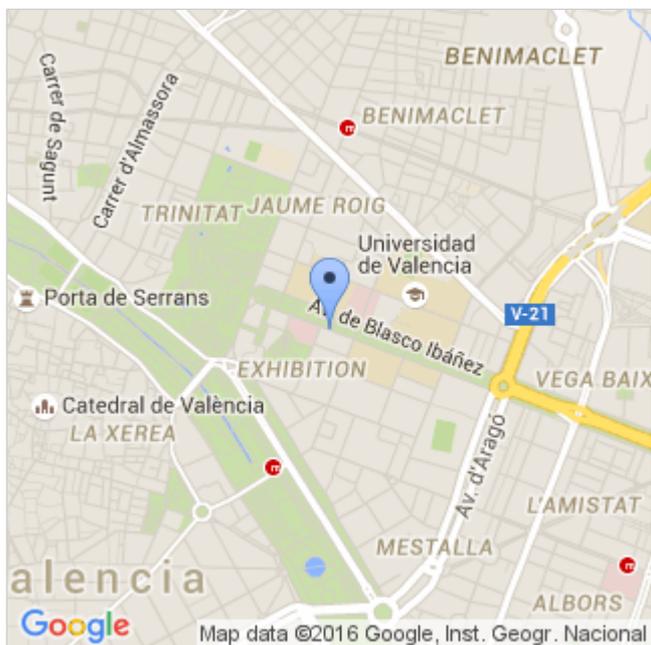


Expression of Interest



Contact Person/Scientist in Charge

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Universitat de València – Estudi General

Department / Institute / Centre

- **Name:** Language Theory and Communication Sciences Department / University of Valencia
- **Address:** Av. Blasco Ibáñez, 32 planta 5a 46010 Valencia
- **Province:** Valencia

Research Area

- Life Sciences (LIF)

Brief description of the institution:

The University of Valencia (UV) stands out as one of the main public research organisations in Spain, with more than three thousand researchers integrated in 90 departments, 19 institutes and other research units belonging to social, biomedical, human, experimental and formal sciences. Along with human resources, the UV state-of-art premises and facilities, guarantee the quality of a vast scientific and technological offer available to the service of society.

The UV is a leading academic organisation at national level. Shanghai 2014 ranks UV among the top 200-300 universities in the world, and 4th best university in Spain. As per URAP 2014, the University of Valencia ranks third among all Spanish universities, first in Valencia region and 193th in the world. University of Valencia is participating in several European projects under the subsequent RTD European Framework Programmes (I to VIII) and other European programmes: Erasmus, Leonardo, Life+, Cost, Third Health Programme, EEA Grants, Daphne III, Creative Europe... acting as several roles: coordinator, contractor, associated contractor, member, host institution... having experience in the development and

management of more than 300 European projects as a whole.

UV participated in 78 community actions financed under the VII FP (CSA, Collaborative Projects, MSCA, ERC grants, etc.) with the role of coordinator in 29 of them. Currently, we are participating in 20 projects financed under Horizon 2020, with the role of coordinator in 8 of them, and 16 projects under several European Programmes other than H2020

Brief description of the Centre/Research Group (including URL if applicable):

Some of the members of the [ScienceFlows](#) team have been working jointly through the Grupo de investigación en Cultura Científica (GICC) (Ref. UV-INV_GIUV-172923), which has its origins in 2002, in the University of Valencia. The members of this research team in Scientific Culture have joined another work team and have created the ScienceFlows group.

One of the highlighted characteristics of this group is its multidisciplinary, for the professionals who compose it come from the areas of Health Sciences, Engineering, Education Sciences and Social Sciences. This team has established a permanent net of researchers in conjunction with the CIEMAT, along with the Autonomous University of Madrid and the University of Oviedo. The members of ScienceFlows have just finished the project *Analysis of the institutional campaigns about the Human Papillomavirus vaccination* [CSO2011-25810], whose results can be found in the webpage, under the acronym of ANCAVA-VPH.

Currently, the whole team is developing a research project called ESTENAS, *Study and classification of the natural, complementary and alternative therapies through the media and the social networks. Transference ideas and values applied to the social imaginary*, [CSO2014-57778-R], funded by the Spanish Ministry of Economy and Competitiveness.

The research lines of the ScienceFlows team are focused on the public comprehension and social perception of science, on the scientific dissemination, on the scientific journalism, on the history of science and on the contemporary scientific culture

Project description:

The debate about unconventional therapies is opened in every European country for decades. These debates have two important cores in the construction of arguments: a) the incorporation into the governance of this kind of “unconventional medicine” through regulations and legislation; and b) the way in which this knowledge is spread through the media and the social networking, building an idea or imaginary around these therapies, which generate an attitude in the public opinion. On this stage of social debate, we propose this research project, by adhering to the Spanish case, as a field of study. The main objective of the present project is to analyse what images the mass media and social networks create about natural, complementary and alternative therapies, and what values are spread to society on these unconventional therapies.

Currently, there is over the social networks a great movement commonly called Sceptic Circle, which has emerged in academic forums against what it is considered to be therapies that have not proved their scientific evidence. On the other hand, we find the data derived from some studies, such as the White Paper on Homeopathy (University of Zaragoza), in which it is estimated that in our country, about 10,000 health professionals, turn to homeopathy as a treatment, either as single or as a complementary option. The project will study and classify the presence of unconventional therapies in the media. Through the study of how these therapies are represented in the media, we will identify issues such as: the name of the therapies; that is, scientific, pseudoscientific, para-scientific and / or unscientific; what kind of therapy has greater representation in the media?

Applications

- CV extended
- Motivation letter
- A letter with a short description of his/her research areas