

Expression of Interest



Contact Person/Scientist in Charge

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University CEU Cardenal Herrera

Department / Institute / Centre

- **Name:** University CEU Cardenal Herrera
- **Address:** Avd. Seminario S/N 46113
Montcada
- **Province:** Valencia

Research Area

- Social Sciences and Humanities (SOC)

Brief description of the institution:

CEU Cardenal Herrera University belongs to the CEU San Pablo University Foundation which is a non-profit charitable educational institution with over 75 years' worth of experience in the field of education. In the context of the European framework in which we find ourselves, the internationalisation of the Research in our University is one of our main objectives.

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

EU Cardenal Herrera University belongs to the CEU San Pablo University Foundation which is a non-profit charitable educational institution with over 75 years' worth of experience in the field of education. In the context of the European framework in which we find ourselves, the internationalisation of the Research in our University is one of our main objectives.

The Research Group on Disability and Communication (GIDYC) at CEU Cardenal Herrera University is interested in research projects on the Spanish media coverage of disability, specially Paralympic Games, and Rare Diseases.

You can find more information here:

<https://www.uchceu.es/investigacion/grupos-lineas-investigacion/gidyc-grupo-de-investigacion-en-discapacida>

Project description:

The main objective of this research is to test whether how the media deal with the Paralympic Games has become a motivating example to promote physical activity for people with disabilities in Spain. If so, our research throw light on the processes and actions through which a certain media coverage can become an incentive for this activity in the general population. Otherwise, will report on possible improvements in this coverage, as well as about other ways to influence the promotion of physical activity of citizens through new communication strategies, for example, by the Spanish Paralympic Committee.

To carry out the research we will be conduct four methodological approaches: 1) a content analysis of the Paralympic Games coverage in the Spanish media to explore their potential motivation for physical activity, 2) a survey of children and young group of people with disabilities in Spain to assess their level of awareness of Paralympic athletes and their current identification with them as well as discuss their motivational level in the field of sport, 3) focus groups to test qualitatively as well as obtain a deeper knowledge about the quantitative data of the above techniques, and 4) an experimental approach to measure the effects of different communication formats and media in the identification and motivation.

Applications

Please send CV and motivation letter.