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1. Current position

Position	<ol style="list-style-type: none"> 1) Researcher and Principal Investigator in the Marie Skłodowska-Curie Actions (HORIZON-MSCA-2023-PF-01) program, with the project receiving a 99.20% (out of 100%) evaluation. 2) Assistant Professor in the Department of Sociology and Communication (teaching in the BA in Communication and Audiovisual Creation Bachelor's Degree) 3) Researcher – CaUSAL (Academic culture, heritage and social memory) research group and CRUCIAL (Culture, Communication and Creativity) knowledge transfer group
Initial date	2025
Institution	University of Salamanca
Department/Center	Department of Sociology and Communication, Faculty of Social Sciences
Country	Spain
Key words	Immersive media and extended realities; Audiovisual communication and digital narratives; Practice-based research and creative methodologies; Science and heritage communication; Social innovation and impact

2. Previous professional status

2024 - 2025	Director of Research, Development and Innovation - Asterius Inversiones SL. [Venture Capital Holding] (Madrid, Spain)
2024 - 2024	Innovation and Creativity Advisor – Asterius Inversiones SL. [Venture Capital Holding] (Madrid, Spain)
2023 - 2025	Researcher - Universidad Carlos III de Madrid - Innovation on Digital Media research lab (Madrid, Spain)
2022 - 2022	Academic Director - Virtual Voyagers Academy (Madrid, Spain)
2021 - 2022	Assistant Professor and Director of research lab – University of Passau (Passau, Germany)
2018 - 2021	Lecturer – University of Porto (Porto, Portugal)
2016 - 2021	PhD Researcher – UT Austin Portugal Digital Media CoLab, University of Porto + University of Austin at Texas (Porto, Portugal + Austin USA)
2013 - 2014	Head of Communication - Porto Paralelo (Porto, Portugal)
2005 - 2012	Jazz Pianist - Freelance (Portugal)

3. Education

3.1. Degrees

PhD in Digital Media <ul style="list-style-type: none"> - Thesis: <i>Immersive Media, Social Change and Creativity: A Framework for Designing Collaborative 360º Video Productions</i> - Supervisors: Prof. Robert Bennett Brenner (Department of Communication, Stanford University) and Prof. António Fernando Vasconcelos Cunha Castro (Faculty of Engineering, Universidade do Porto) - Funding: Full Scholarship from the Portuguese <i>Foundation for Science and Technology</i> 	University of Porto/Portugal + UT Austin/USA	2021
Master's degree in Communication (Major in Culture, Heritage and Science)	University of Porto/Portugal	2015
Bachelor's degree in International relations	University of Minho/Portugal	2012

3.2. Academic and scientific accreditations

Accreditation as “Profesor Contratado Doctor” (Assistant Professor) and “Profesor de Universidad Privada” (Private University Assistant Professor) in the <u>scientific area of Audiovisual Communication</u>	ANECA (National Agency for Quality Assessment and Accreditation of Spain)	2024
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3.3. Diplomas and certificates

Diploma in Theatre Acting	ACE - Contemporary Performing Arts Academy (Portugal)	2013
Diploma in Business Internationalization	Portuguese Entrepreneurial Association and INGAFOR – Business School (Portugal and Spain)	2012
Certificate in Teaching and Pedagogic Skills	Arts and Sciences Institute of Porto (Portugal)	2011
Short course - Actor-playwrights: Create characters and bring your own projects to life	Somos la Comuna + Centro de Directores de Escena (Spain)	2024
Short course - The Pinhole Photography in the Digital World	Foto-Film Calella (Spain)	2024
Short course - Identifying Barriers to Learning – A Special Educational Needs Masterclass	Shipcon – Hub of Research and Educational Training (Spain)	2021
Short course - Art and Aesthetics of Digital Narrative Cinema	iNova Media Lab - NOVA University of Lisbon (Portugal)	2018
Short course - Documentary Filmmaking with Nancy Schiesari	Madeira Interactive Technologies Institute (Portugal)	2016
Short course - Cinematic VR Crash Course – Produce Virtual Reality Films	Udemy	2016

3.4. Languages

English (C1/C2)	Cambridge University Press and Assessment	2024
Spanish (C1)	SIELE (Servicio Internacional de Evaluación de la Lengua Española) – Instituto Cervantes	2024
Chinese (A1)	Confucius Institute	2006

4. CV SUMMARY

At a glance

Category	Total	Notes
Peer-reviewed journal articles	13	Indexed, including Q1–Q2 journals
Book chapters	5	Major international publishers (Routledge, Springer, etc.)
Conference contributions (total)	50	Peer-reviewed papers/posters, keynotes and invited talks
Funded research & teaching/innovation projects	10	PI, Work Package Leader, Senior Researcher, etc.
Prizes, awards & distinctions	9	National & international recognition (SPAIC, iLRN, FLAD, etc.)
Research stays (national & international)	8	Europe + USA collaborations
Membership of scientific/organizing committees	5	International and national conferences
Editorial roles	4	Editor-in-Chief + 3 editorial/scientific boards
Journals served as reviewer	7	International indexed journals
Peer-reviewed manuscripts reviewed	58	Formal referee reports
Supervision & tutoring (PhD/Master/MFA/BA)	8	4 PhD (supervisor/tutor), 1 MFA, 2 Master, 6 BA coordination
Knowledge-transfer leadership roles	7	EU Science Diplomacy Alliance, CRUCIAL, Asterius, etc.
Knowledge-transfer projects & activities	6	XR, heritage, AI, hackathons, mentorships
Public engagement & dissemination activities	7	Talks, workshops, media coverage linked to research
Artistic & creative works (exhibitions, VR, film)	15+	Biennale di Venezia, Cannes XR, festivals, installations
University teaching (official degree programmes)	552 h / 10 courses	BA, MA, PhD, integrated masters & postgraduate programmes
Other teaching & professional training	110.5 h / 6 courses	Professional, executive & specialised training
Citations / h-index / i10-index	372 / 7 / 5	According to Google Scholar

António Baía Reis bridges research and creative practice in audiovisual communication, immersive media and extended realities (XR). He has developed **pioneering frameworks for XR storytelling**, **“emotional geography” for VR’s social impact**, and **human–AI co-creation**, showing how emergent narratives combined with tech can foster empathy, cultural awareness and social change. For example, as **principal investigator of the Horizon Europe Marie Skłodowska-Curie SCICOMMXR (€206,641.20) project – which received a 99.20% (out of 100%) evaluation** – he leads the development of an **innovative framework for XR-based science and heritage communication**, currently prototyped through **six diverse immersive experiences** (ranging from immersive sound and 360-degree video to mixed reality) and a **6-month pilot in Brussels** to transfer this knowledge to professionals at Euromersive, a European network for XR and immersive media professionals, thereby directly translating research into technological innovation and societal impact. He has led and actively contributed to **more than 7 interdisciplinary**

R&D projects that apply immersive media narratives to real-world challenges. In EU-funded project **SHAPINGII (€150,000)**, he served as **Work Package Leader**, coordinating immersive outreach across **3 schools/organisations, 9 teachers and 571 pupils**. In EU-funded **YML TWO project (€199,891)**, he was **senior researcher**, developing participatory digital communication and training resources between universities, industry and local ecosystems. In EU-funded **CPPS101 project (€281,636)**, he served as **Work Package Leader** for an **8-module online course with 65 digital nuggets and 19 hours** of Industry 4.0 and smart manufacturing training. As **Work Package Leader of CONECTAR (€48,691.66)**, an **award-winning** and competitively funded health research project, he designed an **interactive VR platform** to enable patient and public involvement in asthma research, producing new co-creation protocols and citizen-centered tools. In the **DICI-EDUCA (€60,000)** research project he implemented **participatory 360° storytelling with at-risk youth**, showing how immersive media empower marginalized communities. He **co-founded XR initiatives for heritage and art** (e.g. Cuarta Pared VR, Auzoux VR) and **directs innovative culture projects at the University of Salamanca** that combine AI, VR and narrative. Through collaborations with hospitals, schools, industry and cultural institutions, he has produced creative outputs in science communication, heritage preservation and social innovation. He regularly **leads public workshops, teaches narrative-design courses for researchers, appears in national media**, and has **presented work in over 15 international exhibitions** (e.g. Venice Biennale Festival, Cannes XR Festival). His **awards** (e.g. iLRN Best Poster, Inmersiva XR Creative Concept, AstraZeneca SPAIC prizes) underline his impact as a **mentor, academic leader and driver of public engagement**. Baía Reis formally **supervises multiple PhD and master’s students internationally**, including a doctoral thesis on VR-supported team building and an interdisciplinary PhD on AI and heritage, and has tutored research in emergent media and communication. In teaching roles, he **coordinates courses** (e.g. the undergraduate Photography Lab) and has led **research groups and R&D initiatives** such as the Future Media CoLab (University of Passau) and the XR Education Hub (Virtual Voyagers Academy and Complutense University of Madrid). His editorial activity is extensive: he is **Editor-in-Chief and Director of *Cinema & Território***, serves on the **editorial boards of *Media Practice and Education* and the *International Journal of Performance Arts and Digital Media***, and regularly reviews for leading international journals. His research includes **5 book chapters and 13 articles in high-impact indexed journals (Q1–Q2)**, with **372 citations (h-index 7, i10-index 5)** and around **33 conference presentations** in forums such as ICA, ECREA and IAMCR. He contributes to **industry and policy partnerships** as a member of USAL’s CRUCIAL knowledge-transfer group and as **scientific advisor in the European Union Science Diplomacy Alliance**, leading its task force at the University of Salamanca. These roles demonstrate his **independence, leadership and broad impact across science, culture and society**.

5. Scientific production

5.1. Articles

- 1) Baía Reis, A., Vašků, P., & Solmošiová, S. (2025). **Artificial intelligence in dance choreography: A practice-as-research exploration of human–AI co-creation using ChatGPT-4**. *International Journal of Performance Arts and Digital Media*. Taylor & Francis / Routledge. <https://doi.org/10.1080/14794713.2025.2515754>. Indexed in Scopus (Q1 Visual Arts & Performing Arts; Q2 Cultural Studies), SJR 2024 = 0.316, CiteScore 2024 = 1.8, SNIP 2024 = 0.733, ESCI (Web of Science), Crossref, and Taylor & Francis Online. Publisher impact factor 2024 = 0.9. Peer-reviewed journal article (Scopus Q1/Q2, ESCI, Arts and Communication fields). Source: *International Journal of Performance Arts and Digital Media (Taylor & Francis / Routledge)*. <https://www.tandfonline.com/journals/rpdm20> [CITED 2 times – Google Scholar]
- 2) Sá-Sousa, A., Almeida, G., Bastos, T. C., Rosário, A., Lopes, F., Dias da Costa, E., Baía Reis, A., Figueiredo, D., Neves, A. L., Loureiro, C. C., Boechat, J. L., Ferreira, A. M., Marques, P., Pestana, R., Martins, P., Fonseca, J. A., & Jácome, C. (2024). **Co-creation of a self-management application for asthma: A citizen science protocol**. *Revista Portuguesa de Imunoalergologia*, 32(x), xxx–xxx. <https://doi.org/10.32932/rpia.2024.03.128>. Indexed in Scopus (SJR 2023 = 0.153; CiteScore 2023 = 0.6, Q4), DOAJ, Latindex (Catalogue v2.0), Crossref, RCAAP, and Google Scholar. Peer-reviewed journal article (Scopus Q4, Medicine / Immunology field). Source: *Revista Portuguesa de Imunoalergologia* (Portuguese Society of Allergology and Clinical Immunology). <https://revista.spaiic.pt>
- 3) Areia, M., Dias, L. P., Matos, P., Figueiredo, D., Neves, A. L., Dias da Costa, E., Loureiro, C. C., Boechat, J. L., Baía Reis, A., Simões, P., Taborda-Barata, L., Fonseca, J. A., & Jácome, C. (2023). **Public involvement in chronic respiratory diseases research: A qualitative study of patients’, carers’ and citizens’ perspectives**. *Health Expectations*, 27(1), e13917. <https://doi.org/10.1111/hex.13917>. Indexed in Journal Citation Reports (JCR, IF 2023 = 3.3, Q1), Scopus (CiteScore 2023 = 5.9, Q1), SJR 2023 = 0.916, SNIP 2023 = 1.128, PubMed, Crossref, DOAJ, and Wiley Online Library. Peer-reviewed journal article (JCR/Scopus Q1, Public Health and Health Policy fields). Source: *Health Expectations* (John Wiley & Sons Ltd). <https://onlinelibrary.wiley.com/journal/13697625> [CITED 4 times – Google Scholar]
- 4) Sá-Sousa, A., Rodrigues, T., Fernandes, S., Santos, A. M., Garcia Lema, I., Dias da Costa, E., Loureiro, C. C., Boechat, J. L., Baía Reis, A., Figueiredo, D., Fonseca, J. A., Neves, A. L., & Jácome, C. (2023). **ConectAR: Collaborative network of patients with asthma and carers actively involved in health research: A protocol for patient and public involvement**. *European Annals of Allergy and Clinical Immunology*, 55(4), 180–188. <https://doi.org/10.23822/EurAnnACI.1764-1489.249>. Indexed in Journal Citation Reports (JCR, Clarivate), Scopus (CiteScore 2023 = 2.4, Q3), SJR (Q3), Crossref, PubMed, DOAJ, and Google Scholar.

Peer-reviewed journal article (JCR/Scopus Q3). Source: *European Annals of Allergy and Clinical Immunology* (EDRA SpA / Associazione Allergologi Immunologi Italiani Territoriali e Ospedalieri). <https://www.eurannallergyimm.com> [CITED 5 times – Google Scholar]

- 5) Jácome, C., Fonseca, N., Rodrigues, T., Fernandes, S., Dias da Costa, E., Amaral, R., Matos, P., Areia, M., Dias, L., Vilaverde, M., Loureiro, C. C., **Baía Reis, A.**, Figueiredo, D., Neves, A. L., Simões, P., Taborda Barata, L., Fonseca, J. A., & Sá-Sousa, A. (2023). *PAAI – Interactive online self-learning programme for patients with asthma: Protocol for co-creation and impact*. *Revista Portuguesa de Imunoalergologia*, 31(2), 151–161. <https://doi.org/10.32932/rpia.2023.04.111>. Indexed in Scopus (SJR 2023 = 0.153; CiteScore 2023 = 0.6), DOAJ, Latindex (Catalogue v2.0), Crossref, RCAAP, and Google Scholar. Peer-reviewed journal article (Scopus Q4, Medicine / Immunology field). Source: *Revista Portuguesa de Imunoalergologia* (Portuguese Society of Allergy and Clinical Immunology). <https://revista.spaic.pt> [CITED 1 times – Google Scholar]
- 6) **Baía Reis, A.** (2023). *Immersive media and social change: The “empathy machine” is dead, long live “emotional geography”! Anàlisi: Quaderns de Comunicació i Cultura*, 68, 135–154. <https://doi.org/10.5565/rev/analisi.3539>. Indexed in Scopus (Q1 Cultural Studies, Q2 Communication), ESCI (Web of Science), ERIH PLUS, Carhus Plus+, DICE, FECyT (Quality Seal), MIAR, Latindex (Catalogue v2.0), DOAJ, Dialnet, Crossref, Sherpa/Romeo, RACO, and ISOC. Peer-reviewed journal article (Q1/Q2, Scopus/ESCI). IF 2023 = 1.3; CiteScore 2023 = 3.3; SJR 2023 = 0.315. Source: *Anàlisi: Quaderns de Comunicació i Cultura* (Autonomous University of Barcelona). <https://analisi.cat> [CITED 10 times – Google Scholar]
- 7) Benítez de Gracia, M. J., Herrera Damas, S., & **Baía Reis, A.** (2023). *Immersive journalism in times of lockdowns*. *IC – Revista Científica de Información y Comunicación*, 20, 77–100. <https://doi.org/10.12795/IC.2023.i20.03>. Indexed in Scopus (SJR 2023 = 0.242, CiteScore 2023 = 1.6, Q3), ERIH PLUS, Latindex (Catalogue v2.0), DOAJ, Crossref, and Dialnet. Peer-reviewed journal article (Scopus Q3, Communication and Cultural Studies field). Source: *IC – Revista Científica de Información y Comunicación* (University of Seville). <https://revistascientificas.us.es/index.php/IC> [CITED 1 times – Google Scholar]
- 8) **Baía Reis, A.**, & Ashmore, M. (2022). *From video streaming to virtual reality worlds: An academic, reflective, and creative study on live theatre and performance in the metaverse*. *International Journal of Performance Arts and Digital Media*, 18(1), 7–28. <https://doi.org/10.1080/14794713.2021.2024398>. Indexed in Scopus (Q1 Visual Arts & Performing Arts, Q2 Cultural Studies), SJR 2023 = 0.388, CiteScore 2023 = 3.1, ESCI (Web of Science), Crossref, and Taylor & Francis Online. Peer-reviewed journal article (Q1/Q2, Scopus/ESCI). Source: *International Journal of Performance Arts and Digital Media* (Taylor & Francis / Routledge). <https://www.tandfonline.com/journals/rpdm20> [CITED 162 times – Google Scholar]
- 9) **Baía Reis, A.**, & Coelho, A. F. V. C. (2018). *Virtual reality and journalism: A gateway to conceptualizing immersive journalism*. *Digital Journalism*, 6(8), 1090–1100. <https://doi.org/10.1080/21670811.2018.1502046>. Indexed in Journal Citation Reports (JCR, Clarivate), Scopus (CiteScore 2023 = 7.7, Q1), SJR (Q1), Crossref, DOAJ, and Google Scholar. IF ≈ 4.0. High-impact journal article (JCR/Scopus Q1, Communication and Journalism fields). Source: *Digital Journalism* (Taylor & Francis / Routledge). <https://www.tandfonline.com/loi/rdij20> [CITED 101 times – Google Scholar]
- 10) **Baía Reis, A.** (2018). *Is Portuguese theatre criticism still relevant?* *Sinais de Cena, 2nd series*, 3, 69–87. <https://revistas.rcaap.pt/sdc/issue/view/932>. Indexed in DOAJ, Latindex (Catalogue v2.0), Crossref, Sherpa Romeo, Diamond OA, ERIH PLUS, Google Scholar, RCAAP, and IATJ (International Association of Theatre Critics). Peer-reviewed journal article indexed in international databases (Communication, Performing Arts and Cultural Studies fields). Source: *Sinais de Cena* (Portuguese Association of Theatre Critics & Centre for Theatre Studies – University of Lisbon). <https://revistas.rcaap.pt/sdc/> [CITED 1 times – Google Scholar]
- 11) **Baía Reis, A.** (2017). *Conceptualizing mediatization: Is “Have Your Say” a kind of transnational public sphere for public deliberation?* *Mediatization Studies*, 1, 23–29. <https://doi.org/10.17951/ms.2017.1.23>. Indexed in ERIH PLUS, DOAJ, CEJSH (Central European Journal of Social Sciences and Humanities), CEEOL (Central and Eastern European Online Library), IC Journals Master List, Crossref, and Google Scholar. Peer-reviewed journal article indexed in international databases (Media and Communication Studies fields). Source: *Mediatization Studies* (Maria Curie-Skłodowska University, Poland). <https://journals.umcs.pl/ms/article/view/4634>
- 12) **Baía Reis, A.** (2016). *Mundos virtuais e jornalismo imersivo: Uma resenha histórica e conceptual*. *Estudos de Jornalismo*, 6(1), 100–112. Indexed in Latindex, Dialnet, and Google Scholar. Academic journal article (ISSN registered, not indexed in JCR/Scopus but recognized in the field of Communication and Journalism). Source: *Estudos de Jornalismo* (Journalism and Society Working Group, SOPCOM). https://www.revista.ei.sopcom.pt/ficheiros/20161231-ej6_v1_2016.pdf
- 13) **Baía Reis, A.** (2016). *Systematic combining: Uma abordagem metodológica abduativa para o estudo da crítica de teatro em Portugal*. <https://revistas.sopcom.pt/index.php/comunicando/article/view/196/130>. *Revista Comunicando*, 5(1), 66–85. Indexed in ERIH PLUS, DOAJ, Redalyc, AmeliCA, Qualis CAPES B3, Latindex (Catalogue v2.0 and Directory), Google Scholar,

BASE (Bielefeld Academic Search Engine), ROAD, RCAA, and INDEXAR. Peer-reviewed journal article indexed in international databases (Communication and Cultural Studies fields). [\[CITED 1 times – Google Scholar\]](#)

5.2. Book chapters

- 1) Santana Mahmut, S., & Baía Reis, A. (2024). ***Immersive technologies in theatre in the era of spatial computing: The case of La Cuarta Pared VR***. In M. Herrero de la Fuente, C. Jiménez Narros, & S. Pérez-Seijo (Eds.), *Experiencias inmersivas: realidad virtual y realidad aumentada en periodismo, publicidad y artes*. Valencia: Tirant lo Blanch. ISBN 978-84-1183-611-1. SPI 2022: ICEE 73 (Q1, rank 2 Spain). <https://editorial.tirant.com/es/libro/experiencias-inmersivas-realidad-virtual-y-realidad-aumentada-en-periodismo-publicidad-y-artes-maria-de-las-mercedes-herrero-de-la-fuente-9788411836111>
- 2) Pérez-Seijo, S., Benítez-de-Gracia, M. J., & Baía Reis, A. (2023). ***Immersed in the news: How VR and 360-degree video have triggered a shift in journalistic storytelling***. In B. García-Orosa, S. Pérez-Seijo, & Á. Vizoso (Eds.), *Emerging practices in the age of automated digital journalism: Models, languages, and storytelling* (pp. 67–77). London / New York: Routledge. <https://doi.org/10.4324/9781003260813-7>. SPI 2022: ICEE 137 (Q1, rank 1 international). [\[CITED 14 times – Google Scholar\]](#)
- 3) Kick, L., Baía Reis, A., & Hahn, O. (2023). ***Immersive media technologies and their impact on today's and future media and communication landscape: Potentialities and challenges through the lens of Riepl's Law***. In A. Godulla & S. Böhm (Eds.), *Digital disruption and media transformation: How technological innovation shapes the future of communication* (pp. 73–81). Cham, Switzerland: Springer Nature. https://doi.org/10.1007/978-3-031-39940-4_6 SPI 2022: ICEE 55 (Q1, rank 4 international). [\[CITED 1 times – Google Scholar\]](#)
- 4) Baía Reis, A., Kick, L., & Oliveto, M. (2023). ***Main concepts in immersive journalism: Immersion and presence***. In A. L. Sánchez Laws (Ed.), *Insights on immersive journalism* (pp. 92–104). London / New York: Routledge. <https://doi.org/10.4324/9781003217008-8>. SPI 2022: ICEE 137 (Q1, rank 1 international). [\[CITED 8 times – Google Scholar\]](#)
- 5) Baía Reis, A., & Coelho, A. (2021). ***Unveiling the landscape: An exploratory study on 360 video, creativity, digital literacy and social change***. In M. J. Brites & T. S. Castro (Eds.), *Digital citizenship, literacies and contexts of inequalities* (pp. 121–130). Lisbon: Edições Universitárias Lusófonas. ISBN 978-989-757-165-7. <https://cicant.ulusofona.pt/publications/books/105-artigo-c>

5.3. Conferences (peer-reviewed) invited and keynote talks

- 1) Baía Reis, A. (2025). ***Flower in a dream garden: The collection of artificial models for the teaching of botany at the University of Salamanca***. Paper presented at the II National Meeting of University Heritage Collections: Action Policies in Management and Conservation, University of Granada, Granada, Spain. [Peer-reviewed conference presentation](#)
- 2) Baía Reis, A. (2025). ***Hacking heritage communication: Immersive storytelling to feel art, science, and history***. Invited talk at the Institute of Education Sciences (IUCE), University of Salamanca, Salamanca, Spain. [Invited talk](#)
- 3) Baía Reis, A. (2024). ***AI and the arts: Doomism or creative renaissance?*** Keynote presented at the AI ESAD.CR? Symposium on the Use and Development of Artificial Intelligence in the Arts and Education, School of Arts and Design, Caldas da Rainha, Portugal. [Keynote talk](#)
- 4) Baía Reis, A. (2024). ***Understanding Western – Insights for Ukrainian XR innovators***. Keynote presented at the Monthly XR Meetup of the XR Ukraine Community. [Invited talk](#)
- 5) Baía Reis, A. (2024). ***Tech meets art: Leveraging emergent media for social change***. Keynote presented at the UES 4th International Conference, CIS University, Madrid, Spain. [Keynote talk](#)
- 6) Baía Reis, A. (2024). ***Digital strategy in heritage centres: New paradigms in information management***. Keynote talk at the XII Meeting of Contemporary Art Documentation Centres, Artium Museoa – Museum of Contemporary Art of the Basque Country, Vitoria-Gasteiz, Spain. [Keynote talk](#)
- 7) Baía Reis, A., & Esteban Blein, J. (2023). ***Performance and metaverses: A foundational study on live theatre in social virtual reality***. Paper presented at the IAMCR 2023 – International Association for Media and Communication Research Conference, Lyon, France. [Peer-reviewed conference presentation](#)
- 8) Lotero, D., & Baía Reis, A. (2023). ***Immersive media and war reporting: Uses, potentialities, and challenges of 360° video to narrate armed conflicts***. Paper presented at the IAMCR 2023 – International Association for Media and Communication Research Conference, Lyon, France. [Peer-reviewed conference presentation](#)

- 9) Lotero, D., & Baía Reis, A. (2023). **Immersive media and war reporting: Uses, potentialities, and challenges of 360° video to narrate armed conflicts.** Paper presented at the Kyoto Conference on Arts, Media & Culture (KAMC2023), The International Academic Forum, Kyoto, Japan. [Peer-reviewed conference presentation](#)
- 10) Lotero, D., & Baía Reis, A. (2023). **Immersive media and war reporting in Colombia: Uses, potentialities, and challenges of 360° video to narrate armed conflicts.** Poster presented at the iLRN 2023 – 9th International Conference of the Immersive Learning Research Network, California, USA. [Peer-reviewed poster presentation](#)
- 11) Castro Lotero, D., & Baía Reis, A. (2023). **Immersive media to remember conflict: Use of 360° video to narrate conflict memory.** Paper presented at the Media and Conflict Memory: An Interdisciplinary Workshop, University of Glasgow, Glasgow, Scotland. [Peer-reviewed conference presentation](#)
- 12) Bonini, E., Sá-Sousa, A., Baía Reis, A., & Dias da Costa, E. (2023). **Metaverse platforms for socialization and communication of science on respiratory health.** Paper presented at the SOPCOM 2023 – Portuguese Communication Sciences Association Young Researchers Meeting, University of Coimbra, Coimbra, Portugal. [Peer-reviewed conference presentation](#)
- 13) Jácome, C., Fonseca, N., Rodrigues, T., Fernandes, S., Dias da Costa, E., Amaral, R., Matos, P., Areia, M., Dias, L., Vilaverde, M., Loureiro, C. C., Boechat, J. L., Baía Reis, A., Figueiredo, D., Neves, A. L., Simões, P., Taborda Barata, L., Fonseca, J. A., & Sá-Sousa, A. (2023). **PAAI – Interactive online self-learning programme for patients with asthma: A patient- and carer-centred approach on the most relevant topics to address.** Poster presented at the EAACI Hybrid Congress 2023. [Peer-reviewed conference presentation](#)
- 14) Sá-Sousa, A., Rodrigues, T., Fernandes, S., Matos, P., Fonseca, N., Garcia-Lema, I., Dias da Costa, E., Areia, M., Dias, L. P., Loureiro, C. C., Boechat, J. L., Baía Reis, A., Figueiredo, D., Neves, A. L., Jácome, C., & Fonseca, J. A. (2023). **ConectAR – Collaborative network of patients with chronic respiratory diseases and carers actively involved in health research: An initiative for patient and public involvement.** Poster presented at the EAACI Hybrid Congress 2023. [Peer-reviewed poster presentation](#)
- 15) Baía Reis, A. (2023). **Embodiment: The role of the body in digital spaces.** Keynote presented at Descubre XR – VR Day Spain 2023, Madrid, Spain. [Keynote talk](#)
- 16) Baía Reis, A. (2023). **Live performance in the metaverse.** Keynote presented at the OnLive Festival, Fondazione Piemonte, Turin, Italy. [Keynote talk](#)
- 17) Baía Reis, A. (2022). **Somewhere over the Theatreverse: A work-in-progress artistic manifesto on live performance in virtual reality.** Keynote presented at the HOPE Conference 2022, PlayOn! European Theatre Lab, Hamburg, Germany. [Keynote talk](#)
- 18) Baía Reis, A. (2022). **Raider of the lost sculpture: A practice-based research virtual reality storytelling for social impact and the role of digital media practitioners as academics, artists, and advocates.** Paper presented at the ICA – International Communication Association Conference 2022, Paris, France. [Peer-reviewed conference presentation](#)
- 19) Baía Reis, A. (2022). **Immersive media and social change: From the empathic machine to emotional geography.** Paper presented at the XII SOPCOM Communication Sciences Congress – Communication and Disruption: Technological, Social and Cultural Challenges, NOVA University of Lisbon, Lisbon, Portugal. [Peer-reviewed conference presentation](#)
- 20) Baía Reis, A. (2022). **From storytelling to storyliving: Live acting in the metaverse as an innovative device for heritage and science communication.** Keynote presented at the III Scientific Heritage Day – University Collections and Digital Strategies, University of Salamanca, Salamanca, Spain.
- 21) Baía Reis, A. (2022). **Communication and the Metaverse.** Keynote presented at the I International Congress on New Narratives in the Digital Society (DigitALL), Polytechnic University of Valencia, Gandía Campus, Spain. [Keynote talk](#)
- 22) Baía Reis, A. (2022). **Social networks and new media.** Keynote presented at the II Forum on (Di)versities: Photoethnography, Identity and Coeducation, University of Salamanca, Salamanca, Spain. [Keynote talk](#)
- 23) Baía Reis, A. (2022). **Into the “Theatreverse” we go! Bits and pieces and other metaverse paraphernalia at the crossroads of live performance and XR technologies.** Keynote presented at the iLAB, University of Calgary, Calgary, Canada. [Keynote talk](#)
- 24) Baía Reis, A., Esteban Blein, J., Duran Fonseca, E., Serra, R., & Peña, I. (2021). **It is not about doing theatre in VR. It is about theatricalizing the metaverse!** Keynote presented at VR Days Europe 2021, Amsterdam, The Netherlands. [Keynote talk](#)

- 25) **Baía Reis, A. (2021). La Cuarta Pared VR and live performance in VR.** Keynote presented at the Open Studio: Ways of InteXRaction, LEV Festival at Matadero, Madrid, Spain. [*Keynote talk*](#)
- 26) **Baía Reis, A. (2021). The media practitioner as an academic, artist, and advocate: A practice-based research on immersive media and creativity.** Paper presented at the MPE/MeCCSA Practice Network Symposium 2021, Solent University, Southampton, United Kingdom. [*Peer-reviewed conference presentation*](#)
- 27) **Baía Reis, A. (2021). The art of saving art: Immersive storytelling for social change.** Paper presented at the 25th Annual DRHA Conference “Digital Matters: Designing/Performing Agency for the Anthropocene,” Humboldt University Berlin & Free University Berlin, Berlin, Germany. [*Peer-reviewed conference presentation*](#)
- 28) **Baía Reis, A. (2021). The art of saving art: Immersive storytelling for social change.** Paper presented at the Digital Storytelling Conference 2021 – Storytelling for a “Just” Future, Loughborough University, Loughborough, United Kingdom. [*Peer-reviewed conference presentation*](#)
- 29) **Baía Reis, A., & Ashmore, M. (2021). When theatre meets the metaverse: A conceptual framework for live theatre and performance in virtual reality.** Paper presented at the Theatre Conference JAMU, Theatre Faculty, Janáček Academy of Performing Arts, Brno, Czech Republic. [*Peer-reviewed conference presentation*](#)
- 30) **Baía Reis, A., Esteban Blein, J., Duran Fonseca, E., Serra, R., & Peña, I. (2021). From theatre venues to theatre worlds: An arts-based study on live acting and performance in virtual reality.** Paper presented at the Immersive Storytelling Symposium: Opportunities for Innovation, University of Nottingham, Nottingham, United Kingdom. [*Peer-reviewed conference presentation*](#)
- 31) **Baía Reis, A., & de Lima Santos, M. F. (2021). From 19th-century camerae obscurae to 360-degree photography: The evolution of photography through Walter Benjamin’s “optical unconscious.”** Paper presented at the VI International Cinema & Territory Conference, University of Madeira, Madeira, Portugal. [*Peer-reviewed conference presentation*](#)
- 32) **Baía Reis, A. (2021). New perspectives, old problems: The intersection between immersive technologies and artistic practices in the construction of emotions, sensibilities, and social impact.** Keynote presented at the VI International Cinema & Territory Conference, University of Madeira, Madeira, Portugal. [*Keynote talk and conference opening*](#)
- 33) **Benítez de Gracia, M. J., Herrera Damas, S., & Baía Reis, A. (2021). Immersive journalism in times of pandemic: Analysis of news coverage during the COVID-19 crisis.** Paper presented at the JOLT–CICOM Conference “Harnessing Data and Technology for Journalism,” University of Navarra, Pamplona, Spain. [*Peer-reviewed conference presentation*](#)
- 34) **Baía Reis, A. (2021). Immersive media and social change: The “empathy machine” is dead, long live “emotional geography.”** Paper presented at the JOLT–CICOM Conference “Harnessing Data and Technology for Journalism,” University of Navarra, Pamplona, Spain. [*Peer-reviewed conference presentation*](#)
- 35) **Baía Reis, A., & Coelho, A. (2019). Immersive journalism and emotion.** Paper presented at the Future of Journalism Conference 2019, Cardiff University, Cardiff, United Kingdom. [*Peer-reviewed conference presentation*](#)
- 36) **Baía Reis, A., Coelho, A., & Kasprzak, M. (2019). “The kids of the cardboard boxes are back on top again”: Leveraging immersive media for social change.** Paper presented at the IAMCR 2019 – International Association for Media and Communication Research Conference, Complutense University of Madrid, Madrid, Spain. [*Peer-reviewed conference presentation*](#)
- 37) **Baía Reis, A., & Coelho, A. (2018). Immersive journalism and empathy: The next frontier in social and cultural awareness?** Poster presented at the ECREA 2018 – European Communication Research and Education Association Conference, Università della Svizzera Italiana, Lugano, Switzerland. [*Peer-reviewed poster presentation*](#)
- 38) **Baía Reis, A. (2017). Immersive journalism, audiences, and emotion: Towards a definition of immersive media audience.** Paper presented at the ECREA Journalism Studies Section Conference 2017 – Changing Audiences, Changing Journalism, University of Southern Denmark, Odense, Denmark. [*Peer-reviewed conference presentation*](#)
- 39) **Baía Reis, A. (2017). Immersive journalism: A theoretical and conceptual framework.** Paper presented at the Future of Journalism 2017 – Journalism in a Post-Truth Age? Cardiff University, Cardiff, United Kingdom. [*Peer-reviewed conference presentation*](#)

- 40) **Baía Reis, A., & Moutinho, N. (2017). Theatre criticism in Portugal: Historical paths and current dynamics.** Paper presented at the XV Congress of the Association of Communication Historians – Communication and Spectacle, Media Innovation Lab, University of Porto, Porto, Portugal. *Peer-reviewed conference presentation*
- 41) **Baía Reis, A. (2017). Immersive journalism and audiences: Immersion, presence, and emotion in the construction of the concept of immersive media audience.** Paper presented at the 10th Conference of the Portuguese Association of Communication Sciences (SOPCOM), Viseu, Portugal. *Peer-reviewed conference presentation*
- 42) **Baía Reis, A. (2016). Journalism and virtual reality: A theoretical and conceptual overview on immersive journalism.** Paper presented at the 5th Doctoral Seminar in Communication and Cultural Studies, University of Minho, Braga, Portugal. *Peer-reviewed conference presentation*
- 43) **Baía Reis, A. (2016). Virtual worlds and immersive journalism: A historical and conceptual overview.** Paper presented at the 3rd Journalism and Society Work Group Meeting – SOPCOM (Portuguese Association of Communication Sciences), University of Porto, Porto, Portugal. *Peer-reviewed conference presentation*
- 44) **Baía Reis, A. (2016). Virtual reality and prejudice: Immersive journalism as a means for social and cultural awareness.** Paper presented at the Cyberculture Conference: Thought, Archives and Knowledge – SOPCOM Cyberculture Work Group Special Panel, University of Minho, Braga, Portugal. *Peer-reviewed conference presentation*
- 45) **Baía Reis, A. (2016). Theatre criticism history in Portugal: From Francisco Bernardo Lima’s eighteenth-century feuilletonism to copy-pasted press releases.** Paper presented at the I Communication History Seminar, University of Minho, Braga, Portugal. *Peer-reviewed conference presentation*
- 46) **Baía Reis, A. (2016). Systematic combining: A methodological abductive approach for the study of theatre criticism in Portugal.** Paper presented at the 3rd Meeting of Young Researchers in Communication Sciences, University of Minho, Braga, Portugal. *Peer-reviewed conference presentation*
- 47) **Baía Reis, A. (2016). The whereabouts of theatre criticism.** Paper presented at IJUP 2016 – 9th Meeting of Young Researchers, University of Porto, Porto, Portugal. *Peer-reviewed conference presentation*
- 48) **Baía Reis, A. (2016). Theatre criticism and theatre critics: Obliteration or rising phoenix?** Paper presented at the I International Conference of Young Researchers on Theatre Studies, University of Murcia, Murcia, Spain. *Peer-reviewed conference presentation*
- 49) **Baía Reis, A. (2016). Activism “as if you were there”: Virtual reality journalism concepts, uses, opportunities and limits towards a new form of activist media practice.** Paper presented at the ESA Mid-Term Conference – Rethinking Power in Communicative Capitalism, ISCTE–University Institute of Lisbon, Lisbon, Portugal. *Peer-reviewed conference presentation*
- 50) **Baía Reis, A., & Moutinho, N. (2015). Theatre criticism as a cultural journalism subgenre: A historical overview of theatre criticism in Europe and Portugal and its relation with social phenomena and press history.** Proceedings of the 9th Conference of the Portuguese Association of Communication Sciences, 66–78. ISBN 978-989-99840-2-8. *Peer-reviewed conference presentation*

6. Participation in scientific projects

- 1) **2025 – ongoing | SCICOMMXR – Science Communication through Immersive Media Arts: An Innovative Framework for Arts-Based Science Communication**
- Ref.: 101146504 (HORIZON-MSCA-2023-PF-EF)
 - Funding body / call: European Research Executive Agency (European Commission – Horizon Europe, Marie Skłodowska-Curie Actions – Postdoctoral Fellowship)
 - Principal Investigator: Dr. António Baía Reis (University of Salamanca)
 - Funding amount: €206,641.20
 - Role: Principal Investigator (Marie Curie Fellow)
 - Description: International highly competitive postdoctoral project developing an innovative methodological framework for arts-based science communication through immersive media arts. Includes experimental XR research, public engagement, and best-practice transfer across academia, culture, and society.
 - Status: Funded – ongoing
- 2) **2025 – 2026 | XR Media Literacy (King’s College London, UK)**
- Type: Educational innovation project (funded internal initiative, EdX platform)
 - Director: Dr. Gabriele Salciute-Civiliene

- Role: Collaborating Researcher & Content Expert
 - Description: Co-design of the open online course *XR Media Literacy*, contributing conceptual and academic content on immersive media, audiovisual communication, art, science, and heritage. Aligned with King’s digital education and media literacy strategy.
 - Status: Ongoing
- 3) **2023 – 2024 | *Trigger Lab – Innovation and Entrepreneurship Program (CIS University, Madrid)***
- Type: Teaching innovation project (institutionally funded)
 - Director: Dr. Francisco Ubierna Gómez
 - Role: Collaborating Researcher
 - Description: Design and implementation of an interdisciplinary program on innovation and entrepreneurship, integrating pedagogical approaches based on communication, creativity, and emerging technologies.
 - Status: Funded – completed
- 4) **2022 – 2023 | *XR Education Hub (Virtual Voyagers Academy & Universidad Complutense de Madrid)***
- Type: Teaching innovation and applied research project (industry–university collaboration)
 - Director: Dr. António Baía Reis
 - Role: Project Director
 - Description: Development of a virtual classroom for teaching in VR environments, combining immersive experiences with higher education pedagogy. Implemented in master’s and executive programs focused on XR and the metaverse.
 - Status: Funded – completed
- 5) **2022 – 2023 | *5G Creative Explorer (Coventry University & Arts Council England)***
- Funding body: Arts Council England (Creative Industries Fund)
 - Director: Dr. Peta Murphy (Coventry University)
 - Role: Collaborating Researcher & Module Designer
 - Description: Research and training project exploring the integration of 5G technologies in creative and educational contexts through immersive audiovisual formats and experiential pedagogy.
 - Status: Funded – completed
- 6) **2022 – 2023 | *CONECTAR – Collaborative Research Network: Advancing Patient and Public Involvement in Respiratory and Digital Health***
- Ref.: EXPL/SAU-SER/0439/2021
 - Funding body: Fundação para a Ciência e a Tecnologia (FCT, Portugal)
 - Principal Investigator: Dr. Ana Sá e Sousa (University of Porto)
 - Funding amount: €48,691.66
 - Role: Work Package Leader & Communication Coordinator
 - Description: Designed communication and immersive media strategies to enhance citizen participation in health research using participatory and audiovisual storytelling.
 - Status: Funded – completed
- 7) **2021 – 2022 | *SHAPING II – Shaping the Next Generation of Manufacturing Professionals***
- Ref.: Cod. 77626 / Ref. 21018
 - Funding body: European Institute of Innovation & Technology (EIT)
 - Principal Investigator: Dr. Gil Gonçalves (University of Porto)
 - Funding amount: €149,997.00
 - Role: Work Package Leader
 - Description: Development of digital training materials and communication strategies to promote STEM engagement among students through immersive storytelling.
 - Status: Funded – completed
- 8) **2021 – 2022 | *YML TWO – Young Manufacturing Leaders: Talented Workforce for an Open Society***
- Ref.: Cod. 0375 / Ref. 23297
 - Funding body: European Institute of Innovation & Technology (EIT)
 - Principal Investigator: Dr. Gil Gonçalves (University of Porto)
 - Funding amount: €199,891.00
 - Role: Senior Researcher
 - Description: Design of communication strategies and educational resources fostering youth engagement in innovation and industrial transformation across Europe.
 - Status: Funded – completed
- 9) **2020 – 2020 | *CPPS 101 – The Smart Manufacturing Paradigm: A Tutorial Introduction on Cyber-Physical Production Systems***

- Ref.: 20086 (CPPS 101)
- Funding body: European Institute of Innovation & Technology (EIT)
- Principal Investigator: Dr. Gil Gonçalves (University of Porto)
- Funding amount: €281,636.00
- Role: Work Package Leader
- Description: Produced digital learning resources for training on Industry 4.0 systems, applying immersive-media based teaching and communication techniques for industrial knowledge transfer.
- Status: Funded – completed

10) 2019 – 2022 | *DiCi-Educa – Educational Centres with Digital and Civic Competencies*

- Funding body: Calouste Gulbenkian Foundation (Portugal)
- Institution / PI: Universidade Lusófona / Dr. Maria José Brites
- Funding amount: €60,000
- Role: Senior Researcher
- Description: Applied immersive storytelling and participatory video to strengthen civic and digital competencies in education for social reintegration contexts.
- Status: Funded – completed

7. Involvement in the scientific community

7.1. Member of scientific and organization conference committees

- 1) **Member of the Scientific Committee**, *VII Congresso Internacional de Jornalismo para Dispositivos Móveis e Inteligência Artificial (JDMIA2025)*, Universidade da Beira Interior, Covilhã, Portugal, **13–14 November 2025**.
- 2) **Member of the Scientific Committee**, *International Conference on Graphics and Interaction 2025*, ISCTE – University Institute of Lisbon, Lisbon, Portugal, **13–14 November 2025**.
- 3) **Member of the Scientific Committee**, *6th Meeting of Young Researchers in Communication Sciences (SOPCOM)*, University of Coimbra / SOPCOM – Portuguese Association of Communication Sciences, Coimbra, Portugal, **1 June 2023**.
- 4) **Member of the Organizing Committee**, *EuroVis 2019 – 21st EG/VGTC Conference on Visualization*, Faculty of Engineering, University of Porto (FEUP), Porto, Portugal, **3–7 June 2019**.
- 5) **Member of the Organizing Committee**, *Creative CoLab 2017 – Immersive Storytelling and Digital Citizenship*, Faculty of Engineering, University of Porto (FEUP), Porto, Portugal, **12–16 June 2017**.

7.2. Editorial roles

- 1) **Editorial Board Member**, *International Journal of Performance Arts and Digital Media* (Q1 Visual Arts & Performing Arts, Q2 Communication; Routledge – Taylor & Francis), 2025 – ongoing
- 2) **Scientific Committee Member**, *Espaço Random*, University of Madeira (Portugal), 2023 – ongoing
- 3) **Editorial Board Member**, *Media Practice and Education* (Q2 Communication; Routledge – Taylor & Francis), 2021 – ongoing
- 4) **Director and Editor-in-Chief**, *Cinema & Território*, University of Madeira (Portugal), 2021 - ongoing

7.3. Reviewing roles

- 1) **Cinema & Território** (ISSN 2183-7902) – University of Madeira (Portugal)
International, peer-reviewed, open-access journal on cinema, visual arts, communication and visual anthropology. Indexed in DOAJ, ASIAN Science Citation Index, ERIH PLUS, Google Scholar, INDEX, LATINDEX, LIVRE, MLA International Bibliography, and RCAAP, among others.
Number of articles reviewed: 46
- 2) **International Journal of Performance Arts and Digital Media** (ISSN 1479-4713 / eISSN 2040-0934) – Routledge, Taylor & Francis
International, peer-reviewed journal indexed in Scopus, Web of Science (ESCI), ERIH PLUS, Google Scholar, EBSCOhost, ProQuest, IBTD, Arts & Humanities Citation Index, RILM, etc. SJR ≈ 0.316; h-index 15; ranked Q1 in Visual Arts & Performing

Arts and Q2 in Communication.

Number of articles reviewed: 2

- 3) **Journalism** (ISSN 1464-8849 / eISSN 1741-3001) – SAGE Publications
International, peer-reviewed journal indexed in Scopus, Web of Science (SSCI), ERIH PLUS, Google Scholar, EBSCOhost, ProQuest and other major databases. SJR ≈ 1.903 (2024); h-index 86; ranked Q1 in Communication and in Arts & Humanities (miscellaneous).
Number of articles reviewed: 2
- 4) **Journalism and Media** (ISSN 2673-5172) – MDPI
International, peer-reviewed open-access journal. Indexed in Scimago (SJR ≈ 0.517; h-index 16); ranked Q1 in Arts & Humanities (miscellaneous) and Linguistics & Language, and Q2 in Social Sciences (miscellaneous) for 2023–2024.
Number of articles reviewed: 1
- 5) **Journalism Practice** (ISSN 1751-2786 / eISSN 1751-2794) – Routledge
International, peer-reviewed journal with long-standing trajectory since 2007. SJR ≈ 1.388 (2024); h-index 69; ranked Q1 in Communication.
Number of articles reviewed: 2
- 6) **Media Practice and Education** (ISSN 2574-1136 / eISSN 2574-1144) – Taylor & Francis
International, peer-reviewed journal covering media practice, theory, and education. Indexed in Scimago (SJR ≈ 0.226; h-index 24); ranked Q2 in Communication and Education.
Number of articles reviewed: 4
- 7) **Doxa Comunicación. Revista interdisciplinar de estudios de comunicación y ciencias sociales** (ISSN 1696-019X / eISSN 2386-3978) – Universidad CEU San Pablo (Spain)
International, peer-reviewed open-access journal indexed in Scopus, Web of Science (ESCI), REDIB, ERIH PLUS, DOAJ, Google Scholar, Dialnet Métricas, MIAR, Latindex Catálogo v2.0, CIRC, ÍndICES CSIC, MLA, EBSCO, etc. SJR ≈ 0.257 (2024); h-index 10; ranked Q3 in Communication and Social Sciences (miscellaneous). Holds the FECYT Quality Seal and Q2 ranking in REDIB.
Number of articles reviewed: 1

7.4. Prizes, awards and distinctions

- 1) **INMERSIVA XR Award 2023 – Finalist, “Best Creative Concept” (project *El Cónclave de los Titanes (Cuarta Pared VR)*)**.
Awarding body: INMERSIVA XR – Spanish Association of Extended Reality.
Scope: National (Spain).
Significance and impact: Recognition in the 5th Spanish edition of VR Day – DescubreXR 2023, a national reference event in extended reality, held at ETOPIA Centro de Arte y Tecnología (Zaragoza).
- 2) **Premio Investigação em Asma 2023 – Asthma Research Award 2023 (best research project for “COSMIC: Co-creation of a self-management app for asthma: A citizen science protocol”)**.
Awarding body: Sociedade Portuguesa de Alergologia e Imunologia Clínica (SPAIC) & JABA Recordati, S.A.
Scope: National (Portugal).
Significance and impact: National award from the leading Portuguese scientific society in immunoallergology, recognizing research excellence and social impact in projects that combine science, communication, and immersive technologies.
- 3) **Best Academic Work-in-Progress Paper Award (work “Immersive Media and War Reporting in Colombia: Uses, Potentialities and Challenges of 360° Video to Narrate Armed Conflicts”)**.
Awarding body: Immersive Learning Research Network (iLRN).
Scope: International (USA).
Significance and impact: International recognition by the main global research network in immersive learning (iLRN) at its 9th annual conference (2023), highlighting academic relevance and originality in immersive journalism and conflict communication.
- 4) **Prémio SPAIC – AstraZeneca 2022 (project “PAAI – Programa de Auto-Aprendizagem Interativo e online para pessoas com asma: co-criação e avaliação de impacto”)**.
Awarding body: Sociedade Portuguesa de Alergologia e Imunologia Clínica (SPAIC) & AstraZeneca Portugal.
Scope: National (Portugal).

Significance and impact: Award for innovative projects in health and science communication, emphasizing participatory methodologies and the use of interactive digital media to empower patients.

5) **Digital Artists Grant 2021 – Moniker x Creative Debuts.**

Awarding body: Moniker x Creative Debuts (United Kingdom).

Scope: International.

Significance and impact: International grant for emerging digital artists awarded by the British platform Creative Debuts and Moniker Art Fair, recognizing innovation in digital art and new media. Grant amount: £500.

6) **Container Artistic Residency 2021 – “Queer ec(h)o”.**

Awarding body: Container Magazine (United Kingdom).

Scope: International.

Significance and impact: International artistic residency awarded for the project *Queer ec(h)o*, recognized for its innovative approach to climate justice, queer art, and performance in virtual reality.

7) **Prémio SPAIC – AstraZeneca 2021 (project “Rede colaborativa de doentes com asma e cuidadores com envolvimento ativo na investigação em saúde”).**

Awarding body: Sociedade Portuguesa de Alergologia e Imunologia Clínica (SPAIC) & AstraZeneca Portugal.

Scope: National (Portugal).

Significance and impact: National award for health research and communication based on citizen science and digital art, fostering collaboration between researchers and patient communities.

8) **FLAD Travel Grant Recipient – Doing Autoethnography 2020, University of Illinois (USA) — 2020**

Awarding body: Luso-American Development Foundation (FLAD). *Scope:* International (USA)

Significance: Awarded a competitive FLAD travel grant (€800) to present research on digital storytelling at the international conference *Doing Autoethnography 2020*.

9) **EASST Fund 2019 – “Unraveling the Landscape: A 360-degree video workshop” (Principal Investigator).**

Awarding body: European Association for the Study of Science and Technology (EASST).

Scope: International.

Significance and impact: Competitive international grant (€1,000) awarded after expert review by a leading European association in Science and Technology Studies, recognizing innovation in science communication through 360° video and its interdisciplinary impact across art, science, and society.

7.5. Research stays

1) **King’s College London – Faculty of Arts & Humanities, Department of Digital Humanities (London, UK)**

Dates: 2–17 February 2026 (16 days)

Type: Visiting Research Fellow (research stay)

Significance: Visiting research stay within the Marie Skłodowska-Curie Postdoctoral Fellowship SciCommXR, carrying out a structured programme of academic and practice-based activities aligned with the host department’s research priorities. Activities included meetings with faculty, staff, and students, theoretical and practical research work, delivery of a lecture to the department/community, and the presentation of an arts-based installation at Somerset House (Inigo Rooms).

2) **Católica Lisbon School of Business & Economics – Universidade Católica Portuguesa (Lisbon, Portugal)**

Dates: 10–13 December 2026 (4 days)

Type: Short research stay

Significance: Invited research stay within the Marie Skłodowska-Curie Postdoctoral Fellowship SciCommXR (Horizon Europe, University of Salamanca), leading a collaborative pilot with faculty, the Learning Innovation Office, the Career Accelerator Lab, and master’s students to design and supervise an experimental study on immersive media narratives, psychology, and organizational communication, testing a team-building interactive VR experience as a minimum viable product for future implementation.

3) **Research Lab “Society, Democracy and Society in Transition” & Platform SDGs – University for Continuing Education Krems, in collaboration with Palazzo Grassi – Pinault Collection (Venice, Italy)**

Dates: 2–6 December 2025 (5 days)

Type: Short research stay

Significance: Invited research stay within the Marie Skłodowska-Curie Postdoctoral Fellowship *SciCommXR* (Horizon Europe, University of Salamanca), linked to the international conference “*Science Diplomacy and Heritage: On the Politics of Fragments, the Role of Science, and the Perception of Lacunas*” (Teatrino di Palazzo Grassi, 4 December 2025), combining participation in conference activities with practice-based research on immersive media for science and heritage communication, meetings with EUTOPIA and Venetian heritage professionals, and exploration of future collaboration in science diplomacy and cultural communication.

4) **Laboratory for Experimental Performance (L.PE) – University of Madeira (Portugal)**

Dates: 10–21 November 2025 (12 days)

Type: Short research stay

Significance: Short research stay within the framework of the Marie Skłodowska-Curie Postdoctoral Fellowship (SciCommXR project, Horizon Europe, University of Salamanca). Research and artistic experimentation with video art, immersive narratives, and social innovation, which resulted in leading a workshop with undergraduate students from the Bachelor’s degree in Visual Arts, co-creating an experimental film premiered at the VIII International Cinema & Territory Conference (14 November 2025), delivering the talk “*After the Image: Shared Drift on Archives, Islands and Gestures*”, and refining theoretical and practical work at the intersection of film studies, emerging narratives, and arts communication.

5) **The Social Observatory for Artificial Intelligence and Digital Data – ICNOVA / NOVA FCSH (Lisbon, Portugal)**

Dates: 5–9 August 2025 (5 days)

Type: Short research stay

Significance: Short research stay within the framework of the Marie Skłodowska-Curie Postdoctoral Fellowship (SciCommXR project, Horizon Europe, University of Salamanca). Research and artistic experimentation with immersive technologies (XR, VR), contributing to the consolidation of an international network between the University of Salamanca (CaUSAL), ICNOVA, and NOVA FCSH.

6) **Culture Council – University of Madeira (Portugal)**

Dates: 27 May – 2 June 2025 (7 days)

Type: Short research stay

Significance: Invited research visit within the Marie Skłodowska-Curie Postdoctoral Fellowship *SciCommXR* (Horizon Europe, University of Salamanca), including meetings with faculty, fieldwork with immersive technologies, and a workshop on emergent storytelling for innovating art and heritage communication, delivered to the general public at Quinta Magnólia Cultural Center as part of the official 2025 International Museum Day programme.

7) **iNOVA Media Lab – ICNOVA, Universidade NOVA de Lisboa (Portugal)**

Dates: 3 October 2024 – 31 January 2025 (4 months)

Type: Research stay

Significance: Research stay to develop preliminary work for the SciCommXR project (Marie Skłodowska-Curie, Horizon Europe). Scientific collaboration with the iNOVA Media Lab group (dir. Prof. Paulo Nuno Vicente), strengthening institutional links between Universidade NOVA de Lisboa and the University of Salamanca (CaUSAL). Included two specialized seminars for master’s and PhD students and the development of projects on audiovisual narratives and emerging technologies (XR, VR, AI).

8) **European University of Tirana (Albania) – Faculty of Humanities, Education and Liberal Arts, Department of Communication**

Dates: 15–22 March 2019 (8 days)

Type: International teaching mobility (Erasmus+)

Significance: International teaching stay under the Erasmus+ Staff Mobility Programme (MARE NOSTRUM 2017–2019 Consortium KAI07-035562/(270)001/2017). Delivered the specialized seminar “*Immersive Journalism*” (8 teaching hours) in bachelor’s and master’s courses in Communication, Public Relations, IT, and Visual Arts. Activity focused on knowledge transfer in immersive narratives and on consolidating academic networks between the University of Porto and the European University of Tirana.

9) **Universidad Carlos III de Madrid (Spain)**

Dates: 7 January – 7 February 2019 (1 month)

Type: Research stay

Significance: Research stay within the PhD Programme in Media Studies (RD 99/2011), supervised by Prof. Dácil Susana Herrera Damas. Activities related to the development of the doctoral thesis “*Immersive journalism and empathy: A theoretical and empirical study into the use of 360-degree video for pro-social attitude change.*” Included collaboration with researchers from the Department of Communication in the field of immersive journalism.

7.6. Supervising roles

- 1) **PhD (Principal supervisor)** – Elmir Insapov, University of Porto (Portugal), **2023–ongoing**: *Team Building through Social Virtual Reality: Developing Immersive Collaborative Experiences for Corporate Well-Being*.
- 2) **PhD (Co-supervisor)** – Sofania Rojas, University of Salamanca (Spain), **2025-ongoing**: *Integration of Artificial Intelligence into Science and Environmental Education and the Conservation of Natural Heritage in Ecuador: An Interdisciplinary Approach Between Science, Technology and Community*.
- 3) **PhD (Tutor)** – Lukas Kick, University of Passau (Germany) **2021-ongoing**: *Ethical dimensions of immersive journalism*.
- 4) **PhD (Tutor)** – David Lotero, University of Passau (Germany) **2021-ongoing**: *Immersive media, 360° video and war reporting*.
- 5) **MFA (Tutor)** – Shane Ohmer, Hollins University (USA) **2025-ongoing**: research-creation project on artificial intelligence, dance, and audiovisual annotation.
- 6) **Master’s (Co-supervisor)** – Eduardo Bonini, University of Porto (Portugal), **2022**: *Health Communication: The Use of Multimedia Strategies and Tools in Health Communication Thinking and Processes*.
- 7) **Master’s (Co-supervisor)** – Leonor Cónego, University of Porto (Portugal), **2021**: *An Education 4.0 Pedagogical Approach for Introducing Smart Manufacturing to 5th Grade Students*.
- 8) **Bachelor’s (Coordinator and tutor)** – Project–Internship (*Projecto–Estágio*), BA in Communication Design, University of Porto (Portugal), **2020–2021** (external internships and project supervision at the Faculty of Engineering of the University of Porto).

8. Knowledge transfer achievements

8.1. Knowledge transfer – relevant roles

- 1) **Scientific and Creative Advisor, European Union Science Diplomacy Alliance (ESDA – Culture Working Group) — 2025–present**
Advisor on arts-based science diplomacy and creative communication initiatives bridging EU science and cultural sectors.
- 2) **Research Member, CRUCIAL – Knowledge Transfer Group “Culture, Communication and Creativity”, University of Salamanca (Spain) — 2025–present**
Member of the University’s official Knowledge Transfer Group, contributing to social, cultural, and scientific communication initiatives connecting academia with society.
- 3) **Research Member, CaUSAL – Academic Culture, Heritage, and Social Memory Research Group, University of Salamanca (Spain) — 2024–present**
Participation in research and dissemination projects on academic culture, scientific heritage, and science communication.
- 4) **Head of R&D, Asterius Inversiones SLU (Madrid, Spain) — 2023–2025**
Creation and direction of the R&D department; development of innovation strategies linking academia and industry. Strengthened collaboration with academic institutions and implemented creative methodologies in communication and entrepreneurship.
- 5) **Innovation and Creativity Consultant, Asterius Inversiones SLU (Madrid, Spain) — 2023**
Design and advisory on communication, innovation, and creativity strategies; coordination of university–industry transfer projects and digital communication initiatives.
- 6) **Executive Academic Director, Virtual Voyagers Academy + Complutense University of Madrid (Spain) — 2022–2023**
Academic leadership of two postgraduate programmes (“Master in VR, AR and Metaverse Design” and “Business Certificate in Metaverse”). Responsible for academic planning, institutional communication, and programme management.
- 7) **Invited Researcher and Media Artist, Experimental Performance Laboratory of Intermedia Art, University of Madeira (Portugal) — 2019–present**
Artistic and scientific collaboration in new media and performance art; development of interdisciplinary creative research and exhibition projects.

8.2. Knowledge transfer – relevant activities

- 1) **Principal Investigator and Project Director**, *La Piel de las Palabras [The Skin of Words]* – Creative Countryside 2025/26 (University of Salamanca, Spain) — 2025–2026
Pilot project on AI-based poetic co-creation for the activation of intangible heritage.
- 2) **Creative and Science Communication Director**, *Flower in a Garden of Dreams – Interactive Museum Exhibition* (University of Salamanca, Spain) — 01/2025–05/2025
Direction of the creative and narrative strategy for an immersive exhibition on scientific heritage.
- 3) **Project Director**, *Auzoux VR* (University of Salamanca, Spain) — 03/2025–10/2025
Direction of a virtual reality project for science communication and museum innovation.
- 4) **Co-founder and Project Lead**, *Cuarta Pared VR – Vodafone 5G Lab Innova 2022* (Vodafone España) — 2022
Development of an XR prototype for performing arts; technology transfer between academia and industry.
- 5) **Mentor**, *AWE EU 2024 – Augmented World Expo* (Vienna, Austria) — 29–30/10/2024
Invited mentor for the AWE XR Mentorship Program; international knowledge transfer between academia and the XR industry.
- 6) **Participant**, *MIT Reality Hack 2023* (Massachusetts Institute of Technology, USA) — 12–16/01/2023
Researcher participant in international hackathon on immersive technologies; collaborative XR prototype development for education and culture.

8.3. Dissemination of scientific activities

- 1) **Public Talk**, “*Entre exposição e emoção: O que acontece quando a arte é comunicada de forma diferente?*” – Quinta Magnólia Cultural Centre, University of Madeira (Portugal) — **2025**
Public dissemination session for International Museum Day, part of the Marie Skłodowska-Curie *SciCommXR* project.
- 2) **Workshop**, “*Comunicar arte com arte e não só*” [*Communicating Art with Art and Beyond*] – Quinta Magnólia Cultural Centre, University of Madeira (Portugal) — **2025**
Open-science workshop supported by *SciCommXR* exploring cultural mediation through performance and communication.
- 3) **Media Dissemination**, *Auzoux VR Project* (University of Salamanca, Spain) — **2025**
Featured in *La Gaceta de Salamanca*, *Salamanca RTV al Día*, and *Tribuna de Salamanca*; national visibility for European research in science communication.
- 4) **Workshop**, “*Storytelling inmersivo aplicado a la exposición Flor en un Jardín de Sueños*” – University of Salamanca (Spain) **2025**
Public engagement workshop on immersive storytelling and scientific heritage communication.
- 5) **Workshop**, “*Videoarte e tecnologias emergentes: da imersão à inteligência artificial na construção de novas materialidades criativas*” – VII International Conference Cinema & Territory, University of Madeira (Portugal) — **2023**
Presentation of artistic research results on video art, AI, and immersive technologies.
- 6) **Workshop**, “*Immersive Journalism, Social Change, and Ethics*” – NordMedia 2021 Conference, University of Iceland — **2021**
International dissemination of research on immersive journalism and media ethics.
- 7) **Media Coverage (Portugal) — 2018-2020**
Dissemination of doctoral research through *RTP Madeira*, *Porto Canal*, *Diário de Notícias*, and *Noticias FEUP*; public engagement with 360° video and participatory communication research.

9. Participation in scientific, pedagogical or institutional management activities

- 1) **Leader, Immersive Narratives Research Line – Digital Media Innovation Lab (IdM), Universidad Carlos III de Madrid (Spain)**
Period: 2023 – 2025
Role: Led the research line “Immersive, Augmented, Extended Narratives and Metaverse”, defining scientific and innovation strategy in immersive media, coordinating interdisciplinary projects, and fostering collaboration between researchers and XR professionals.
- 2) **Leader, Extended Realities Research Line – CaUSAL Research Group (Academic Culture, Heritage and Social Memory), University of Salamanca (Spain)**

Period: 2024 – present

Role: Responsible for the XR/immersive media strategy within CaUSAL, coordinating projects on heritage, science communication and emerging media, and promoting collaboration with cultural and scientific institutions.

3) **Task Force Leader of the European Union Science Diplomacy Alliance (ESDA) at the University of Salamanca**

Period: 2024 – present

Role: Responsible within PEITI (Strategic Promotion Unit for Research, Transfer and Internationalization, University of Salamanca) of ESDA's task force at the University of Salamanca, contributing to EU-level initiatives on science diplomacy, culture, and cultural heritage protection; interdisciplinary advisory work connecting arts, science and policy.

4) **Director, Future Media CoLab – Centre for Media and Communication, Universität Passau (Germany)**

Period: 2021 – 2022

Role: Directed an international university research group focused on the intersections between digital media, science and technology, with a strong emphasis on immersive communication (VR, AR, MR). The work agenda generated international publications and collaboration, including: – *Immersive Media Technologies and their Impact on Today's and Future Media and Communication Landscape* (Springer, 2023); – *Main Concepts in Immersive Journalism* (Routledge, 2023) – *Immersive Media to Remember Conflict* (University of Glasgow, 2023)*Impact:* Strengthened international research networks (Germany, Portugal, Spain) and advanced knowledge transfer between audiovisual communication, emerging media and technology.

10. Teaching and pedagogical activities:

10.1. University teaching in official degree programs

Summary by academic year

1) **2025–2026 – BA in Communication and Audiovisual Creation, University of Salamanca (Spain)**

Hours taught: 54 · Position: Assistant Professor and Course Coordinator: **Photography Lab**

2) **2023–2024 – PhD in Performing Arts, Janáček Academy of Performing Arts, Brno (Czech Republic)**

Hours taught: 18 · Position: Lecturer and Researcher · Course: **Synthetic Sirens: Unmasking Artistic Realities in the Age of AI Disruption**

3) **2022–2023 – Postgraduate Programme in Internal Communication and Well-being in Organizations, NOVA University Lisbon (Portugal)**

Hours taught: 30 · Position: Invited Assistant Professor · Course: **Thematic Seminars: Immersive Media for Enhancing Well-being in Organizations**

4) **2021–2022 – Master's in Media and Communication + BA in Journalism and Strategic Communication, University of Passau (Germany)**

Hours taught: 120 · Position: Assistant Professor · Courses:

1. **Print and Online Media – Immersive Media Theories and Practices**
2. **Print and Online Media – Emergent Media**
3. **Applied Communication Research**

5) **2020–2021 – Integrated Master in Informatics and Computing Engineering, University of Porto (Portugal)**

Hours taught: 75 · Position: Invited Assistant Professor · Course: **Project Management Lab (including modules on Media and Communication Applied to Engineering, Creative and Lateral Thinking, and Communication Techniques for Public Presentations and Pitching)**

6) **2019–2020 – Integrated Master in Informatics and Computing Engineering, University of Porto (Portugal)**

Hours taught: 75 · Position: Teaching Assistant · Course: **Project Management Lab (including modules on Media and Communication Applied to Engineering, Creative and Lateral Thinking, and Communication Techniques for Public Presentations and Pitching)**

7) **2018–2019 – BA in Journalism and Strategic Communication, University of Passau (Germany)**

Hours taught: 28 · Position: Invited Lecturer · Course: **Theories and Practices of Immersive Journalism**

8) **2018–2019 – Integrated Master in Informatics and Computing Engineering, University of Porto (Portugal)**

Hours taught: 75 · Position: Teaching Assistant · Course: **Project Management Lab (including modules on Media and**

Communication Applied to Engineering, Creative and Lateral Thinking, and Communication Techniques for Public Presentations and Pitching)

- 9) **2018–2019 – UC3M–EFE Master in News Agency Journalism, Charles III University of Madrid (Spain)**
Hours taught: 2 · Position: Visiting Lecturer · Course: *Immersive Journalism*
- 10) **2017–2018 – Integrated Master in Informatics and Computing Engineering, University of Porto (Portugal)**
Hours taught: 75 · Position: Teaching Assistant · Course: *Project Management Lab (including modules on Media and Communication Applied to Engineering, Creative and Lateral Thinking, and Communication Techniques for Public Presentations and Pitching)*

10.2. Other teaching experience

- 1) **Training Seminar for University Researchers and Lecturers: Narrative Scriptwriting for Pedagogical and Scientific Objectives in the Exhibition Project “Flower in a Garden of Dreams”**
University of Salamanca (Spain) · **16 hours** · **2024–2025**
- 2) **Multisectoral XR Use Cases + Tutorials**
Faculty of Information Sciences, Complutense University of Madrid (Spain) · **University certificate**
27 hours (21 h teaching + 6 h tutorials) · **2022–2023** · Programme: *UCM Certificate in Metaverse, Virtual Reality and Augmented Reality*
- 3) **XR Technologies and Concepts · Live Performance in the Metaverse · Avatars: Concepts and Practices · Prototyping Live Performances in VR · Pitching XR Projects**
MIAT – Multiverse Institute of Arts and Technology, Milan (Italy) · **Professional training course**
40 hours · **2022–2023** · Programme: *Live Performance in the Metaverse*
- 4) **Live Acting in the Metaverse: Potentials and Challenges**
Madrid Content School (Spain) · **Diploma course**
13 hours · **2022** · Programme: *Diploma in Brand Content Creation for Web3, AI, Blockchain, XR & Metaverse*
- 5) **VR/AR Use Cases, Marketing and Business Impact**
Faculty of Information Sciences, Complutense University of Madrid (Spain) · **Professional master’s (non-official)**
6.5 hours · **2021–2022** · Programme: *Master in Design and Development for the Metaverse, Virtual Reality and Augmented Reality*
- 6) **Immersive Journalism (Erasmus+ Staff Mobility – MARE NOSTRUM 2017–2019)**
Faculty of Humanities, Education and Liberal Arts, Department of Communication, European University of Tirana (Albania) · **Specialized seminar**
8 hours · **2018–2019** · Programmes: BA in Communication and PR; Master in Information Technology; BA in Finance and Banking; BA in Business Management; BA in Visual Arts.

11. Selected artistic and creative works (exhibitions, festivals and performances):

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