

Carlos A. Scolari

- Birth date: 16.10.1963 (Rosario, Argentina)
- Citizenship: Italy / Argentina
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Education / Training

- Degree in Social Communication, Universidad Nacional de Rosario (Argentina, 1987).
- PhD in Applied Linguistics and Languages of Communication, Università Cattolica di Milano (Italy, 2002).

Professional and academic positions

Since 2012	Associate (tenured) (<i>Titular</i>)	Department of Communication Universitat Pompeu Fabra (Spain)
2010-2011	Associate (tenured) (<i>Agregado</i>)	Department of Communication Universitat Pompeu Fabra (Spain)
2002-2009	Associate (tenured) (<i>Titular</i>)	Department of Communication Universitat de Vic (Spain)
1990-2002	Interface designer / Interaction designer / Project manager	Ars Media (Italy)

Books (2008-19)

- Scolari, Carlos A. (2019). *Media Evolution*. Buenos Aires: La Marca.
- Chartier, Roger & Scolari, Carlos A. (2019). *Cultura escrita y textos en red*. Barcelona: Gedisa.
- Scolari, Carlos A. (2018). *Las leyes de la interfaz*. Barcelona: Gedisa.
- Scolari, Carlos A. (2015). *Ecología de los medios*. Barcelona: Gedisa.
- Scolari, Carlos A., Bertetti, Paolo & Freeman, Mathew (2014). *Transmedia Archaeology: Storytelling in the Borderlines of Science Fiction, Comics and Pulp Magazines*. New York: Palgrave.
- Carlón, Mario & Scolari, Carlos A. (eds.) (2014) *El fin de los medios masivos. El debate continúa* (2nd edition / First edition: 2009). Buenos Aires: La Crujía.
- Scolari, Carlos A. (2013). *Narrativas transmedia. Cuando todos los medios cuentan*. Barcelona: Deusto.

- Scolari, Carlos A. (ed.) (2013). *Homo Videoludens 2.0: de Pacman a la gamification*. Barcelona / Santiago de Chile: Laboratori de Mitjans Interactius (LMI) / Universidad Mayor.
- Carlón, M. & Scolari, C.A. (eds.) (2012). *Colabor_arte. Medios y artes en la era de la producción colaborativa*. Buenos Aires: La Crujía.
- Ibrus, I. & Scolari, C.A. (eds.) (2012). *Crossmedia Innovation. Texts, Markets, Institutions*. Frankfurt/New York: Peter Lang.
- Scolari, Carlos A. (2011). *Convergencia, medios y educación*. RELPE: Buenos Aires.
- Scolari, Carlos A. (2008). *Hipermediaciones. Elementos para una teoría de la comunicación digital interactiva*, Barcelona: Gedisa.
- Scolari, Carlos A. (ed.) (2008). *L'Homo Videoludens. Videojocs, textualitat i narrativa interactiva*, Vic: Eumo Editorial.

Main articles and chapters (2008-19)

- Scolari, Carlos A., Lugo Rodriguez, Nohemí, & Masanet, Maria Jose (2019). Educación Transmedia. De los contenidos generados por los usuarios a los contenidos generados por los estudiantes. *Revista Latina de Comunicación Social*, 74: 116-132.
- Scolari, Carlos A. & Rodríguez-Amat, Ramón (2018). A Latin American Approach to Mediatization: Specificities and Contributions to a Global Discussion About How the Media Shape Contemporary Societies. *Communication Theory*, 28(2): 131–154.
- Scolari, Carlos A., Guerrero-Pico, M. y Establés, M-J (2017). Spain: Emergences, Strategies and Limitations of Spanish Transmedia Productions En: M. Freeman y W. Proctor (eds.) *Global Convergence Cultures: Transmedia Earth*, London: Routledge.
- Scolari, Carlos A. y Fraticelli, Damián (2017) The case of the top Spanish YouTubers: Emerging media subjects and discourse practices in the new media ecology. *Convergence*, Online first, pp. 1-20.
- Scolari, Carlos A. (2017). The entire evolution of media: ecología, evolución y distopía tecnológica en cinco episodios y dos tráileres. En: J. Martínez-Lucena y J. Barrycoa (eds.) *Black Mirror. Porvenir y tecnología*. Barcelona: Editorial UOC, pp. 41-53.
- Scolari, Carlos A. y Establés Heras, María J. (2017) El ministerio transmedia: expansiones narrativas y culturas participativas. *Palabra Clave* 20(4), 1008-1041.
- Scolari, Carlos A. (2017). De las mediaciones a la cultura de la convergencia. Recorridos de Jesús Martín Barbero a Henry Jenkins (y viceversa). *Versión*, pp. 291-315.
- Sánchez-Mesa, Domingo, Aarseth, Espen, Pratten, Robert, & Scolari, Carlos A. (2016). Transmedia (Storytelling?): A polyphonic critical review, *ArtNodes*, 18.

- Roncallo-Dow, S. & Scolari, Carlos A. (2016). Marshall McLuhan: The Possibility of Re-Reading His Notion of Medium, *Philosophies*, 1(2), 141-152.
- Scolari, Carlos A. (2015). From (new)media to (hyper)mediations. Recovering Jesús Martín-Barbero's mediation theory in the age of digital communication and cultural convergence, *Information, Communication & Society* 18 (9), 1092-1107.
- Scolari, Carlos A. (2014). Don Quixote of La Mancha: Transmedia Storytelling in the Grey Zone, *International Journal of Communication* 8, pp. 2382–2405.
- Scolari, Carlos A. & Ibrus, I. (2014). Transmedia Critical: Empirical Investigations into Multiplatform and Collaborative Storytelling – Introduction / Special Section, *International Journal of Communication* 8, pp. 2191–2200.
- Scolari, Carlos A. & Fernández Cavia, José (2014). Mobile Applications and Destination Branding in Spain, *International Journal of Interactive Mobile Technologies* 8(2), pp. 23-30.
- Scolari, Carlos A. (2013). Media Evolution: Emergence, Dominance, Survival and Extinction in the Media Ecology, *International Journal of Communication* 7, pp. 1418–1441.
- Scolari, Carlos A. (2013). The Echoes of McLuhan: Media Ecology, Semiotics and Interfaces, *International Journal of McLuhan Studies* 2, pp. 50-60.
- Scolari, Carlos A. (2013). Lostology: Transmedia storytelling and expansion/compression strategies, *Semiotica* 195, pp. 45-68.
- Scolari, Carlos A. (2012). De las tablillas a las tablets: evolución de las eMagazines, *El Profesional de la Información*, January-February 22(1), pp. 10-17.
- Scolari, Carlos A. (2012). Media Ecology: Exploring the Metaphor to Expand the Theory, *Communication Theory* 22(2), pp. 204-225.
- Scolari, Carlos A. (2012). Comunicación digital. Recuerdos del futuro, *El Profesional de la Información* 21 (4), pp. 337-340.
- Scolari Carlos A., Jiménez, Manuel y Guerrero, Mar (2012). Narrativas transmediáticas en España: cuatro ficciones en busca de un destino cross-media, *Comunicación y Sociedad*, XXV/1, pp. 137-164.
- Scolari, Carlos A., Aguado, Juan M. y Feijóo, Claudio (2012). Mobile Media: Towards a Definition and Taxonomy of Contents and Applications, *International Journal of Interactive Mobile Technologies*, 6(2).
- Logan, Robert K. & Scolari, Carlos A. (2010). mCommunication. The emergence of mobile communication within the media ecosystem, *Explorations in Media Ecology (EME)* 2010, pp. 169–184.
- Scolari, Carlos A. (2010). Media Ecology. Map of a theoretical niche, *Quaderns del CAC* 34, XIII (1), pp. 17-25.
- Scolari, Carlos A. (2009). Transmedia Storytelling. Implicit consumers, narrative worlds and branding in contemporary media production, *International Journal of Communication* 3, pp. 586 – 606.

- Scolari, Carlos A. (2009). The sense of the interface: applying Semiotics to HCI research, *Semiotica* 177, pp. 1-27.
- Scolari, Carlos A. (2009). Mapping conversations about new media: the theoretical field of digital communication, *New Media & Society* 11, pp. 943 – 964.
- Scolari, Carlos A. (2009). The Grammar of Hypertelevisión An identikit of the convergence age television (Or how television is simulating new interactive media), *Journal of Visual Literacy* 28 (1), pp. 28 – 49.
- Scolari, Carlos A. (2009). Digital Eco_Logy: Umberto Eco and a semiotic approach to digital communication, *Information, Communication and Society* 12(1), pp. 129 – 148.
- Scolari, Carlos A.; Navarro, Héctor; García, Irene; Pardo Kuklinski, Hugo; Soriano, Jaume (2009). The Barcelona Mobile Cluster: Actors, Contents and Trends, *International Journal of Interactive Mobile Technologies* 3 (3), pp. 47 – 54.
- Scolari, Carlos A.; García, Irene; Pardo Kuklinski, Hugo; Navarro, Héctor; Soriano, Jaume (2009). Comunicación móvil: actores y producción de contenidos en Cataluña, *Comunicación y Sociedad* XXII (2), pp. 159 – 186.
- Scolari, Carlos A. (2008). On-Line Brands. Branding, Possible Worlds and Interactive Grammars, *Semiotica* 169 1/4, pp. 143 – 162.

Main research grants

Principal investigator of the following international projects:

- *Transmedia Literacy. Exploiting transmedia skills and informal learning strategies to improve formal education*, UE – Horizon 2020 (Research and Innovations Actions), TRANSLITERACY – 645238 (2015-2018). Grant approved: 1,066,493 euros.
- *Transalfabetismos. Competencias transmedia y estrategias informales de aprendizaje de los adolescentes* – Ministry of Economy and Competition of Spain - CSO2014-56250-R (2015-18). Grant approved: 74,000 euros.
- *Digital Communicators. Ibero-American Network of Digital Communication (Red ICOD)*, EU – ALFA Programme (2004-06). Grant approved: 75,000 euros.

Research stages

- Post-doc Castillejo Program for visiting universities abroad. Research stay at the Steinhardt School of Culture, Education, and Human Development – New York University (July – September, 2014). Grant approved: 10,500 euros
- Post-doc AGAUR Program for visiting universities abroad. Research stay at the Strategic Innovation Lab, OCAD, University of Toronto (June – August, 2009). Grant approved: 9,000 euros