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Scientific Profiles

 <https://www.authenticus.pt/en/profileOfResearchers/publicationsList/77531>
 <http://orcid.org/0000-0003-2419-4332>
 <https://scholar.google.com/citations?user=9YcieGIAAAAJ&hl=>
 <http://www.researcherid.com/rid/B-8339-2016>
 <https://www.scopus.com/authid/detail.uri?authorId=57193072753>
 http://dblp.uni-trier.de/pers/hd/o/Oliveira_0001:Luciana

Bio

Luciana Oliveira is a lecturer at ISCAP - Accounting and Business School of Polytechnic of Porto. She holds a BSc in Management Consultancy, an MSc in Multimedia and a PhD in Communication.

Has been mainly developing her research in the domain of social media analytics, for organizational communication development and performance as well as on the field of learning analytics. Regarding the first, has developed in cooperation with computer science researchers, a framework for monitoring and benchmarking ROI on social media communication, supported on an editorial model for the design of social media content strategies. This line of research has been recognized by the scientific community as an award-winning methodology and has been leading to the its application on other works, namely master dissertations and international research devoted to social media strategies for companies and universities. This work falls under other core areas of scientific activity, such as strategic/corporate communications, marketing communications, organisational communications, digital marketing and content marketing.

As a member of the project UTAustin-Portugal REMINDS she cooperated with the team who developed a system for the detection of potentially relevant content on Social Networks for journalists and general public.

On the domain of learning analytics, she has been working on social network analysis (SNA), sentiment analysis and on the integration of social media platforms and learning management systems. In this context, from the cooperation with developers the EduBridge Social system was created, which integrates Moodle and Facebook groups, allowing teachers to better manage formal and informal learning environments. It was recognized by the scientific community as an award-winning system. Her scientific activity in this domain also includes analysing the social interactions of instant messaging powered educational communities, where the research focus relies on the identification of the dimension, type of structure, degree of popularity and degree of controversy of discussions. Additionally, she is interested on learning analytics focused on the impact of multimedia learning resources on student performance.

On the education and LLL domain she has also been cooperating in European projects devoted to improve the financial literacy of young adults, having developed training contents and curricula, both in traditional and digital formats, which were directly transferred into training centres and initiatives, such as the ones carried by DECO (the Portuguese organization for Consumer Rights Defence).

She has been supervising several BSc and MSc students in the domain of social media, communication, e-learning and information systems. She serves as a reviewer for several international conferences and is a member of the Editorial Review Board of the International Journal of Technology and Human Interaction.