



4th International Conference on Web Studies



October 30–31, 2023



Mexico City, Mexico

Screens



Moving, displaying, disrupting the Web

WS.4 is a celebration of all the web displays. Whether it's desktop or nomad. This edition presents the diversity on how we move the Web.

Call for Papers

WS.4 calls for contributions that interrogate the manners in which the web relates to screens, physical supports, and ambient / context media. There are two categories:

Tools and Materials

- Algorithms for the Web
- APIs and Web Services
- Automatic Web Generation
- Green Web
- Machine / Deep Learning
- Mobile Web
- Software Applications for the Web
- Web-based Programming Paradigms
- Web-oriented Programming Languages
- Web as Platform
- Web Protocols

Uses and practices

Aesthetics of Web	Computational Creativity
Deep Web	Semiotics of Web and Interfaces
Critical and Radical Web	Web Design
Cultural Analytics	Visual and Graphical Web
Data Science on the Web	Web, biology and natural sciences
Data Visualization for the Web	Legal and Ethical issues in Web Studies
Online Digital Humanities	Interactive Media, Design & Arts
Political Web	Web for Education
Social Web	Web Economics

Committees

INTERNATIONAL CO-CHAIRS

Everardo Reyes

Mark Bernstein

Giancarlo Ruffo

Imad Saleh

LOCAL CHAIRS

Carlos Isaac

Wendy Aguilar

ORGANIZING COMMITTEE

Glenn Miller

Miguel Espinoza

Marina Kriscautzky

Manuel Gálvez

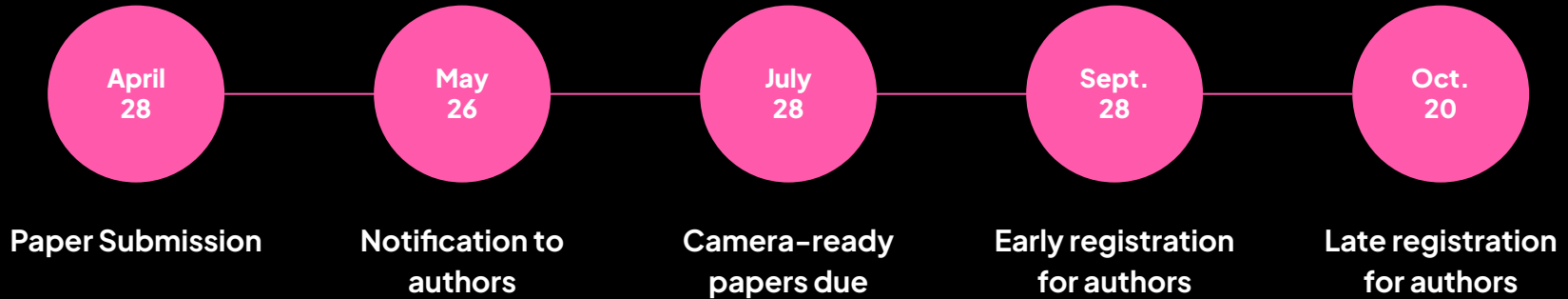
Roberto Cabezas

Manuel Gálvez

Juan Carlos Olmedo

Important Dates

Authors shall consider these dates in order to allow a fluid reviewing and publishing process:



Conference

October 30–31, 2023

Scientific Committee

Ysabel Tamayo (Universidad Nacional del Litoral, Argentina)

Kristian Bankov (New Bulgarian University, Bulgaria)

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Nohemí Lugo (ITESM Querétaro, Mexico)

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Inma Berlanga (Universidad Internacional de La Rioja, Spain)

Federica Frabetti (University of Roehampton London, UK)

Stuart Moulthrop (University of Wisconsin Milwaukee, USA)

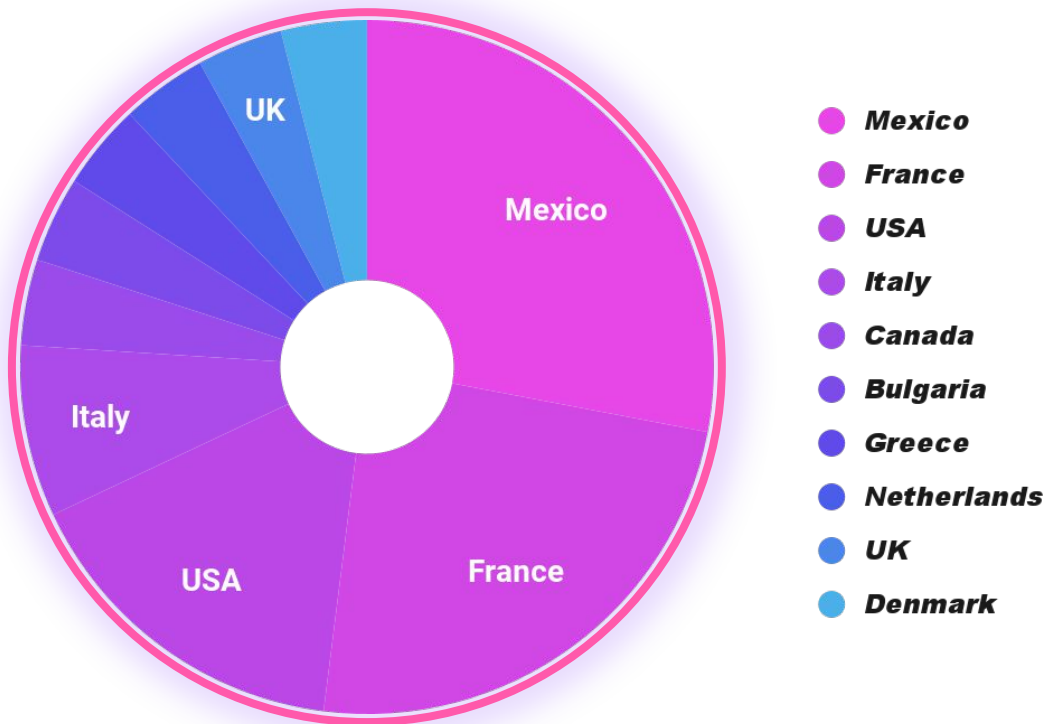
Santiago Ortiz (Moebio Labs, USA)

Laura Shackelford (Rochester Institute of Technology, USA)

Alise Tifentale (City University of New York, USA)

Johanna Drucker (University of California Los Angeles, UCLA, USA)

Represented countries

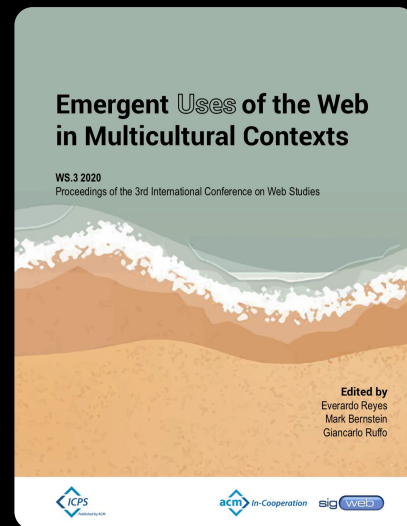


Proceedings



Seeing Through the Web: tools, practices, and impacts.
2nd edition of the international conference on Web Studies.
Co-chaired by E. Reyes, Mark Bernstein, Giancarlo Ruffo, & Imad Saleh.
ISBN 978-1-4503-6438-6/18/10.

Available at: ACM Digital Library



Emerging Uses of the Web in Multicultural Contexts
WS.3 2020. International conference on Web Studies
Edited by Everardo Reyes, Mark Bernstein & Giancarlo Ruffo.
ISSN: 1071-4391

Available at: ACM Digital Library

Speakers & Panels

Invited Speakers



Ricardo Celis

Computer Science

Online education specialist, with focus on teaching software engineering and computer science



Gene Kogan

Artist and Coder

Artist and programmer exploring autonomous systems, collective intelligence, generative art, and computer science.



Thomas Steiner

Artist and Coder

Developer Relations Engineer at Google, focused on the Web and Project Fugu.

Panels

A BETTER WEB: INTERDISCIPLINARY PERSPECTIVES

The dialogue panel "A better web: An interdisciplinary perspective" unites a diverse group of professionals—experts in economics, legal aspects of copyright, marketing, art, journalism, and gender studies—who aren't directly tied to web development or engineering. The panel delves into the challenges and opportunities presented by the digital realm, aiming to chart a path towards a more conscious, inclusive, and ethically-driven web.

From an economic perspective, discussions will center around business transformations in the web era. Topics include ensuring fairness in e-commerce and addressing economic disparities amplified by digitalization. Marketing and online advertising have revolutionized how we interact with information and products, but ethical questions arise: How can online advertising be transparent and respectful of user privacy? How can we promote authentic communication in a saturated digital space?

Legal experts will tackle copyright complexities in an era of information abundance. The debate explores adapting legal frameworks to protect creators and foster innovation.

The panel will also address the web's impact on art, culture, and journalism, exploring new forms of creative expression and the challenges in maintaining authenticity.

In an era where marginalized voices find a space online, gender studies will examine inclusion and equality.

This interdisciplinary dialogue panel offers a holistic view of how we can move towards a web that genuinely reflects our society's values, enriching the lives of all users.

HOW WE MOVE THE WEB

The dialogue panel "How we move the web" brings together a diverse group of professionals, from experts in web development and design to online education, and user experience (UX/UI), with the aim of exploring the evolution and future of the web in a technology-driven and digitally interconnected world.

The conversation will focus on the influence of Artificial Intelligence (AI) on the web experience, examining how AI has transformed online interaction and how we can ensure its ethical and responsible use. Furthermore, the importance of aesthetics and usability (UX/UI) in web design will be explored, as well as how to strike a balance between aesthetic innovation and functionality to create inclusive and engaging web experiences.

Online education will also be a central theme, with a focus on how web technologies can enhance online teaching and learning, and how we can address the challenges of accessibility and equal opportunities in digital education.

Ultimately, this dialogue panel aims to provide a panoramic view of how we are moving the web forward, taking into account the perspectives of multiple disciplines and how they converge to shape the online experience, education, journalism, and web design in an ever-changing digital era.

Panelists



Juan Carlos Fernández
Senior Data Scientist
@Concirus
Founder and product developer of
SmartMaze



Claudia Sosa
Senior Product Manager
@Sofía
Service Designer, CX Specialist,
independent researcher



Laura Gonthier
E-commerce | CRM
@Cheil/Samsung Saudi
Arabia
Digital marketing specialist



Luis Schmidt
IP specialist / Partner
@Olivares
40 years of legal experience in copyright in
the business of entertainment and culture.



Dra. Marina Kriscautsky
@DGTIC UNAM
Online pedagogy and IT Specialist



Moisés Velasco
@Digital Lottery
Online Lotto specialist



Diego Miramontes
Head of Teacher
Experience @Platzi
Expert on technology, education and
tech partnerships



Nicole Hipp
TI Artist
@Berlin
Digital contemporary artist

Institutional Partners



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Sponsors



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To be confirmed

Expected Viewers

The event will be watched and assisted not only in person, but also by the power of the Web streaming and media.

We expect to reach more than:

5,000

Viewers with the institutional partner's social media combined

Past Editions

Please visit our past editions to have a glance of all the potential and academic possibilities of this international conference:

[*https://digitaluses-congress.univ-paris8.fr/Web-Studies-3*](https://digitaluses-congress.univ-paris8.fr/Web-Studies-3)

[*https://digitaluses-congress.univ-paris8.fr/Web-studies-2_about*](https://digitaluses-congress.univ-paris8.fr/Web-studies-2_about)

turing.iimas.unam.mx/ws4

In memoriam

María Elena Meneses

Salvatore Iaconesi

Stefan Sinclair