

MU at the “Culture, data and digitization” workshop

Feb 14, 2014

The university presented the paper entitled “Towards a better understanding of the cognitive destination image of the Basque Country based on the analysis of UGC (user generated content)”. The aim is to model the cognitive destination image of the Basque Country by visitors having as a reference the conceptual model based on data collected from relevant digital media.

The Project has been awarded a European Grant in the CULTURE 2007-2013 program from the European Union, to promote cooperation among organizations involved in the analysis of cultural policies. We investigate the drivers and barriers to cultural engagement in contemporary European societies, in an attempt to establish a fruitful dialogue between universities, firms and cultural institutions from Belgium, Ireland, Italy and Spain

The research team from the Faculty of Engineering at Mondragon Unibertsitatea that took part in the workshop is formed by Ainhoa Serna, Felix Larrinaga, Osane Lizarralde, Urtzi Markiegi and Unai Bernabé, all of them form the Software Engineering and Web Engineering research group.



“Culture, data and digitization”

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