

FROM DATA TO IMMERSION: ACCESSIBLE XR TOOLS FOR SCIENCE AND CLIMATE COMMUNICATION

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WHO ARE WE?

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[Ciberimaginario Research
Group](#)

Interactive and immersive
communication laboratory
[XRCOMLAB](#)

Colaboration with VARLAB at
[UNIBO](#): AI and VR courses



CONFERENCE
LEUVEN 2026

WHAT WE DO?

Communicating data

Communicating complex scientific data, specifically around energy transition, remains a major challenge. We are looking for innovative formats based on XR technologies for communicating complex data and data visualization

360°



AVATARS



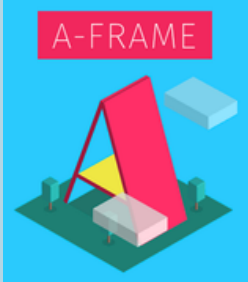
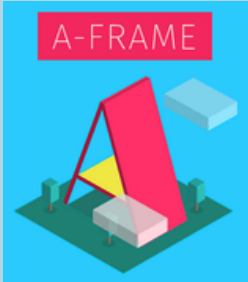
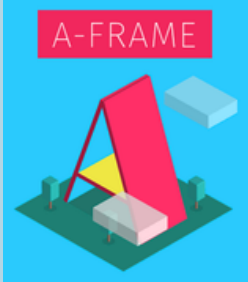
VR ENVIRONMENTS



APPLICATION OF VIRTUAL ENVIRONMENTS: A-FRAME

Examples of virtual environments created by Ciberimaginario



PRODUCT	TOPIC	TOOL	LINK
This project presents an interactive WebXR virtual museum on the analysis of discourse around long COVID on social media, designed using A-Frame and featuring charts integrated with the BabiaXR library. It is part of the regional project Long-Covid EXP CM, focused on the study of the long-term side effects of this disease.	Health Communication – Long Covid		 Virtual environment
This immersive educational product is a functional prototype in a 3D environment developed with A-Frame to teach young people how to identify cognitive biases and combat disinformation	Education and disinformation		 Virtual environment
Data visualization on sustainability and energy	Circular economy and sustainability		 Virtual environment

APPLICATION OF VIRTUAL ENVIRONMENTS: FRAME VR

Examples of virtual environments created by Ciberimaginario



PRODUCT	TOPIC	TOOL	LINK
Through an environment designed in FrameVR, participants immerse themselves in a virtual buffet where they explore data, interactions, and decisions related to food waste. The challenge is to discover key information, take on a specific role as a diner, and face everyday decisions with a global impact	Food waste and sustainability		 <u>Virtual environment</u>
This project explores the potential of immersive journalism through a virtual reality experience that simulates the impact of the massive blackout that occurred in Spain in May 2025. Under the title 'El Apagón' (The Blackout), a narrative is constructed based on real research developed using social listening techniques, which analyses the spread of misinformation and the social panic generated on digital networks during the crisis.	Energy crisis and Media literacy		 Virtual environment

APPLICATION OF VIRTUAL ENVIRONMENTS: FRAME VR

Examples of virtual environments created by Ciberimaginario



PRODUCT	TOPIC	TOOL	LINK
The platform provides explanations of concepts related to the master’s program that are difficult to find on the web in a clear and self-guided manner. In addition, it has been designed as a centralized space where live classes can be held and as a repository for course materials, where students can review relevant concepts for each course and ask questions using the chatbot included in the platform.	Educative- Administrative information		 <u>Virtual environment</u>
In this experience, we explored how virtual spaces can become meeting points for film fans. This immersive environment functions as a transmedia scenario where the narrative is expanded, activated, and shared in new ways. Through free exploration of the space, users can access additional information about characters, settings, subplots, or curiosities not shown on screen; view unpublished materials, trailers, interviews, or extended scenes; and interact with elements of the narrative universe as if they were inside it.	Educative - Fanfic		 <u>Virtual environment</u>

→ Use case: Health Communication – Long Covid



THE WORLD
COVID-19

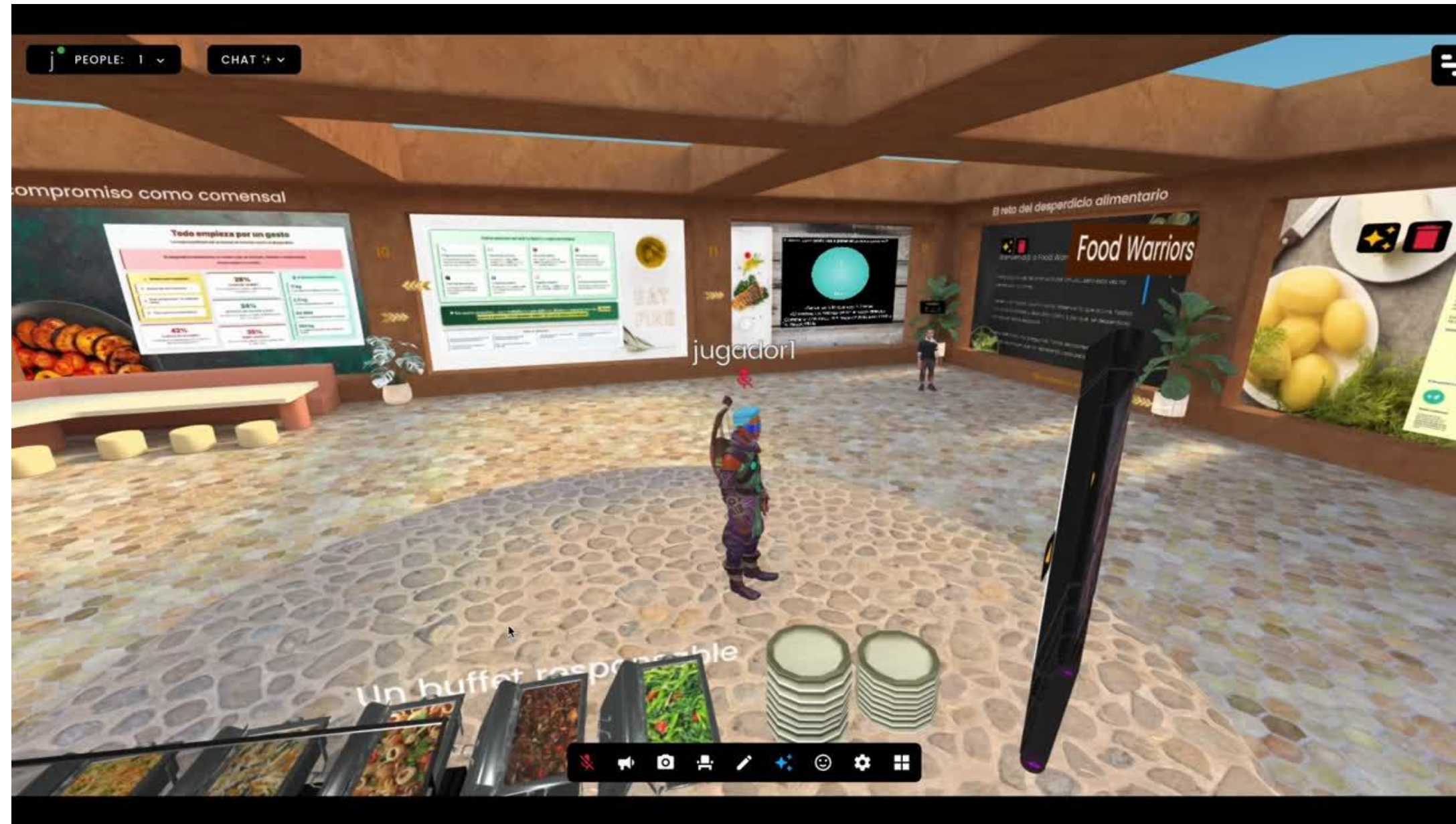
→ Use case : Education and disinformation



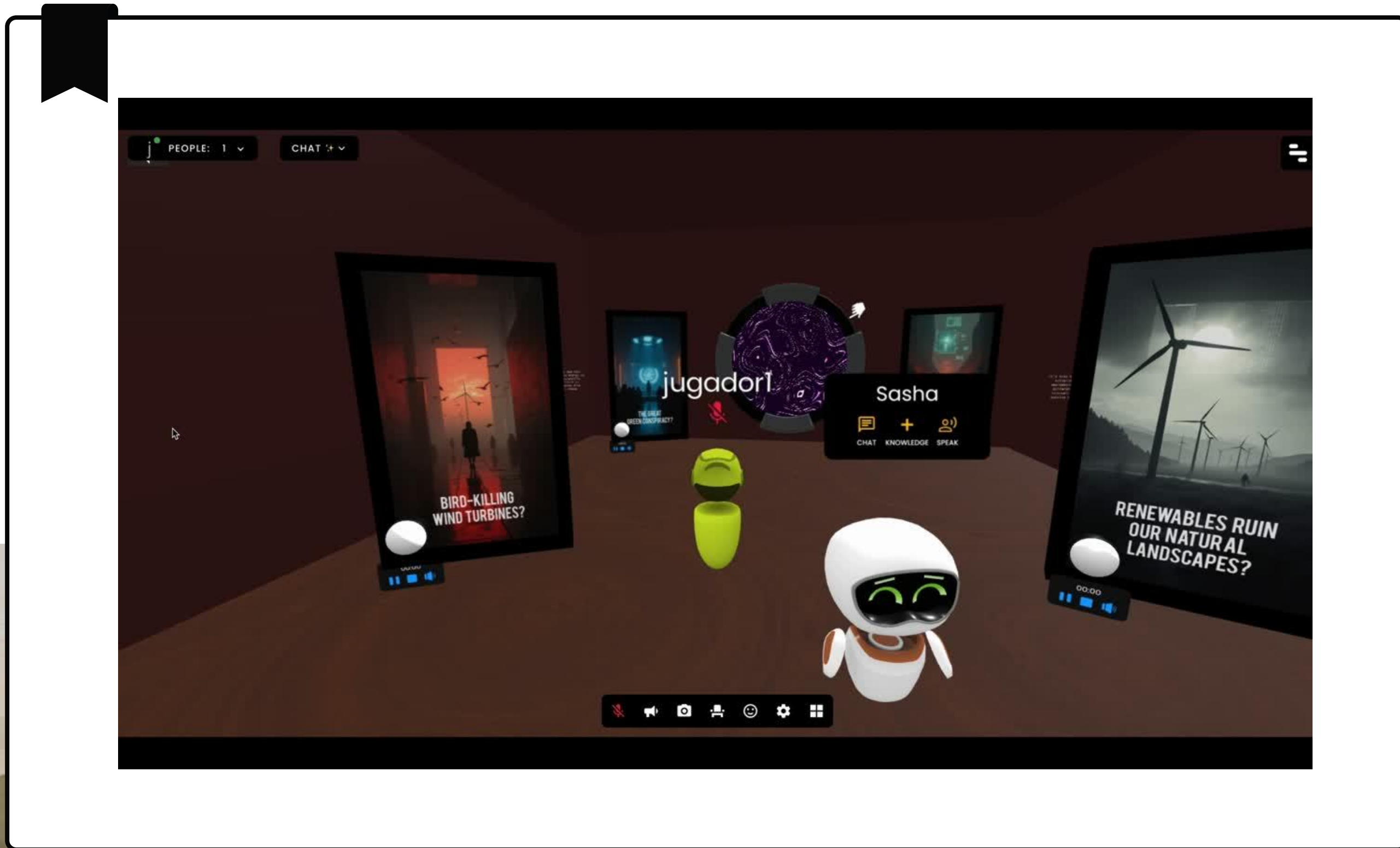
INFORMATION

Harvard Business Review: authors H

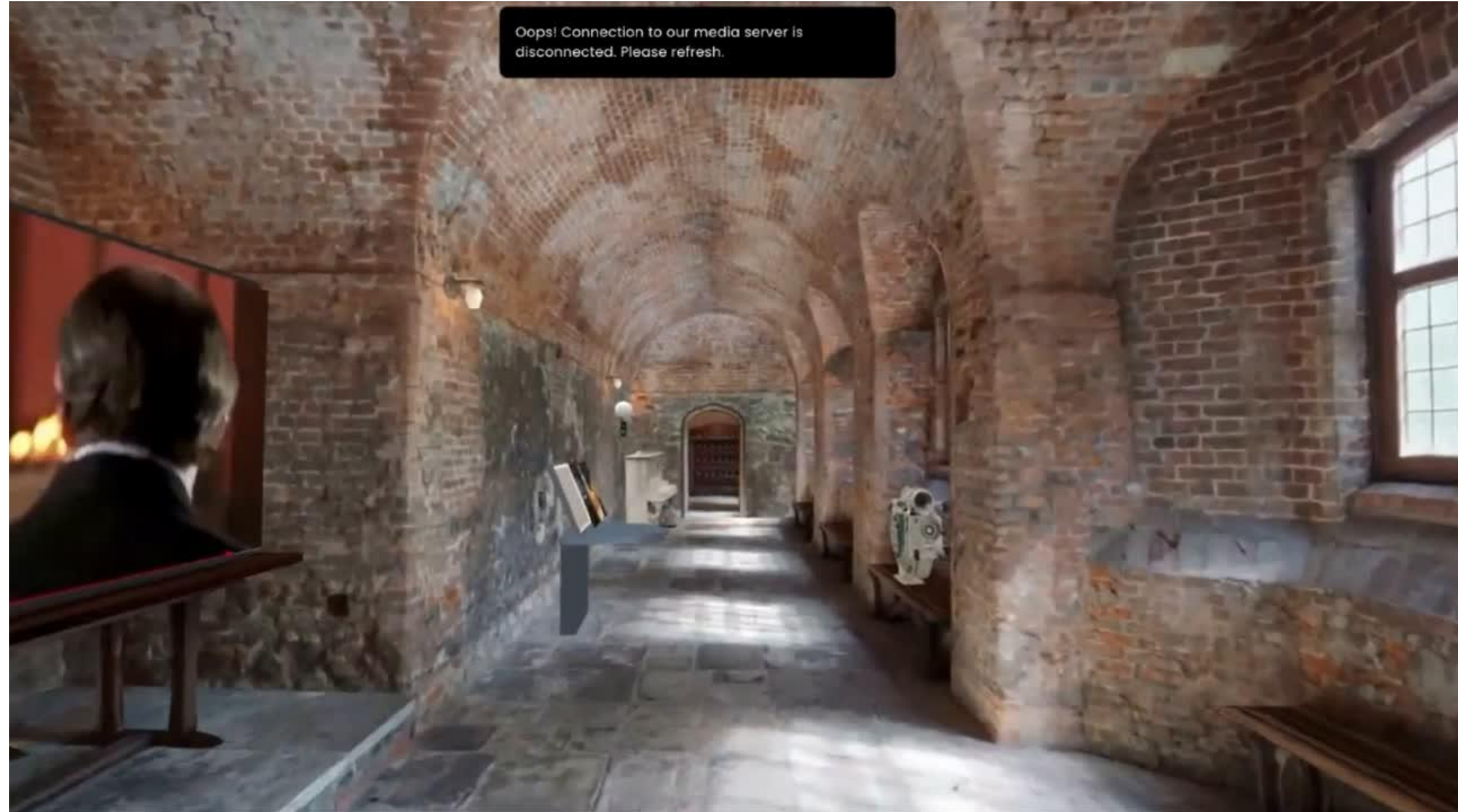
→ Use case: Food waste and sustainability



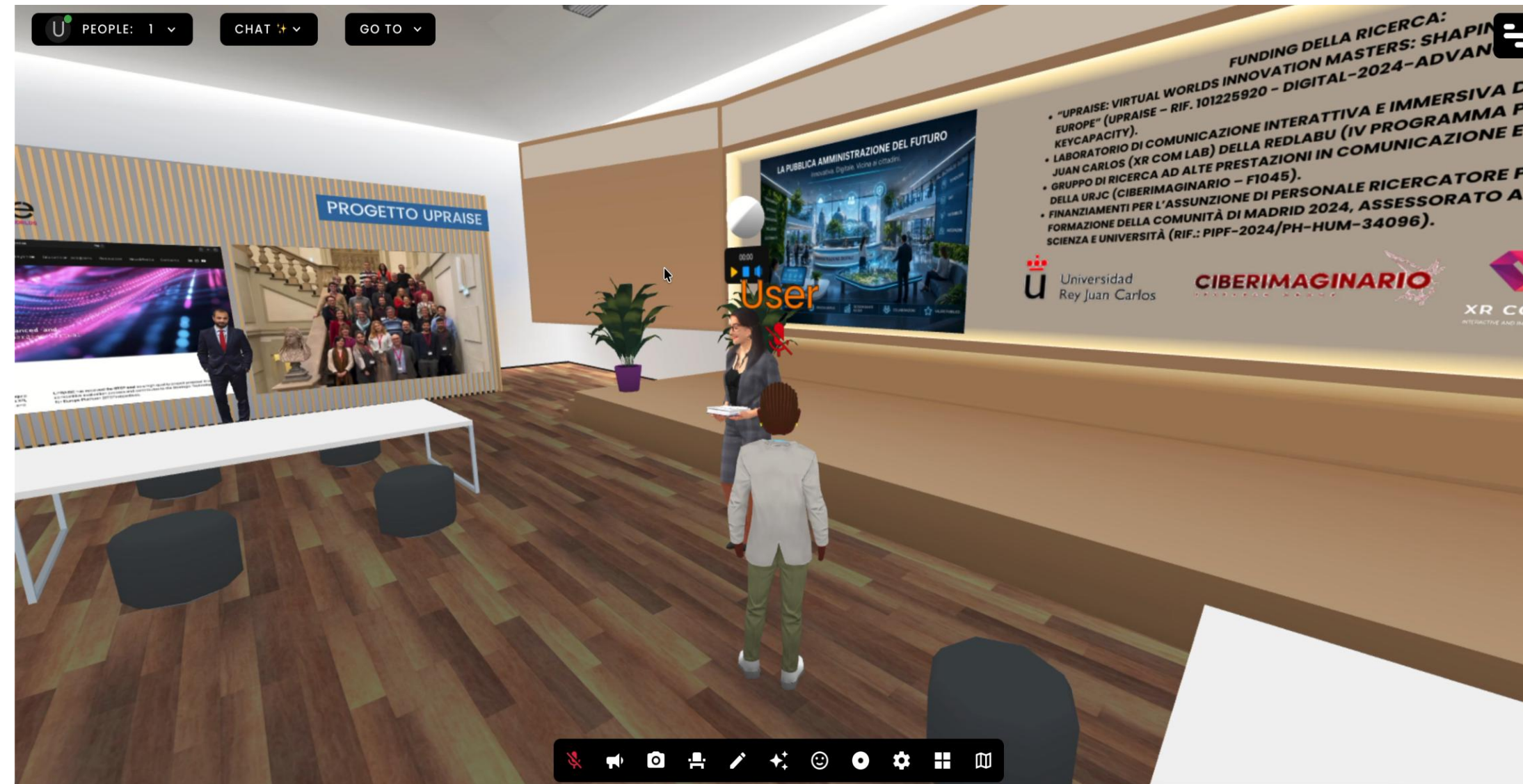
→ Use case: Energy crisis and media literacy



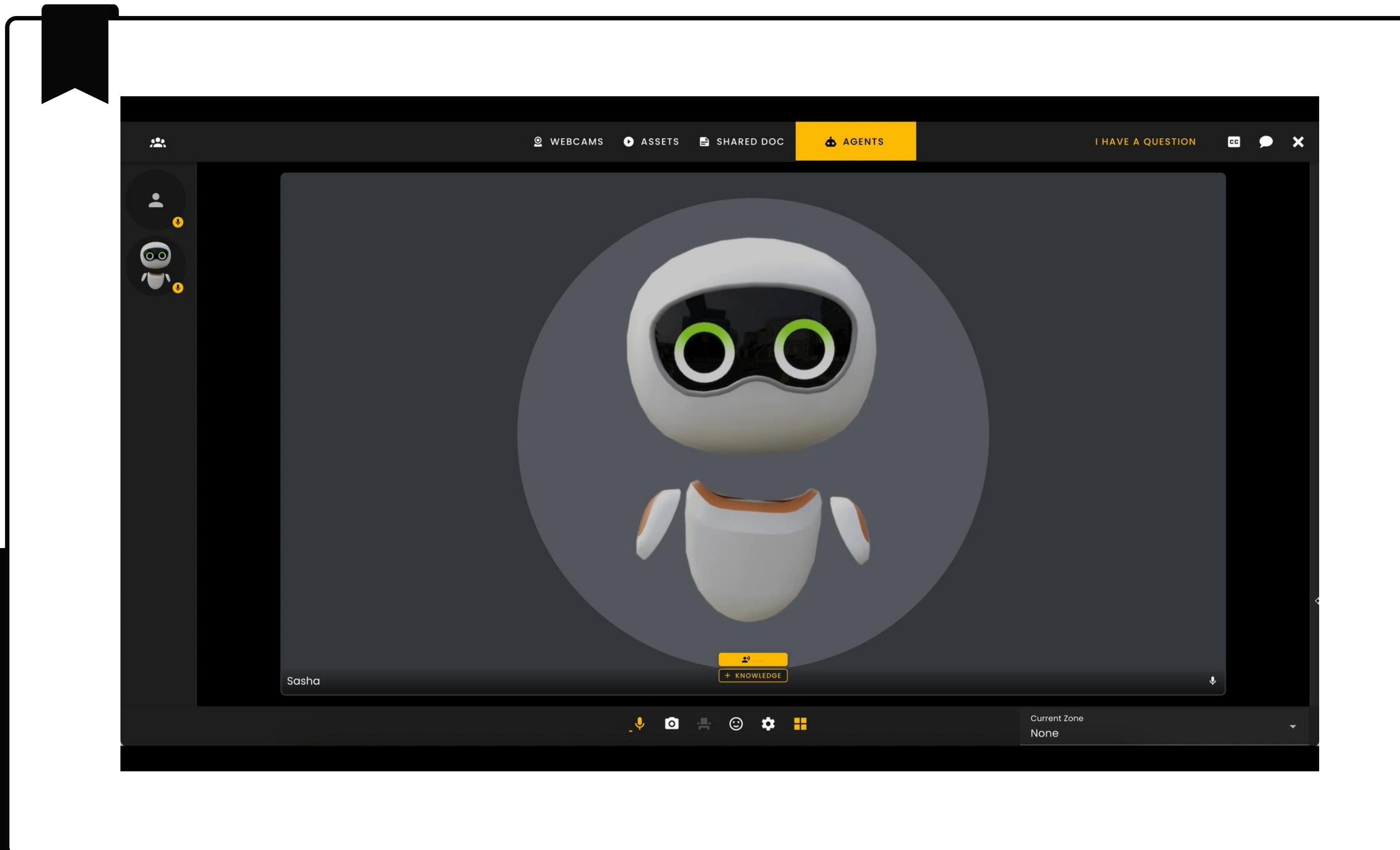
→ Use case: Educative – Fanfic



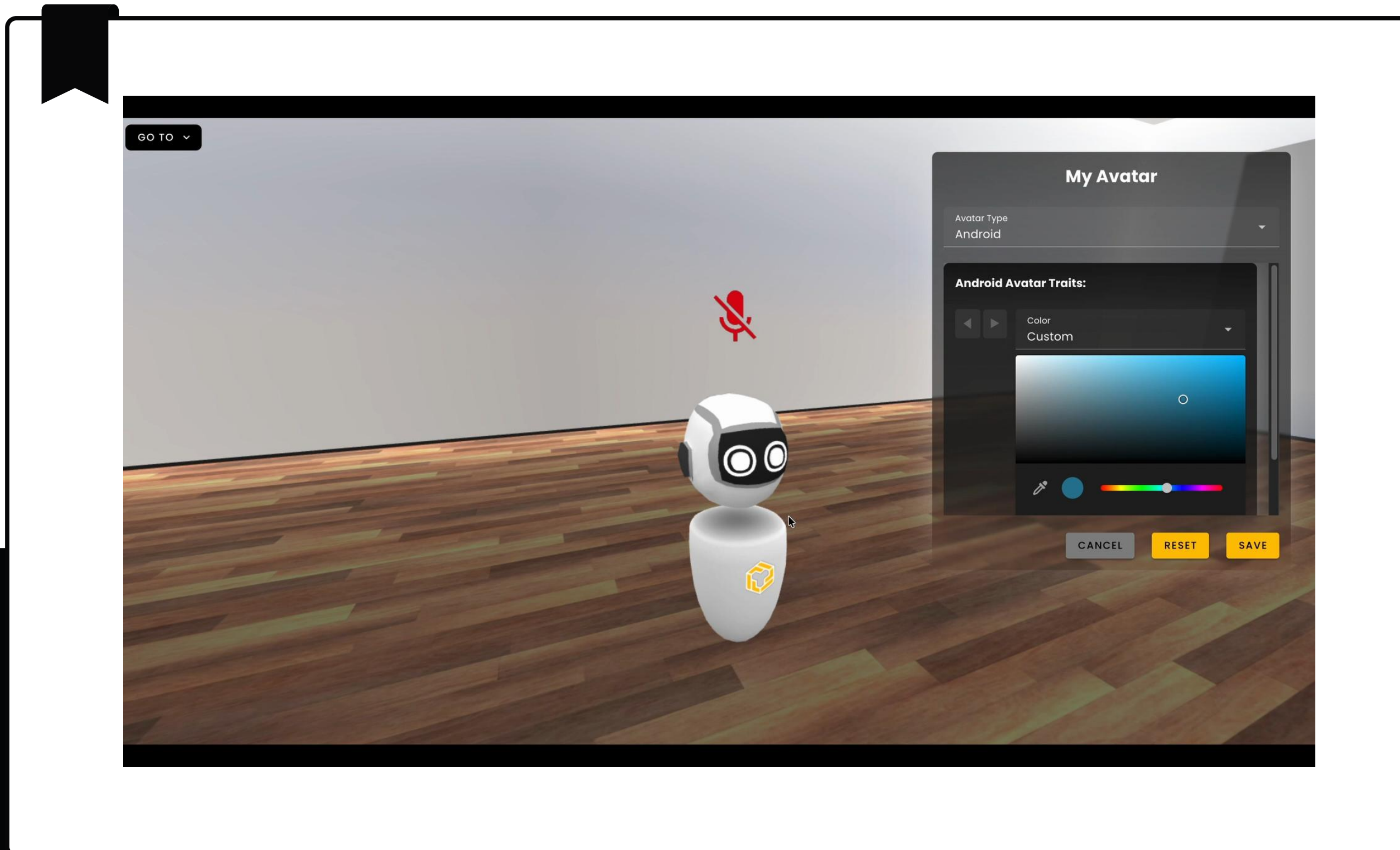
→ Use case : Educative/administrative information



→ Other helpful features: Chatbots



→ Other helpful features: Avatars



CONTACT

Thank you!

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Ciberimaginario's website

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