iStream

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iStream

Higher Education programmes on Immersive journalism approach

Competence Framework

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Introduction

In today's rapidly evolving media landscape, immersive journalism is emerging as a transformative practice at the intersection of storytelling, technology, ethics, and social engagement. The immersive journalist is a forward-thinking media professional who leverages cutting-edge technologies such as virtual, augmented, and mixed reality to craft powerful narrative experiences that inform, engage, and inspire audiences in new and profound ways.

This document outlines the comprehensive professional profile of the immersive journalist, structured around a set of core competence areas that reflect the complexity and multidisciplinarity of the field. Each area details the required knowledge, skills, and attitudes necessary to produce immersive content that is not only innovative and technically advanced, but also ethical, inclusive, and psychologically attuned to diverse audiences.

By integrating expertise in multimedia production, immersive storytelling technologies, genre-specific approaches, psychological insight, ethical and legal frameworks, and social awareness, the immersive journalist plays a critical role in shaping the future of journalism. This profile is designed to guide professional development, inform educational and training pathways, and support organizations and institutions in recognizing and fostering excellence in immersive journalism.

1. Methodology

The definition of the iStream Competence Framework is based on different dimensions that are in line with those proposed by the DigComp 2.2 published by the European Commission

They are as follows:

Dimension 1 – Competence Area

The iStream partnership defined the following competence areas

1. General multimedia production skills
2. Immersive technologies for storytelling
3. Genres of Immersive Journalism and their production
4. Psychological aspects of Immersive Journalism
5. Ethical aspects of Immersive Journalism
6. Legal and security aspects of Immersive Journalism
7. Social contexts of Immersive Journalism
8. Soft skills in Immersive Journalism
9. New trends in Immersive Journalism

Dimension 2 – Competence

The competence is the *demonstrated ability to use knowledge, know-how, experience and – job-related, personal, social or methodological – skills, in work or learning situations and in professional and personal development (Cedefop 2014)* .

Dimension 3 – Proficiency level

The competencies can be articulated in different proficiency levels. The Proficiency level adopted for the iStream Competence Framework is the EQF levels 6 and 7

Dimension 4 – Knowledge, skills and attitudes

The body of knowledge, skills and attitudes leading to the achievement of competence.

2. Competence Framework

This competence framework defines the professional profile of the immersive journalist, outlining the essential knowledge, skills, and attitudes required in this emerging field.
It is structured around key competence areas that reflect the multidisciplinary nature of immersive journalism a follows:

Competence Area: 1. General multimedia production skills

Competence	1.1 Create and edit multimedia content in different formats, to express facts or opinions.
Level of proficiency	I can: • change content using the most appropriate formats • adapt the expression of myself through the creation of the most appropriate digital means. • create solutions to complex problems with limited definition that are related to content creation and editing in different formats, and self-expression through digital means. • integrate my knowledge to contribute to professional practice and knowledge and guide others in developing content.
Knowledge	K1.1.1 Understands of multimedia design principles, including colour theory, typography, and layout. K1.1.2 Knows video, audio, and image formats and standards, codecs, and compression techniques. K1.1.3 Knows industry-standard multimedia production software and tools. K1.1.4 Understands narrative structures (digital storytelling) and how to apply them in multimedia contexts. K1.1.5 Knows end-to-end multimedia production workflows, from pre-production to post-production. K1.1.6 Knows of copyright, licensing, and ethical considerations in multimedia production.

	K1.1.7 Understands demographic and psychographic factors of target audience for designing multimedia. K1.1.8 Has In-depth knowledge of multimedia design theories and user-centered design. K1.1.9 Is aware of emerging tools like extended reality, mix reality, voice interface. K1.1.10 Knows qualitative and quantitative methods for media analysis and user testing. K1.1.11 Understands the cultural, social, and economic impacts of multimedia production. K1.1.12 Has an Advanced understanding of integrating multimedia into larger systems or platforms. K1.1.13 Knows how multimedia aligns with organizational and communication strategies. K1.1.14 Has knowledge of the principles of the European Media Systems K1.1.15 Has knowledge of content/product design in the spirit of design K1.1.16 Knows the role and importance of appropriate language used in immersive journalism K1.1.17 Is familiar with the application of the concept of gatekeeping to journalism
Skills	S1.1.1 Designs, produces, and edits multimedia assets, including videos, graphics, and animations. S1.1.2 Works effectively in multidisciplinary teams to deliver multimedia projects. S1.1.3 Operates and troubleshoots production tools like cameras, microphones, lighting and others. S1.1.4 Can do editing and post-Production (video editing, color grading, audio mixing and others) mastering advanced video compositing, motion graphics, and 3D animation.

	S1.1.5 Applies basic project management principles to organize multimedia production workflows. S1.1.6 Works across different platforms and media formats. S1.1.7 Creates innovative multimedia concepts tailored to specific audiences or goals. S1.1.8 Tackles complex production challenges with creative and technical solutions. S1.1.9 Uses analytics and user feedback to refine multimedia projects. S1.1.10 Leads teams and manage high-stakes multimedia projects. S1.1.11 Designs multimedia campaigns aligned with business and communication objectives. S1.1.12 Can accurately/efficiently search for and select information from a variety of sources
Attitudes	• Inclined to combine various types of digital content and data to better express facts or opinions for professional use. • Open to explore alternative pathways to find solutions to produce digital content. • Inclined to follow official standards and guidelines accessibility of multimedia contents.

Competence Area: 2. Immersive technologies for storytelling

Competence	2.1 Use, manage and integrate Immersive technologies for storytelling.
Level of proficiency	I can: • Use different immersive technologies for storytelling purposes • Manage immersive technologies for small/medium-storytelling projects independently

	• Deliver immersive solutions that meet organizational or client objectives. • Develop and apply advanced methodologies for immersive storytelling, integrating cutting-edge technologies and practices. • Adapt existing methods and tools to meet project needs.
Knowledge	K2.1.1 Has advanced knowledge of web-based platforms, VR/AR/MR platforms (e.g. Unity, Unreal Engine) and their capabilities K2.1.2 Knows principles of 3D modeling, animation, and sensory integration (e.g., spatial audio, haptic feedback). K2.1.3 Understands techniques for enhancing user engagement in immersive environments. K2.1.4 Is aware of data privacy, inclusivity, and accessibility actions. K2.1.5 Deep understanding of advanced technologies like AI-driven interactions, real-time analytics, and neurofeedback in immersive storytelling. K2.1.6 Comprehensive knowledge of hardware limitations and optimization techniques. K2.1.7 Has knowledge of how to use case-by-case analysis
Skills	S2.1.1 Desigs and develops immersive environments using industry-standard tools. S2.1.2 Integrates sensory elements (e.g., haptics, spatial audio) for enhanced user experiences. S2.1.3 Optimizes immersive experiences for user engagement and accessibility, balancing creativity with practical execution. S2.1.4 Applies UX design principles to ensure accessibility and engagement. S2.1.5 Conducts user testing and evaluate feedback to improve projects.

	S2.1.6 Solves technical challenges related to performance optimization and usability. S2.1.7 Thinks / envisages new techniques and tools for immersive storytelling S2.1.8 Propose and implement novel interaction methods using emerging technologies also focusing on AI. S2.1.9 Evaluate large-scale projects using advanced data analytics and metrics. S2.1.10 Establish technologies for assessing the cognitive and emotional impact of immersive storytelling. S2.1.11 Uses knowledge of the expanding resources of the Internet of Things S2.1.12 Analyses and uses the case-by-case method with a view to the multicultural aspect ○
Attitudes	• Proactively explore (try, test, evaluate) new tools, techniques, and approaches in immersive storytelling. • Prioritize user engagement, accessibility, and inclusivity in design. • Adapt quickly to technological advancements and changing project requirements. • Demonstrate responsibility for privacy, cultural sensitivity, and ethical practices ensuring inclusion and fact checking.

Competence Area: 3. Genres of Immersive Journalism and their production

Competence	3.1 Plan and execute publishing projects based on different genres of Immersive Journalism, from conceptualization to distribution.

Level of proficiency	I can: ● Autonomously identify and differentiate genres of immersive journalism, such as immersive documentaries, investigative reports, and educational simulations. ● Analyse the purpose, style, and audience expectations of each genre. ● integrate genre-specific knowledge to inform the production of immersive journalism projects. ● Adapt production processes to meet project-specific needs, including audience engagement goals and resource constraints ● Develop workflows to integrate immersive elements into traditional journalism genres while maintaining journalistic integrity and audience trust.
Knowledge	K3.1.1 Identifies genres of immersive journalism and their differentiating features K3.1.2 Understands the defining features, structures, and functions of various immersive journalism genres. K3.1.3 Presents in-depth and grounded knowledge about changes in technological and social developments taking place in the area of immersive journalism genres. K3.1.4 Is aware of conceptual and technical prerequisites behind video shooting, processing, editing, and distributing Immersive journalism genres. K3.1.5 Understands principles of storytelling specific to the different journalism genres, such as maintaining audience focus and leveraging spatial immersion. K3.1.6 Understands the potential ethical, cultural, and technical challenges of Immersive Journalism genres. K3.1.7 Understands the principles of blending traditional and immersive journalism genres. K3.1.8 Knows the potential of cutting-edge technologies (e.g., AI, AR, VR, 360-degree video) to create novel storytelling formats.

	K3.1.9 Is familiar with audience expectations and typical engagement strategies for each genre. K3.1.10 Understands metrics and tools used to measure audience engagement, such as time spent, interaction rates, and emotional responses. K3.1.11 Understands principles of interactive design specific to immersive journalism genres. K3.1.12 Knows how interactivity influences narrative flow, audience engagement, and ethical considerations. K3.1.13 Understands the history, evolution, and trends in Immersive Journalism genres K3.1.14 Understands specifications for equipment, software, and distribution platforms across genres K3.1.15 Acquires and extends his/her practical skills in an area corresponding to his/her interests (e.g. museum guide, sports guide, warrior, investigator, event guide, artist)
Skills	S3.1.1 Developing immersive journalism content using VR technology (real-time 3D) S3.1.2 Developing immersive journalism content using 360-degree video technology S3.1.3 Developing immersive journalism content using AR technology (production) S3.1.4 Adapting traditional journalism genres to immersive media S3.1.5 Designing mixed and new formats of immersive journalism S3.1.6 Evaluating audience engagement across various immersive journalism genres S3.1.7 Integrating interactivity and gamification in Immersive Journalism genres S3.1.8 Developing multi-user experiences in Immersive Journalism

	S3.1.9 Developing immersive formats dedicated to geopolitical and geoeconomic analysis (scenario simulations, geospatial reporting, interviews contextualized in crisis locations
Attitudes	• Inclined to constantly improve his knowledge of immersive journalism genres. • Commitment to creating immersive journalism content that is both innovative and accessible to a diverse audience. • Values resilience and adaptability, showing a willingness to learn new tools, troubleshoot technical issues, and adjust creative approaches to meet project demands. • Committed to effectively disseminate knowledge about the genres of immersive journalism in community groups and institutions in which he operates. • Presents an openness to alterations, i.e. new forms and styles of practising the genres and changes within them

Competence Area: 4. Psychological aspects of IJ

Competence	4.1 Design, plan and execute Immersive journalism projects evaluating psychological and emotional aspects involved
Level of proficiency	I can: ● Critically analyse psychological aspects of immersive experiences. ● Autonomously design and plan the development of immersive contents taking into account psychological aspects of Immersive Journalism ● Design and execute research protocols for investigating the psychological aspects of immersive ● Adapt immersive storytelling approaches to address specific psychological needs and cultural contexts, ensuring inclusivity and accessibility in fostering empathy.
Knowledge	K4.1.1 Understanding user empathy in immersive experiences

	K4.1.2 Understanding Empowerment and Agency in Immersive Journalism K4.1.3 Understanding Cognitive Load and Information Processing in Immersive Journalism K4.1.4 Understands key psychological and behavioural theories relevant to designing interventions (e.g., nudging, habit formation, self-determination theory). K4.1.5 Understanding Emotional Regulation and Resilience in Immersive Journalism K4.1.6 Understands core concepts of immersion, including sensory engagement, interactivity, and the suspension of disbelief. K4.1.7 Understands the psychological and neurological principles of multisensory perception, including sensory dominance, cross-modal interactions, and sensory congruence. K4.1.8 Understands key psychological theories and concepts related to user experience, including engagement, stress, and emotional regulation. K4.1.9 Knows the psychological implications of the use of VR in the field of entertainment, as well as in the context of different large and social groups K4.1.10 Knows the concept of ethno-cultural empathy K4.1.11 Knows different research methods focused to psychological aspects, including the empathy test, observation and content analysis
Skills	S4.1.1 Can design and plan the implementation of immersive content that promotes empathetic responses S4.1.2 Evaluating psychological impact of immersive content S4.1.3 Can integrate psychological insights into the iterative design process of immersive content. S4.1.4 Mitigating psychological risks in immersive content S4.1.5 Designing immersive experiences for behaviour change

	S4.1.6 Evaluating User Experience (UX) and Usability in immersive journalism S4.1.7 Designing for Immersion, Presence, Plausibility, and Embodiment in Immersive Journalism S4.1.8 Designing and Evaluating Multisensory Experiences in Immersive Journalism S4.1.9 Be able to apply selected methods from the group of psychological methods S4.1.10 Respects individual psychological differences in reception of IJ content
Attitudes	• Is open to exploring diverse user perspectives to foster empathy in storytelling. • Values the role of psychological aspects in creating impactful and ethical immersive content. • Committed to meet the diverse psychological needs, preferences, and experiences of audiences, ensuring content resonates inclusively and responsibly. • Inclined to preserve users from unwanted psychological impacts of immersive journalism • Expresses an attitude of empathy towards people from different cultural backgrounds

Competence Area: 5. Ethical aspects of IJ

Competence	5.1 Manage the ethical aspects of immersive journalism enhancing users' safety, inclusion and security.
Level of proficiency	I can: ● Critically evaluate ethical aspects related to immersive journalism ● Autonomously develop immersive experiences that prioritize ethical aspects to protect users. ● Apply technical measures to guarantee and enhance the ethical risks of immersive journalism. ● Conduct assessments to check the compliance with the different ethical aspects of >Immersive journalism

Knowledge	K5.1.1 Understands key principles of data privacy and protection, including concepts such as informed consent, data minimization, and user anonymity. K5.1.2 Is familiar with the unique privacy risks of immersive experiences, such as biometric data collection (e.g., eye-tracking, motion tracking), behavioural profiling, and unintended data leakage. K5.1.3 Knows how to clearly convey narrative intentions, including distinguishing between fact and fiction or user-driven choices and predetermined paths. K5.1.4 Understands key concepts and principles related to accessibility and inclusion, including universal design, assistive technologies, and cultural sensitivity. K5.1.5 Understands the different types of bias that can occur in immersive content, including narrative bias, selection bias, cultural bias, and algorithmic bias.
Skills	S5.1.1 Develops immersive experiences that ensure and enhance users' privacy S5.1.2 Ensures transparency in immersive experiences S5.1.3 Creates inclusive and accessible immersive content S5.1.4 Addresses potential bias in immersive content S5.1.5 Addresses cultural, ethnocultural and social sensitivity S5.1.6 Promotes Ethical AI Integration in Immersive Journalism S5.1.7 Identifies ethical dilemmas specific to immersive journalism S5.1.8 Ensures factual accuracy in immersive storytelling S5.1.9 Balances emotional engagement with ethical responsibility
Attitudes	• Interested in ethical aspects of media production related to all the actors involved. • Inclined to have a proactive approach to identifying and addressing potential ethical challenges in immersive journalism.

	• Committed to critically reflect on the societal implications of AI in journalism, advocating for responsible innovation. • Promotes interdisciplinary collaboration to ensure ethical and effective AI integration in immersive journalism.

Competence Area: 6. Legal and security aspects of IJ

Competence	6.1 Comply with legal measures related to the production and publication of immersive journalism products.
Level of proficiency	I can • Autonomously manage the legal aspects of immersive journalism. • Apply legal and security measures to solve complex and unpredictable problems in immersive journalism
Knowledge	K6.1.1 Understands laws and regulations related to the collection, storage, and use of personal data in immersive environments. K6.1.2 Knows copyright, trademarks, and other intellectual property issues that can arise in the creation and distribution of immersive content. K6.1.3 Is aware of the legal implications of publishing false or damaging information about individuals or entities. K6.1.4 Stays updated with local and international laws governing media and technology use in journalism. K6.1.5 Knows consumer protection laws that apply to digital products, including VR including regulations on unfair commercial practices, transparency in advertising, and the right to withdraw from digital contracts. K6.1.6 Is aware of laws on the safety and health implications of VR, including guidelines to prevent physical harm from prolonged use of VR devices and

	ensuring that VR content does not cause psychological distress. K6.1.7 Understands contracts, particularly those related to content creation, distribution, and licensing agreements. K6.1.8 Knows relevant data protection regulations (e.g., RODO, GDPR, CCPA) and their implications for designing and managing immersive journalism experiences K6.1.9 Knows the legal and security aspects in different parts of the world, with particular emphasis on their application in Europe
Skills	S6.1.1 Applies privacy Laws to properly handle personal data and information S6.1.2 Produces immersive journalism contents complying with copyright laws and intellectual property rights. S6.1.3 Produces immersive journalism contents that does not infringe the rights of other people or organisations
Attitudes	• Open minded and curious about legal frameworks applied to new technologies. • Inclined to critically evaluate and analyse information, identify potential legal issues, and develop solutions. • Inclined to have attention to detail to ensure compliance with laws. • Open to navigate the moral complexities of immersive journalism, such as privacy concerns and the potential for manipulation for fostering trust and credibility.

Competence	6.2 Comply with security measures related to the production and publication of immersive journalism products.
Level of proficiency	I can • Autonomously manage the security aspects of immersive journalism. • applying security measures to solve complex and unpredictable problems in immersive journalism
Knowledge	K6.2.1 Knows, key theories and principles of security aspects of immersive journalism. K6.2.2 Knows potential security threads such as malware and phishing attacks and practices for securing immersive journalism platforms. K6.2.3 Is aware of Encryption methods and secure data storage solution for protecting the data from unauthorized access and breaches. K6.2.4 Knows secure communication protocols (like HTTPS), firewalls, and intrusion detection systems to prevent cyber-attacks. K6.2.5 Knows how to secure Immersive Journalism devices against malware and unauthorized access. K6.2.6 Knows how to verify the originality of the content and prevent tampering of data. K6.2.7 Knows authentication mechanisms, such as multi-factor authentication (MFA), helps ensure that only authorized individuals can access and interact with the immersive content. K6.2.8 Knows the risks of using AI
Skills	S6.2.1 Applies basic cybersecurity principles, including encryption, secure data storage, and network security, to protect sensitive information and prevent unauthorized access. S6.2.2 Implements security threat analysis and mitigation procedures. S6.2.3 Develops and implements plans to respond to security breaches or data leaks.

	S6.2.4 Accurately assess the level of risk in the area of safety in the use of IJ and take effective measures to prevent it or limit its effects
Attitudes	• Open minded and curious about security aspects of new technologies and contents. • Inclined to critically evaluate and analyse information, identify potential security issues, and develop solutions. • Inclined to have attention to detail to identify potential vulnerabilities in security systems.

Competence Area: 7. Social Context of IJ

Competence	7.1 Recognise social contexts and perspectives to create immersive journalism contents that foster empathy and emotional engagement.
Level of proficiency	I can: • Create processes to research and assess immersive journalism contents based on the social context • Integrate different strategies to reach a wide audience • Foster dialogue through immersive tools interrogating issues with a critical eye via immersive tools.
Knowledge	K7.1.1 Knows theories and models from sociology, psychology, and media studies to enrich storytelling K7.1.2 Knows theories and models on the influence of public opinion. K7.1.3 Knows the psychological effects of immersive technologies, such as VR and AR and how they can influence public opinion. K7.1.4 Knows the social, political, economic and cultural issues being covered.

	K7.1.5 Knows basic public relations and marketing tools K7.1.6 Knows about gatekeeping and information values K7.1.7 Knows the different/various sources of journalistic information and documentation, including the possibilities of obtaining them from the social environment
Skills	S7.1.1 Applies techniques to recognise and respect diverse cultural backgrounds and perspectives. S7.1.2 Creates stories that foster empathy and emotional engagement. S7.1.3 Builds relationships with communities to ensure their voices are accurately represented. S7.1.4 Analyses the social impact of immersive journalism and its potential to influence public opinion while upholding objectivity and the public interest. S7.1.5 Ensures that immersive experiences are accessible to a wide audience, including those with disabilities. S7.1.6 Interprets and represents geopolitical and geoeconomic relations in the production of immersive content, ensuring accuracy and respect for cultural sensitivities S7.1.7 Uses immersive technologies in business contexts and intercultural communication
Attitudes	• With concern for the individuals and communities portrayed in stories. • Inclined to reduce bias through immersive storytelling. • Committed to using immersive journalism as a tool for positive social change. • A commitment to continuous learning on a constantly evolving technology

Competence Area: 8. Soft skills for immersive journalism

Competence	8.1 Work with creative teams to develop complex immersive storytelling projects
Level of proficiency	I can: • conceptualize, design, and execute complex immersive journalism projects

	• critically evaluate sources and information and ensure ethical integrity while creating impactful narratives. • target diverse audiences with advanced problem-solving and systems thinking • integrate feedback to refine immersive experiences, using reflective practices for continuous improvement • - predict societal impacts, positioning themselves as leaders capable of addressing multifaceted challenges in the evolving field of journalism.
Knowledge	K8.1.1 Knows how evaluate ethical complexities (e.g. laws/restrictions for user privacy or emotional impact). K8.1.2 Understands user experience to design scenarios for immersive journalism. K8.1.3 Knows how to listen attentively to interviewees and stakeholders to capture key insights. K8.1.4 Is aware of patterns in audience behaviour and responses knowing the local socioeconomic frame of each scenario. K8.1.5 Knows how to tailor complex information into clear, engaging narratives for immersive formats.
Skills	S8.1.1 Works effectively with developers, designers, and subject matter experts to create immersive experiences. S8.1.2 Collaborates effectively with team members from different fields to achieve shared goals. S8.1.3 Evaluates audience feedback and data to refine the experience. S8.1.4 Identifies facts, opinions, stereotypes for evaluating narrative neutrality. S8.1.5 Judges the accuracy and reliability of information used in immersive pieces. S8.1.6 Evaluates the importance of information received for storytelling purposes. S8.1.7 Navigates ethical dilemmas in immersive journalism, such as balancing impact and privacy.

	S8.1.8 Judges the ethical soundness of decisions and their consequences. S8.1.9 Presents the created product and effectively seeks possible sources of funding for its implementation S8.1.10 Effectively applies project management models and standards and the tools that serve them
Attitudes	• Inclined to work in teams, respecting roles and responsibilities. • Committed to understanding the needs and experiences of the target audience. • Able to prioritize user-centred design in storytelling approaches • Inclined to accept responsibility for ensuring content is fair, accurate, and non-exploitative. • Inclined to respect the emotional and cultural impact of immersive experiences on audiences. • Committed to actively challenge personal biases and assumptions to maintain impartiality.

Competence Area: 9. New trends in IJ

Competence	9.1 Explore innovative immersive technologies and their uses in media and communication sector
Level of proficiency	I can: • Create processes to test, research and assess immersive technologies applied to media and communication sector. • Integrate different sources of information to elaborate new knowledge on technological trends in immersive journalism
Knowledge	K9.1.1 Knows cutting-edge hardware and software advancements in virtual reality (VR), augmented reality (AR), and mixed reality (MR), IOT, voice interface, applicate interface and haptic interface. K9.1.2 Knows how interactive storytelling is being enhanced by advancements in immersive technologies.

	K9.1.3 Aware of new immersive platforms and applications shaping audience interactions, such as the metaverse and extended reality (XR) ecosystems. K9.1.4 Understands platform-specific content delivery methods and audience engagement metrics. K9.1.5 Knows analytics tools and metrics to measure the effectiveness and reach of immersive journalism content. K9.1.6 Knows the possibilities of using the interface of all the senses in IJ and how to use it to manage information K9.1.7 Understands the importance of continuously improving knowledge and skills in the field of IJ in line with the concept of lifelong learning
Skills	S9.1.1 Analyses emerging technologies (e.g., AI in VR/AR, 6DOF experiences) and assesses their potential application in journalism. S9.1.2 Collects and synthesizes data from technology reports, academic papers, and market studies to identify patterns and future possibilities S9.1.3 Collaborates with professionals and researchers in related fields (e.g., technology developers, media analysts) to stay informed about innovations. S9.1.4 Critically evaluates and conducts pilot tests for new immersive technologies to assess their relevance to journalism. S9.1.5 Designs and execute research projects aimed at mapping innovation pathways in immersive journalism technologies. S9.1.6 Apply GeoAI to create narrative maps and dynamic visualizations that enrich the immersive experience and foster understanding of complex spatial phenomena S9.1.7 Uses AI tools to create content, understanding the importance of sensoriality in their proper use as well as the dangers of using them

	S9.1.8 Knows how to design control solutions using the senses or combinations of the senses (multisensory control) S9.1.9 Identifies technological and motor limitations in the area of VR S9.1.10 Uses the potential of AI and new tools to increase automation and communication
Attitudes	• Inclined to combine various types of sources and data to better understand technological advancements in communication and media production. • Inclined to experiment different technologies, multimedia contents

Competence	9.2 Investigate intersections between immersive journalism and new storytelling and media production trends
Level of proficiency	I can: • analyse reports, data and information on the latest developments of storytelling and media production • elaborate strategies to investigate audience preferences and behaviours
Knowledge	K9.2.1 Aware of the intersection between immersive technologies and journalistic practices. K9.2.2 Understands how user behaviour data can inform new trends and storytelling innovations. K9.2.3 Aware of experimental immersive formats K9.2.4 Knows how immersive journalism adapts to societal and cultural shifts. K9.2.5 Knows how emerging regulations and standards affecting immersive journalism, such as those related to AI ethics, deep fakes, and intellectual property rights.
Skills	S9.2.1 Identifies shifts in audience preferences and consumption patterns regarding immersive content. S9.2.2 Integrates knowledge from adjacent fields, such as human-computer interaction (HCI), gaming, and cognitive science, to identify new trends.

	S9.2.3 Analyses how other media outlets and industries (e.g., entertainment, education) adopt immersive technologies to spot adaptable trends. S9.2.4 Assesses the societal and ethical implications of new immersive trends, including potential biases and unintended consequences.
Attitudes	• Open to explore alternative pathways to innovate storytelling and media production. • Inclined to combine media theories to social analysis

Immersive Journalist Profile

An *Immersive Journalist* is a highly skilled media professional who combines advanced multimedia production capabilities with cutting-edge immersive technologies to create compelling, ethical, and socially impactful storytelling experiences. This profile requires not only technical proficiency but also psychological sensitivity, legal awareness, and a strong ethical compass.

Core Competencies and Expertise

1. Multimedia Production Mastery
The immersive journalist is adept in designing, producing, and editing multimedia content across formats—including video, audio, and interactive graphics—tailored for specific audiences and platforms. They apply principles of design, storytelling, and production workflows, and use industry-standard tools to bring stories to life. Their content reflects a strong awareness of accessibility, copyright, and audience engagement.

2. Immersive Technologies for Storytelling
They skillfully utilize immersive platforms (VR, AR, MR) to craft impactful narratives. With knowledge of 3D modeling, spatial audio, real-time engines, and sensory integration, they create experiences that captivate users and stimulate emotional and cognitive engagement. They constantly explore and integrate emerging technologies, including AI, haptics, and neurofeedback systems.

3. Genre-Specific Expertise in Immersive Journalism
This professional recognizes and adapts to different immersive journalism genres—such as immersive documentaries, simulations, and investigative storytelling. They tailor formats and user interactions while maintaining journalistic integrity. Through innovative use of 360° video, VR simulations, and mixed-reality elements, they enhance audience understanding and empathy.

4. Psychological Awareness and Empathy-Driven Design
Understanding the psychological underpinnings of user interaction, the immersive journalist designs content that promotes empathy, emotional engagement, and cognitive resonance. They evaluate user experience and mental load, ensure inclusivity, and protect against psychological distress, all while applying behavioral and psychological theories to storytelling.

5. Ethical Leadership in Content Creation
The immersive journalist is deeply committed to upholding ethical standards. They proactively ensure user safety, consent, inclusivity, and narrative

transparency. With a keen eye for avoiding bias and manipulation, they create immersive content that respects user autonomy and cultural sensitivity, integrating ethical AI practices where applicable.

6. Legal and Security Compliance
This professional possesses a solid understanding of legal frameworks including intellectual property, data privacy, health and safety regulations, and content distribution laws. They implement robust security measures to protect content, users, and platforms from breaches and misuse.

7. Social Impact Orientation
The immersive journalist leverages storytelling as a catalyst for social reflection and change. They engage diverse communities, amplify underrepresented voices, and foster empathy and dialogue. They also analyze the social and political contexts of stories and assess their impact on public opinion and social awareness.

8. Collaborative and Reflective Mindset
Immersive journalism is a multidisciplinary field. These professionals thrive in creative teams, collaborating with developers, designers, researchers, and subject experts. They are reflective in practice, incorporating feedback to enhance quality and user engagement, and are driven by continuous learning and critical self-assessment.

9. Innovation and Trend Responsiveness
Always forward-looking, immersive journalists monitor and evaluate technological trends in media production and storytelling. They actively experiment with emerging formats, assess audience behavior, and innovate new modes of narrative delivery. This includes exploring the metaverse, XR ecosystems, AI-generated content, and interactive storytelling advancements.

Conclusion

The evolution of immersive journalism calls for a new generation of media professionals equipped with a unique blend of technical expertise, ethical awareness, creative vision, and social sensitivity. This competence framework provides a structured foundation for understanding the multifaceted role of the immersive journalist, highlighting the diverse areas of proficiency required to navigate and shape this dynamic field.

By outlining the essential knowledge, skills, and attitudes across key domains—from multimedia production and immersive technologies to psychological, ethical, legal, and social dimensions—this framework supports the development of responsible, impactful, and future-oriented storytelling. It aims to guide education, training, and professional practice, ensuring that immersive journalism continues to grow as a powerful tool for informed engagement, empathy, and democratic dialogue.

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