

Vinicius Covas

Selected academic profile · 2026-10-09

Research Professor, Universidad Anáhuac México

Brazilian based in Mexico City

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Academic appointment

Research Professor · Universidad Anáhuac México

Faculty of Communication

Education

2024 / PhD in Communication

Universidad Anáhuac México

Master's in Entertainment Business Management / Universidad Anáhuac México

Bachelor's in Social Communication / Universidade Veiga de Almeida, Brazil

Research

Human-AI communication; generative multi-agent systems; meaning and agency; digital culture; gamification and learning.

Selected publications

- Vinicius Covas (2026). [The Spiral of Attention: How Disruptive Agents Centralize Multi-Agent AI Deliberation Networks](#). Zenodo · Preprint · v1.0.0. [Preprint]. DOI: 10.5281/zenodo.18672582.
- Vinicius Covas (2026). [When AI Commands vs. Suggests: Cultural Moderators of Algorithmic Compliance](#). SSRN · Research abstract (2 pages). [Preprint]. DOI: 10.2139/ssrn.6462313.
- Vinicius Covas (2026). [The Negativity Magnet: How Affective Disruption Restructures Discursive Power in AI Collectives](#). SSRN · Working paper. [Preprint]. DOI: 10.2139/ssrn.6226560.
- Vinicius Covas Alves (2026). [How Communication Modalities Shape Topology in Generative Multi-Agent Systems](#). MALGAI · ICLR 2026 Workshop. [Workshop paper].
- Vinicius Covas (2026). [The LOGOS Framework: A Five-Level Taxonomy of Human Cognitive Agency in AI-Assisted Assessment](#). SSRN. [Preprint]. DOI: 10.2139/ssrn.6749961.
- Vinicius Covas; Jorge Alberto Hidalgo Toledo (2026). [AI Knows When It's Being Watched: Functional Strategic Action and Contextual Register Modulation in Large Language Models](#). arXiv / cs.CL / cs.AI / cs.CY / cs.MA. [Preprint]. DOI: 10.48550/arXiv.2605.15034.
- Vinicius Covas; Lucía-Gloria Vázquez-Rodríguez (2026). [Infraestructuras digitales, sentido y agencia: una lectura comunicacional de las tecnologías emergentes](#). Comunicación y Medios / 35(53). [Editorial]. DOI: 10.5354/0719-1529.2026.84806.
- Vinicius Covas Alves (2020). [Estudio sobre el uso de la gamificación en plataformas de e-learning: teorías de comportamiento, tasas de participación y experiencias de uso](#). Sintaxis / 5 / 128-147. [Research article]. DOI: 10.36105/stx.2020n5.07.

Research projects

- [Communication modalities and topology](#) · Workshop paper · MALGAI / ICLR 2026
- [LOGOS Framework](#) · Preprint · SSRN
- [AskAnáhuac](#) · Knowledge project
- [Synthetic Agora](#) · Research in progress
- [Human & nonhuman communication](#) · Research area
- [Communication Atlas](#) · Project in development

Books

Communicating Machines: How Generative Multi-Agent Systems Develop Social Behavior. Under contract with Palgrave Macmillan. A book in progress.

Creando Marcas en la Era de las Distracciones.

Teaching

- Communication and artificial intelligence.
- Content marketing and digital journalism.
- Innovation and digital culture.

Editorial & academic service

2025–2026

Guest Editor

Comunicación y Medios · Universidad de Chile

Special issue No. 53: Communication and emerging technologies: digital infrastructures and new Latin American perspectives.

2025–2026

Thematic Track Deputy Director

Congreso Internacional H

Digital ecosystems and social networks. Documented participation in the 2025 and 2026 editions.

Selected recognition

2024 · Member of the winning team · [Ford Innovation Challenge](#) · [NextGen Tech](#)

Languages

Portuguese, Spanish and English.

Selected academic profile. For an extended CV or institutional documentation, contact the author directly.