

Scientific dissemination: a challenge for researchers

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Dear readers:

With the rise of anti-science movements at a global level, to face the questioning of scientific results and as a physiological response to technological development that is increasingly evident; scientific dissemination has become an intuitive response from researchers and has gained great importance as a strategy and area of knowledge⁽¹⁾.

For years, the authors limited the dissemination of the results of their studies to publication. And today, when networks and platforms have exponentially gained in interactivity, they can no longer be satisfied with publishing their manuscripts. It has become necessary to speak to the general community through existing media and explain, assuming the risks of misinterpretation, science and its complexity⁽¹⁾. A fact that strengthens the relationship with users while bringing them closer to scientific knowledge in areas where this type of information does not prevail.

There is currently a great demand for knowledge at a social level, exacerbated after facing the COVID-19 pandemic, and many citizens do not have the tools to access it through specialized platforms. This justifies that researchers and scientific journals take the spaces where users usually are: social networks, mass media and the physical environment.

Although not all researchers have the ability to apply science in social networks; The accelerated development of the new information technologies has been the greatest influence for the democratization of knowledge⁽²⁾. The good news is that scientific journals have also gained a more important place in the world of academic dissemination.

The construction of new knowledge is not limited to the research process or the editorial. Therefore, the impact of scientific articles and their relevance must also be related to the social dynamics in which they are created and disseminated. Without failing to take into account the contributions, interpretations and questions of the readers.

The scientific dissemination process must be understood as the correct way to make science more accessible. At the same time, it rewards the author and the scientific journal with greater visibility.

If researchers close the door to adopting this path that disseminates knowledge from academic humility and do not potentiate its opening, they will continue to be involved in a closed circle that will lose more and more space. Scientific dissemination entails challenges for research actors: the use of words common to the public, the adaptation of concepts, reformulating what is proposed, simplifying specialized content⁽³⁾; but it provides an advantage that no creator of scientific content should be allowed to waste: sharing their discovery, contribution or result obtained on a large scale. This will not only arouse the interest of common users about your work, there is also dissemination among experts and platforms; and it is one of the most suitable ways to exploit it.

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