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PUBLICATION AND SCIENTIFIC VISIBILITY IN COMMUNICATION. THE LATIN AMERICA CASE

Scientific production on communication issues in the world is increasing and can be evidenced in the visibility records of authors and studies in journals of high scientific impact. However, in regions such as Latin America, this production is not as desired, and continues to suffer from satisfactory indicators of visibility of the efforts of institutions and researchers. This is revealed by the exploratory research and technological surveillance and strategic intelligence carried out from the Scopus database, in observance of the Scimago Journal and Country Rank (SJR) classification in the period 2018-2022, and in comparison with the scientific production of the periods 2014-2019 and from 2000 to 2022.

The visibility of scientific production in high-impact journals (quartiles: 1, 2, 3 and 4) reveals that Latin America increased not only research, but also scientific production in communication during the period 2018-2022. An unfinished formation and conformation of the field of communication deserves to listen to the heartbeat of all regions of the world (Torrico, 2011) and provoke reflection on the constitutive history of the field of knowledge, as well as communication research (Vidales, 2015), at times in which science has and can access greater possibilities for its strengthening.

Key words: technological surveillance, communication research, scientific production, scientific visibility, Latin America.

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Коммуникация дискурсындағы ғылыми жарияланымдардың маңыздылығы: Латын Америкасының мысалында.

Коммуникация мәселелері бойынша дүниежүзілік ғылыми еңбектердің көлемі жыл сайын қарқынмен өсіп келе жатқанын импакт-факторы жоғары журналдарда осы саладағы ғалымдардың жариялануының артуынан көруге болады. Алайда, Латын Америкасы сияқты аймақтарда мұндай еңбектер сұранысқа ие емес және әлі күнге дейін ғылыми мекемелер мен ғалымдардың күш-жігерінің қанағаттанарлықтай деңгейінің қалыптаспауынан зиян шегуде. Бұған 2018-2022 жылдар аралығындағы Scimago Journal және Country Rank (SJR) классификациясына сәйкес Scopus дерекқорынан жүргізілген алдын ала зерттеулер, технологиялық қадағалау және стратегиялық барлау, сондай-ақ 2014-2019 жылдар мен 2000-2022 жылдар аралығындағы ғылыми еңбектерді салыстырмалы талдау нәтижелері дәлел болады.

Жоғары рейтингілі журналдардағы (1, 2, 3 және 4-квартиль) ғылыми жарияланымдардан 2018-2022 жылдар аралығында Латын Америкасы және бүкіләлемде коммуникация саласында зерттеулердің ғана емес, сонымен қатар ғылыми өнімдердің артқанын байқаймыз. Коммуникация саласының әлі де толық қалыптаспауы мен конформациясынан-ақ әлемнің барлық аймақтарының тыныс-тіршілігін білуге болады (Торрико, 2011) және білім саласының конститутивті тарихына, сондай-ақ қазіргі уақытта коммуникациялық зерттеулерге (Видалес, 2015) ғылымның қоғамдық прогресс пен ғылым мен өндірістің әртүрлі саласындағы конструктивті дамуына оң әсер ету мүмкіндігі бар.

Түйін сөздер: технологиялық бақылау, коммуникациялық зерттеулер, ғылыми өндіріс, ғылыми таным, Латын Америкасы.

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Значимость научных публикаций в дискурсе коммуникации: кейс Латинской Америки

Объем мировой научной продукции по вопросам коммуникации стремительно растет, что подтверждается результатами научных исследований, публикуемых в журналах с высоким импакт-фактором. Однако труды латиноамериканских авторов не получают должной оценки, традиционно фиксируются не высокие показатели научной видимости работы ученых этого региона. Данный факт также отражен в ряде исследований, технологических наблюдениях и показателях стратегической разведки с использованием базы данных Scopus и классификации Scimago Journal and Country Rank (SJR) за последние 5 лет (2018-2022), а также результатами сравнительного анализа научной продукции за периоды: 2014-2019 и 2000-2022 гг.

Изучение масштабов научной продукции в журналах с высокой отдачей (квартили 1, 2, 3 и 4) показывает, что Латинская Америка и весь мир увеличили не только исследования, но и научную продукцию в сфере коммуникации в период с 2018-2022 гг. Тем не менее, незавершенное формирование и конформация данной области знаний требуют внимания со стороны всех регионов мира (Торрико, 2011) и стимулируют размышления о конститутивной истории области знаний, а также о коммуникационных исследованиях (Видалес, 2015) во времена, когда наука имеет возможность оказывать положительное влияние на общественный прогресс и конструктивное развитие в различных сферах и областях науки и производства.

Ключевые слова: технологическое наблюдение, коммуникационные исследования, научное производство, «научная видимость», Латинская Америка.

Introduction

In the same way as it happens in the world, the scientific production on Communication issues is increasing in Latin America. This can be evidenced by the progressive increase in publications by authors and institutions in classified and indexed journals as having a high scientific impact. It may also be due to the interest of universities and research centers on making academic research visible.

Literature review

Communication and journalism have strengthened their disciplinary category since the beginning of the 20th century (Jinghong, X., Xinyang, Y., Shiming, H., & Wenbing, C., 2019). While this is happening, the fragmentation of the fields of study (Corona-Berkin, 2017). and the discussions around the very definition of the concept of communication (Fuentes-Navarro, 2019) are evident. However, these are not the only circumstances associated with scientific production in the field of communication and its scientific visibility, for example: there are variables and indicators that reveal the efforts made by authors, researchers, and educational institutions as insufficient.

The visibility of scientific production in high-impact journals (quartiles 1, 2, 3 and 4) reveals that Latin America and the world increase not only research, but also scientific production in communication during the period 2018-2022 (Muñoz-Urbe, J. F., 2022). This is verified with the review of articles on the Scopus digital platform in which the United States ranks the most significant records of publications (350 articles); Spain places second (85 articles), Germany in third place (59 articles), the United Kingdom in fourth place (50 articles) and China in the fifth occupation (34 articles). In the case of Latin America, for the same period, Brazil ranks ninth (18 articles) and Mexico ranks 19 (10 articles). From this last technological surveillance, it was possible to identify the significant scaling of Spain (from fourth to second place in the ranking of visibility in high-impact publication, regarding to the period 2014-2019), in addition to a worldwide decrease in scientific visibility in the years 2014 and 2017 compared to growth above the evolutionary trend of behavior that had occurred from 2009 to 2015, and subsequently, from 2016 to 2021. In the last five years (2017-2021) the decrease corresponded to a -9.7% compared to 2020, surely associated with the pandemic consequences of Covid-19.

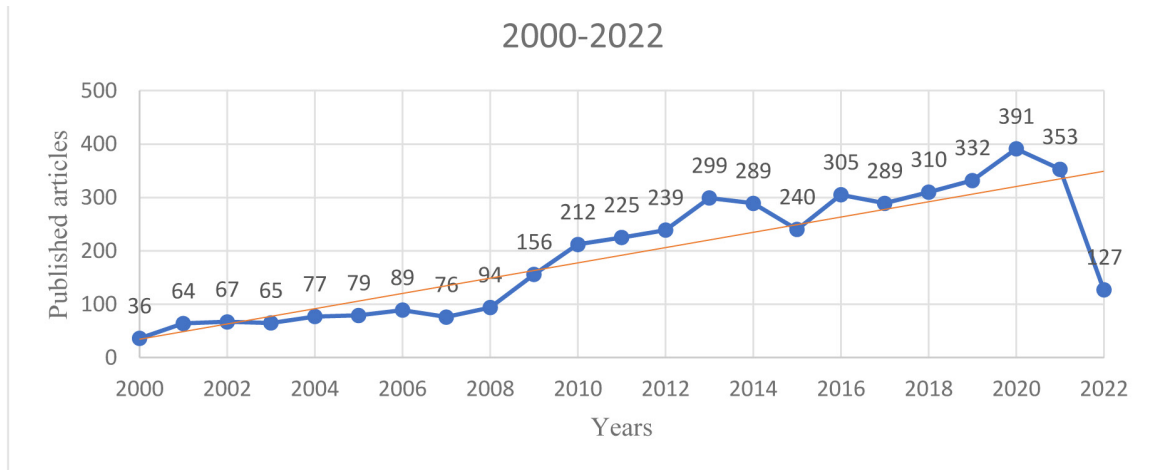


Figure 1 – Behavior of the visibility of high-impact scientific production in Communication in Scopus, period 2000- June 2022

Findings and discussion of content analysis

According to the technological surveillance on visibility of the world scientific publication carried out for the periods 2000-2022 (4,414 articles), 2014-2019 (1,765 articles) and the last 5 years: 2018-2022 (1,513 articles), the countries that kept the first 10

places of visibility of scientific production in high-impact journals in Scopus were the United States (it has prevailed in first place and differed substantially from the following countries in number of records), Spain, Germany, the United Kingdom, China, Canada and Australia (Muñoz-Urbe, J. F., 2021).

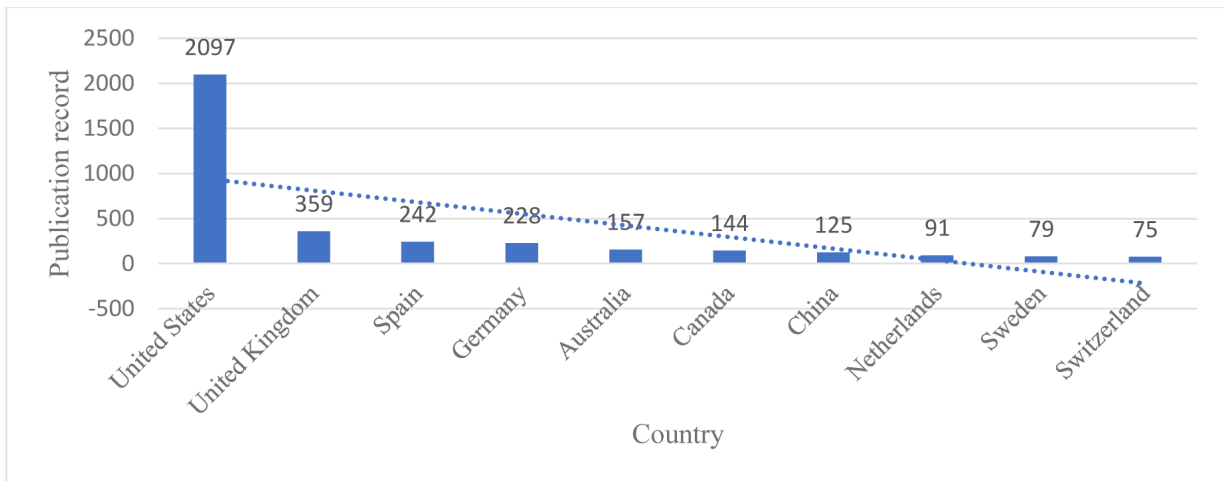


Figure 2 – Top ten countries, period 2000- June 2022

Some of these countries have changed their position in the international ranking in the last two years. In the case of Latin America, for example, there is a considerable rise in Brazil, which has increased its number of records and publications in journals with

a high scientific impact and which does not appear in the top ranking in the average ranking of the last two decades of the 10 best-ranked countries in terms of visibility of high-impact scientific publications in communication.

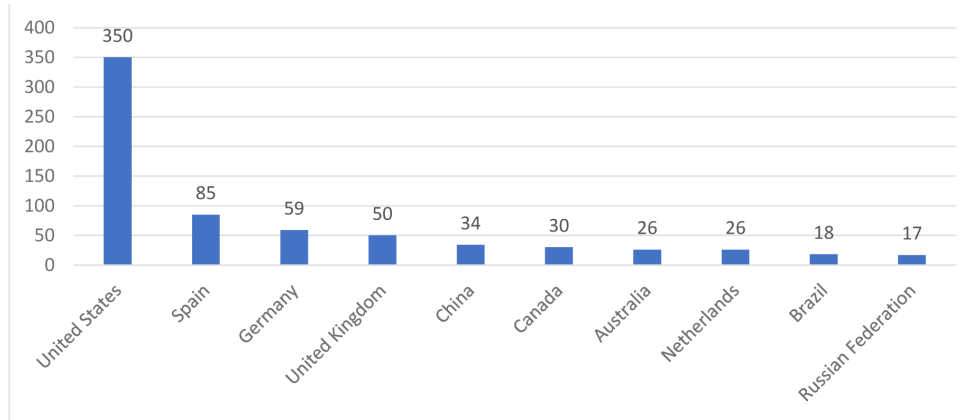


Figure 3 – Top ten countries, period 2020- June 2022

The visibility of research articles in journals of high scientific impact turns out to be a matter of great interest and importance in relation to the social appropriation of knowledge (Moyano, R., 2014). But, also, an element to which the researcher must comply himself for the constitution of his research file that, in addition to not solving the scientific quality of the publications, forces a dependence on impact indicators such as the h-index –identified in the Web of Science, Scopus or Google Scholar sites– mostly required by state institutions, evaluation agencies and universities due to the incessant interest in occupying a place in international rankings such as the Academic Ranking of World Universities not sufficiently adapted to scientific research in the social sciences (Guyot, 2022).

In the international classification with the highest visibility of publications with a high scientific impact in communication, the best located Latin American countries best in the first 50 positions and during 3 periods of technological surveillance (2010-2013, 2014-2019 and 2018-2022) have been

Brazil, Mexico and Colombia. However, there is evidence of a progressive increase in publication records in high-impact scientific journals from countries such as Chile, Argentina, Ecuador and Peru.

The data recorded by technological surveillance in Scopus was unthinkable in the last century, among other factors, because publications and information systems were not digitized in the way that is done today. Additionally to the boom of the Internet and digital networks, especially in the last ten years, which have presented totally unsuspected indicators in the previous century in relation to the behavior of the visibility of scientific production.

The 4 technological surveillances were carried out taking into account the time between 1960 and 2022 as a variable, and aspects such as the digitization of articles for publication in Scopus produced from 1960 to 1999 and digitized in Scopus since 2004 (759 articles); the publication of articles from 2000 to 2013 (1778 articles), the publication of articles from 2014 to 2019 (1765 articles) and from 2020 to 2022 (871 articles).

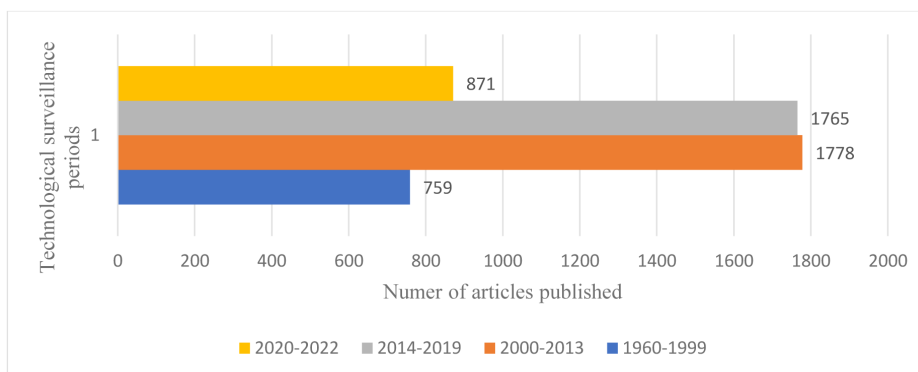


Figure 4 – Visibility behavior in periods of technological surveillance

Despite the fact that the visibility in scientific production in communication reports a growing trend in the world and in the analysis of regions such as Latin America, the research dynamic is still not ideal regarding the first occupations in the world classification. This report corroborates the approach of Engghels and Becerra about the minimal Latin American presence in scientific authorship, why they would call for a necessary and explicit editorial policy for greater and better international academic interaction (Engghel, F., & Becerra, M., 2018).

In the monitoring of technological surveillance, some behaviors appeared that could deduce aspects such as: weak articulation and interdisciplinarity of authors and institutions, thematic divergence in the field of communication and a wide range of topics to be researched. On the other hand, in the last 5 years, there has been a predominance of communication research keywords such as ‘communication’, ‘communication studies’, ‘social media’ and ‘journalism’, with a slight decrease in the use of keywords such as ‘communication research’, ‘political communication’ and journalism and mass communication education’, among others.

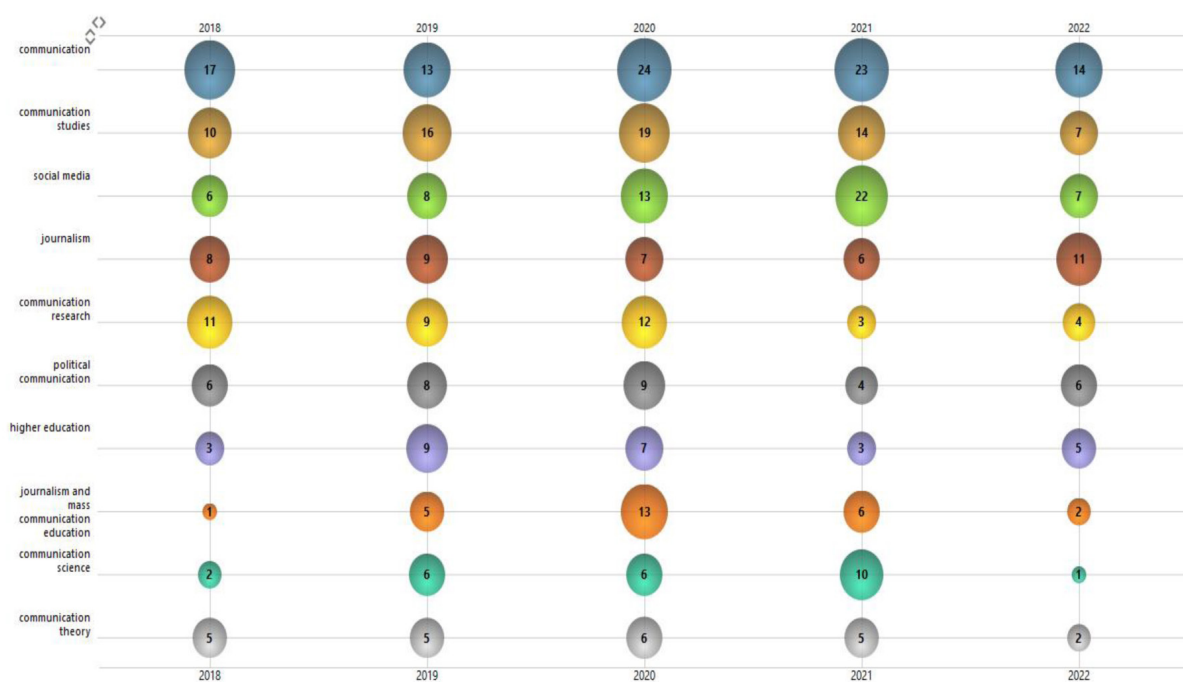


Figure 5 – Author keywords versus year

Furthermore an undesirable rhythm of regional scientific research in the face of new challenges (Fuentes-Navarro, R., 2015) and the lack of interest in addressing theories and concepts from other fields of knowledge and even from other scientific disciplines. It seems that greater relevance has been given to an academic role and to the

evaluative condition than to scientific production; meanwhile, the disintegration persists in international contexts and with regard to educational and scientific policies (Fuentes-Navarro, R., 2017), in addition to the disarticulation between researchers whose production and scientific visibility is relevant.

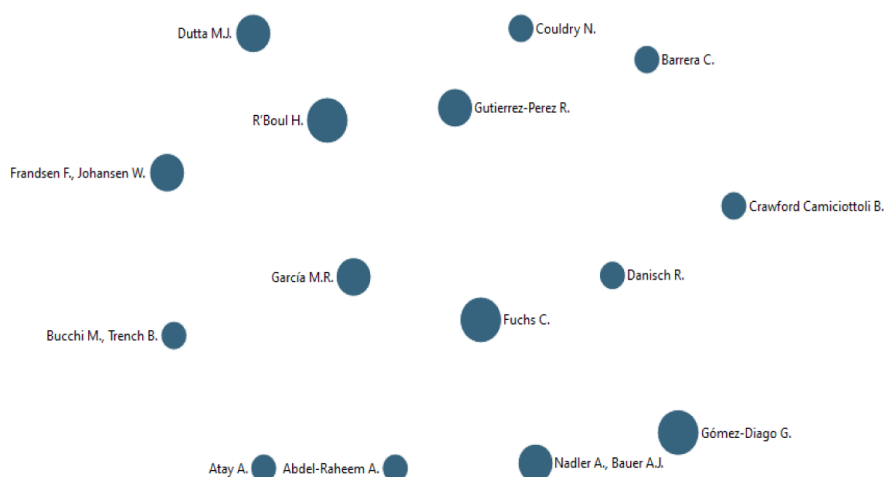


Figure 6 – Interrelation of best ranked researchers in the last 5 years

Conclusion

An unfinished formation and conformation of the field of communication deserves to listen to the heartbeat of all regions of the world (Torrico, E. R.,

2011) and provoke reflection on the constitutive history of the field of knowledge, as well as communication research (Vidales, 2015), at times in which science has and can access greater possibilities for its strengthening.

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