



COMUNICACIÓN Y REPUTACIÓN CIENTÍFICA

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CONTENIDO

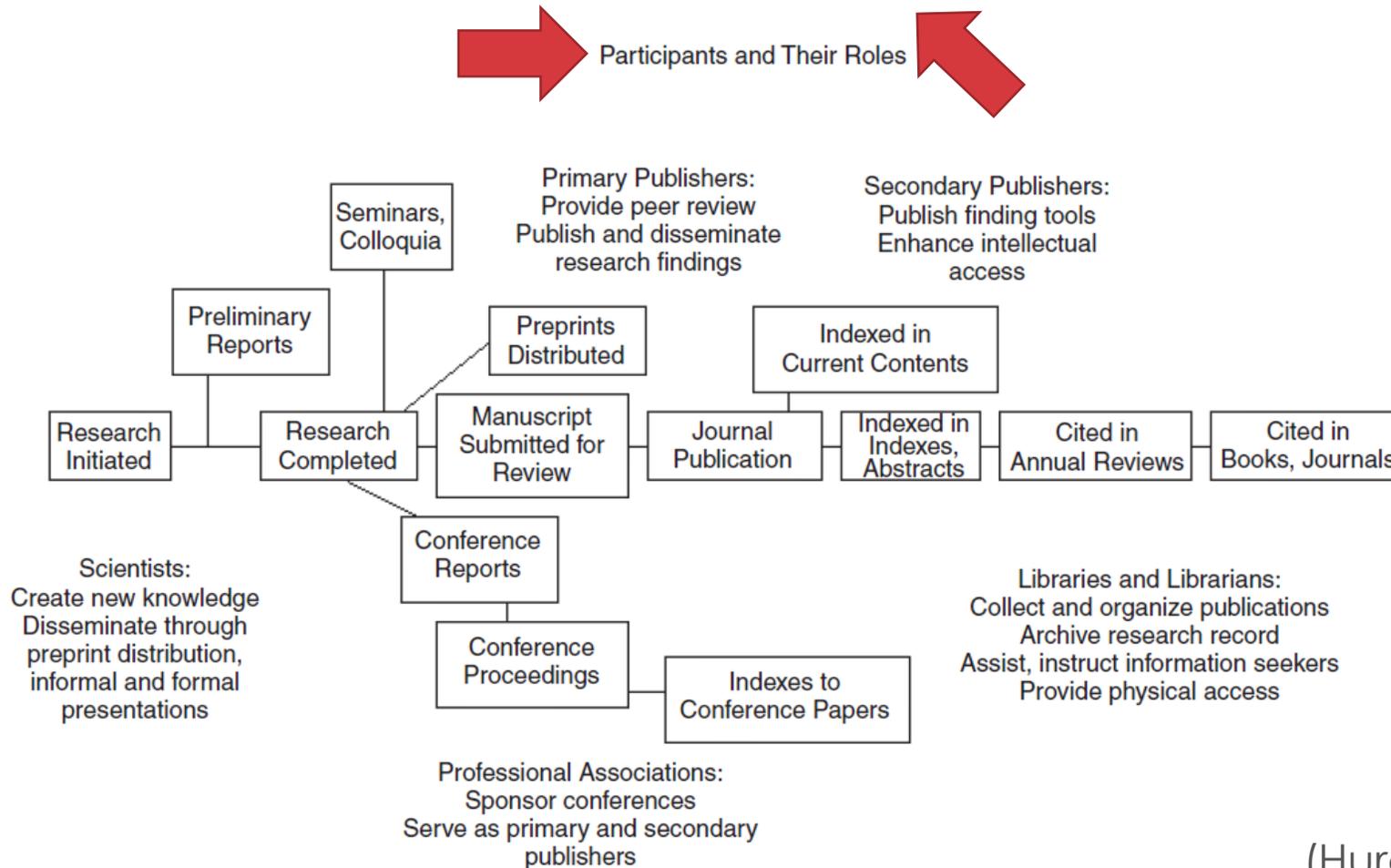
- El modelo actual de comunicación científica
- Web 2.0 y Ciencia 2.0
- La revisión por pares
- La reputación científica
- Difusión, visibilidad e impacto de las publicaciones científicas
- Perfil de investigador

EL DILEMA CIENTÍFICO – ¿PUBLICAR O PERECER / SER VISIBLE O PERECER?



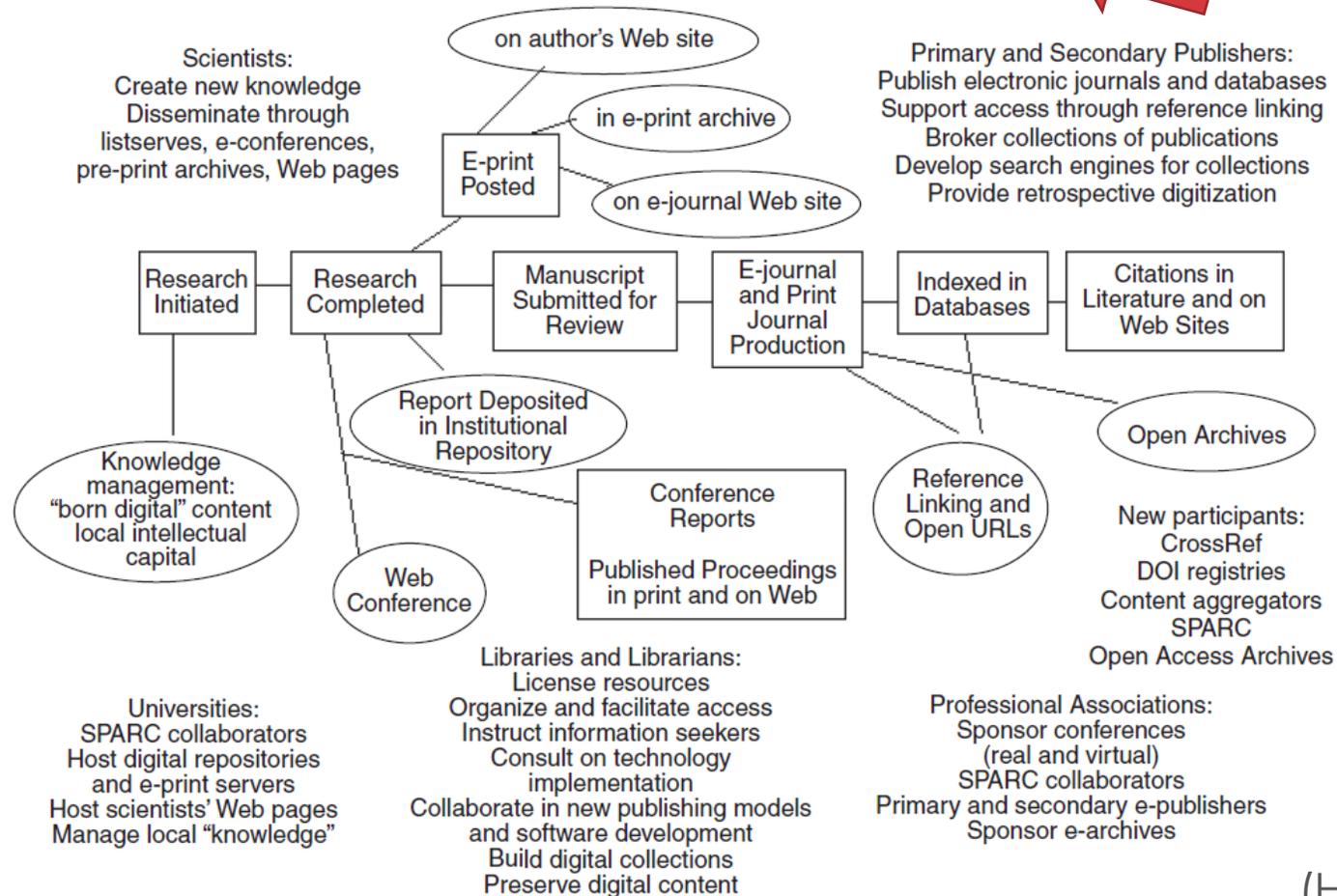
CAMBIOS EN EL MODELO DE COMUNICACIÓN CIENTÍFICA

FIGURE 1. Scientific Communication Traditional Garvey/Griffith Model



CAMBIOS EN EL MODELO DE COMUNICACIÓN CIENTÍFICA...

FIGURE 2. Scientific Communication in a Digital World



CAMBIOS EN EL MODELO DE COMUNICACIÓN CIENTÍFICA...

<i>Mode</i>	<i>Connection</i>	<i>Old instances</i>	<i>New instances</i>
Oral	One-to-one	Face-to-face conversation Telephone conversation	Instant messaging VOIP telephony Video calls
	One-to-many	Lecture Conference presentation TV/radio broadcast	Instant messaging Web video
	Many-to-many	Telephone conference call?	Web-based conferencing
Written	One-to-one	Letters	Email
	One-to-many	Printed publication	Web-based publications Blogs
	Many-to-many	n/a	Wikis e-whiteboards

TRES EJES DE CAMBIOS

Changes to the publishing market (e.g. new business models like open access; new sales models such as consortia licensing; globalization and the growth of emerging regions)

Changes to the way research is conducted (e.g. use of networks; growth of data intensive and data-driven science; globalization of research)

Changes to public policy (e.g. research funder self-archiving and data-sharing mandates; changes to copyright)

(Ware, M. & Mabe, M., 2015)

<http://www.sherpa.ac.uk/juliet/index.php>

LA PUBLICACIÓN CIENTÍFICA

Numbers of researchers

There is no single comprehensive and widely accepted set of figures for researcher numbers, partly for reasons of difficulty of defining a researcher after leaving academia, and partly because of different approaches to recording these statistics in different countries. The latest available OECD statistics report a **researcher headcount of 8.4 million for 2011 (a full-time equivalent of 6.3 million), covering the OECD plus some key non-OECD countries (e.g. China and Russia) but excluding some other important countries (e.g. India, Brazil)**. This was an increase of 7.5% on 2010, reflecting a bounce back from the recession when numbers fell. The average annual growth between 2000 and 2011 was 4.2% (headcount) and 3.2% (FTE), suggesting a trend of greater part-time work (OECD n.d.).

Ware, M. & Mabe, M., 2015)

LA PUBLICACIÓN CIENTÍFICA...

Ulrich's lista **340.354 publicaciones periódicas activas**, de las cuales **98.853** aparecen categorizadas como **revistas científico-técnicas** (*Academic, scholarly*), y de éstas, 57.426 cuentan con un comité científico que revisa los manuscritos para asegurar su calidad (o sea, pasan una evaluación a cargo de colegas).

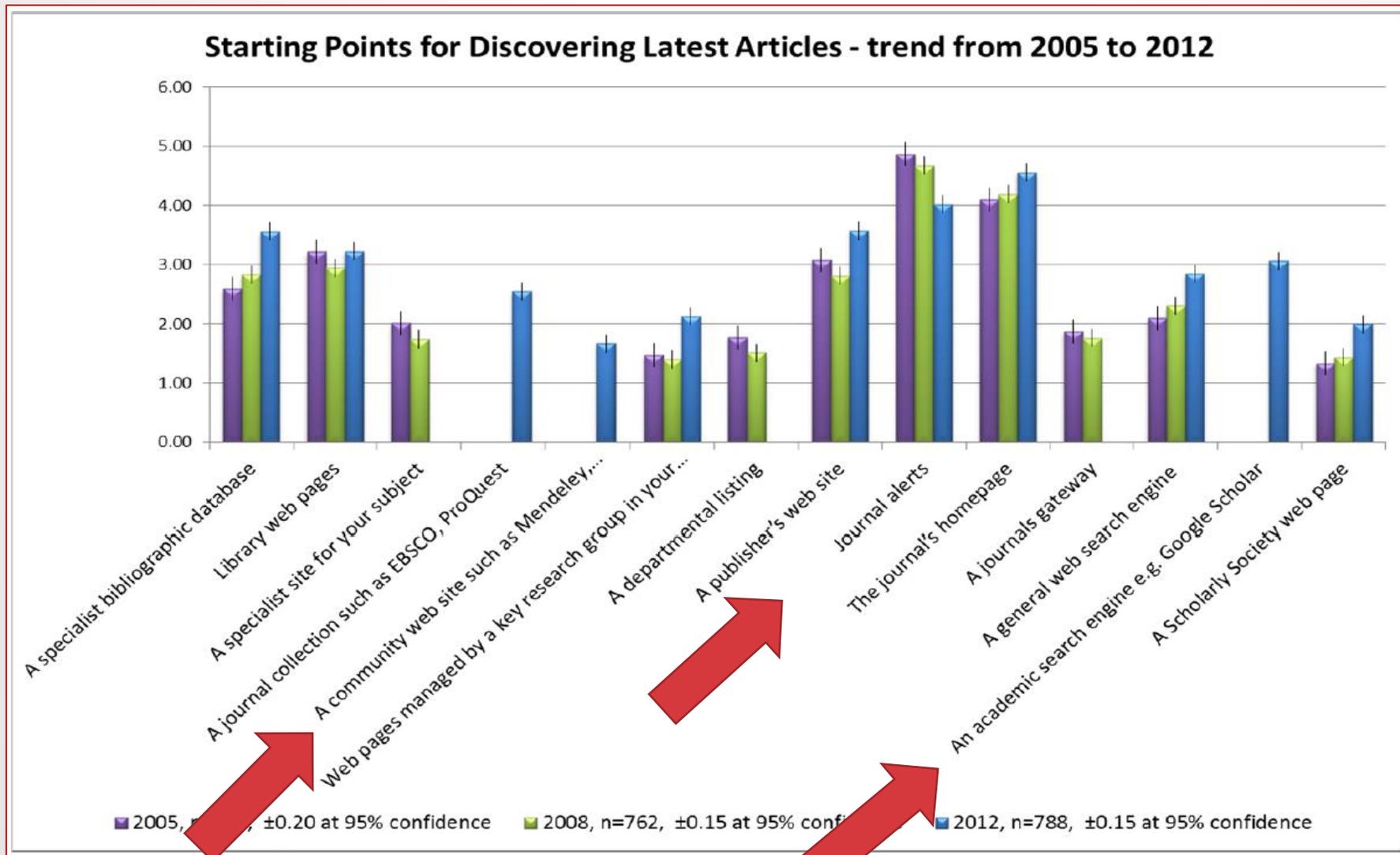
Baiget, T., & Torres-Salinas, D. (2013)

OTROS CAMBIOS

- Crece exponencialmente la cantidad de publicaciones científicas (revistas y artículos)
- Surge la modalidad de Acceso Abierto (AA) en dos vías
- Crece la cantidad de revistas y repositorios de AA
 - [DOAJ](#)
 - [OpenDOAR](#)
- América Latina y el Caribe (ALC) – el mayor usuario de AA
- Surgen cambios en los modelos de revisión por pares
- Aparecen nuevas formas de divulgación de la producción intelectual - las Redes Sociales Académicas o Científicas
- Nacen las métricas alternativas para medición de impacto
- Los patrones de búsqueda de información de la comunidad académica y científica han cambiado
- *Open science* y la inmediatez en la comunicación de los resultados

DATOS - DOAJ

- El *Directory of Open Access Journals* (DOAJ), a finales de 2012 registraba **8,115 revistas y 899860 artículos**.
- En una consulta hecha en octubre de 2014, el Directorio informaba de **10,048 revistas y 1,758.686 artículos**, con participación de 135 países. Un incremento de casi 2000 revistas y más de 800,000 artículos en solo dos años (1933 revistas y 858826 artículos).
- En septiembre de 2015, DOAJ registra: **10,554 revistas y 2,093,931 artículos**.



Gardner, T. & Inger, S. (2016).

LA LLEGADA DEL FORMATO ELECTRÓNICO Y DEL ACCESO ABIERTO (AA)

- Más de 7500 revistas científicas de ALC en formato electrónico*
- Más de 5000 revistas científicas de la región de acceso abierto (Alperin, J. & Fischman, G., 2015)
- 73.9% de las publicaciones de ALC son de AA (Miguel, S., 2011)
- Falta de conocimiento por parte de los investigadores sobre AA (Alperin, J. & Fischman, G., 2015)
- 3110 revistas de Iberoamérica registradas en *Directory of Open Access Journals* (DOAJ)
- Los fondos públicos para la ciencia, la visión en ALC de la producción científica como un bien público

* Datos Latindex

- Directorio
- Catálogo
- Revistas en línea

Título, ISSN o término

Búsqueda exacta

Búsqueda avanzada

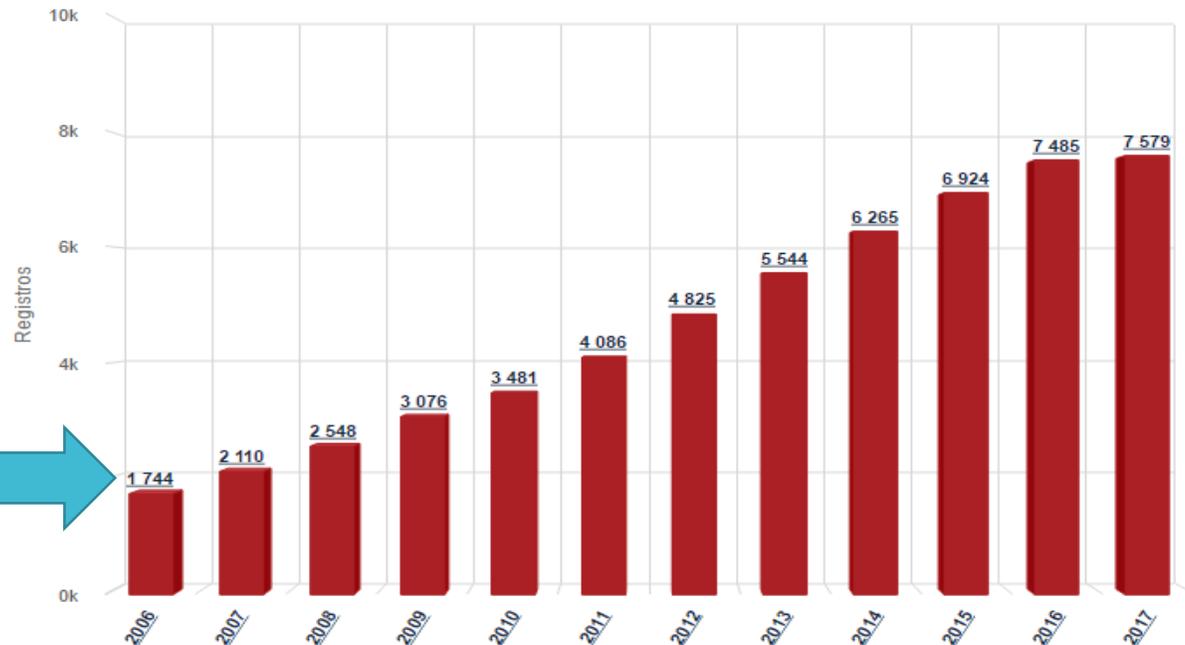
Índices

Gráficas

Gráficas

Imprimir

Histórico Revistas en línea



Datos actualizados al: 3/3/2017

Highcharts.com

APRETURA DE LOS GRANDES EDITORIALES

- Elsevier

<https://www.elsevier.com/about/open-science/open-access/open-access-journals>

- Taylor & Francis

<http://www.tandfonline.com/openaccess/openjournals>

- Sage

<https://us.sagepub.com/en-us/nam/pure-gold-open-access-journals%20>

- Emerald

<http://www.emeraldgrouppublishing.com/openaccess.htm>

<http://www.emeraldgrouppublishing.com/about/news/story.htm?id=6249>

WEB 2.0 Y CIENCIA 2.0

Hay dos ideas básicas subyacentes en la exploración de la Web 2.0 al terreno de la ciencia:

- la ciencia es comunicación
- la ciencia es colaboración

Un tercer componente – cómo la Web 2.0 puede aportar no solamente **nuevas formas de divulgar la ciencia, sino también nuevos métodos de evaluación de los artículos e informes científicos.**

(Lluís Codina, 2009)

CIENCIA 2.0

Según la European Commission* la Ciencia 2.0 engloba los siguientes factores:

- Incremento significativo de la producción científica
- Una nueva forma de hacer ciencia: “data intensive science”
- Un creciente número de actores en la ciencia y destinatarios de la ciencia

Además otros factores:

- Nuevos lugares de hacer ciencia
- Disponibilidad de TICs a bajo costo
- Creciente demanda y presión de soluciones de los grandes retos (cambio climático, almacenamiento de comida)
- Los nativos digitales comienzan a ser parte de la población de investigación
- Creciente escrutinio de la integridad de investigación y rendición de cuentas de la ciencia.

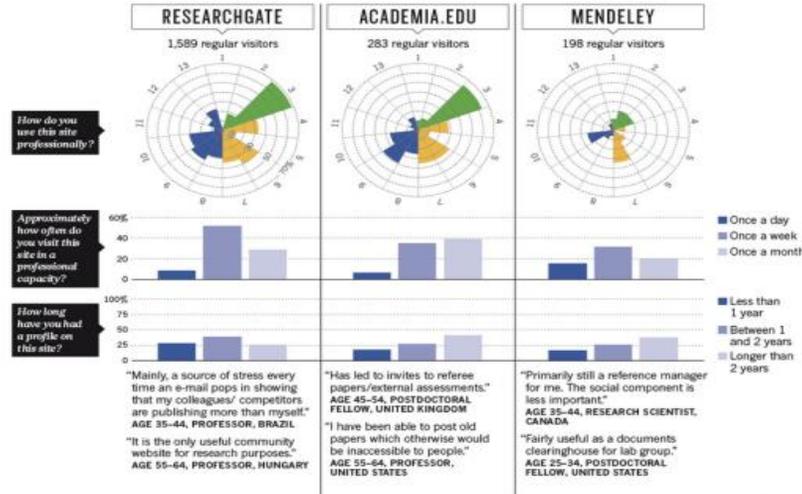
(A. Cabezas-Clavijo, D. Torres-Salinas, E. Delgado-López-Cózar, 29)

IDLE, BROWSE OR CHAT?

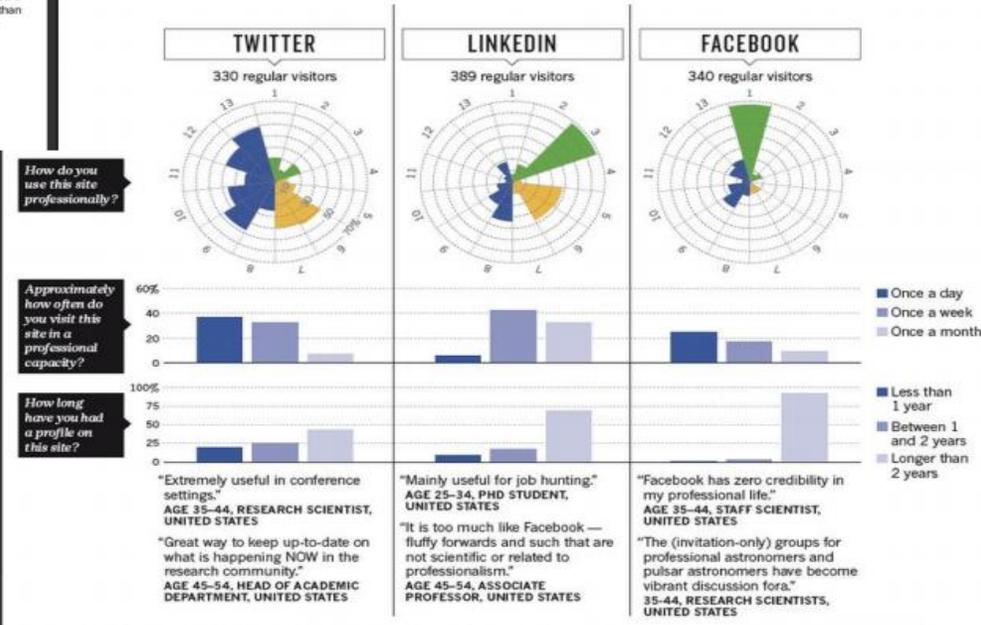
Nature asked a subset of regular visitors to social networks how they used the sites professionally. (Each person was asked to tick all activities that applied.) The results suggest that Facebook is not widely used professionally; that researchers on Twitter are very active and social; and that many users of Academia.edu and ResearchGate signed up in case someone wants to contact them — but are not chatty themselves. Full results are available at go.nature.com/jvx7pt.

Each wedge in the circular charts corresponds to a question on the right. The answers are grouped by the intensity of user engagement they imply: low (green), medium (yellow) and high (blue).

1. Do not use professionally
2. Curiosity only; not maintaining profile
3. In case contacted
4. Track metrics
5. Discover jobs
6. Discover peers
7. Discover recommended papers
8. Contact peers
9. Post (work) content
10. Share links to authored content
11. Actively discuss research
12. Comment on research
13. Follow discussions



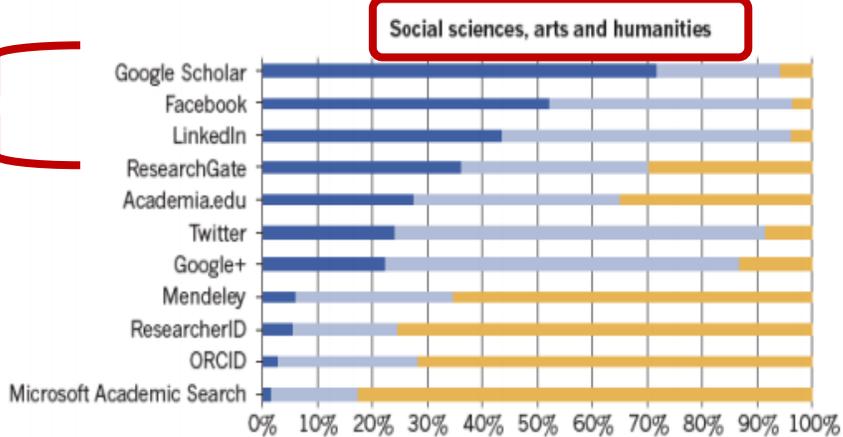
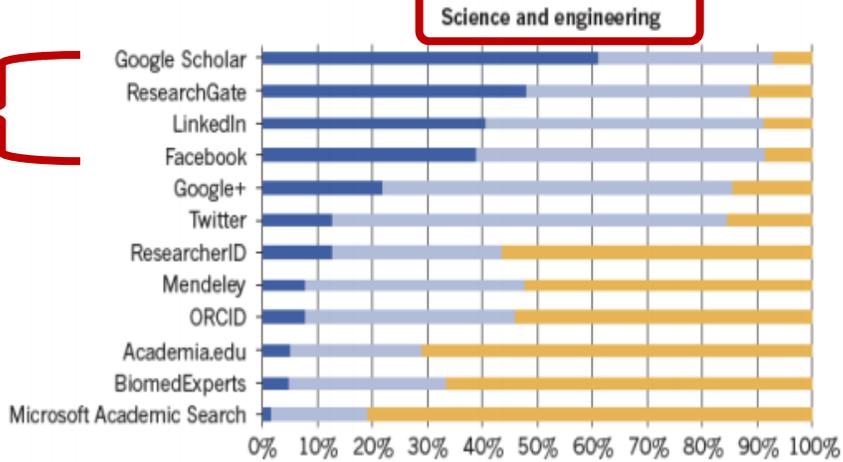
Nature survey: Online collaboration: Scientists and the social network



REMARKABLE REACH

More than 3,000 scientists and engineers told Nature about their awareness of various giant social networks and research-profiling sites. Just under half said that they visit ResearchGate regularly. Another 480 respondents in the humanities, arts and social sciences were less keen on ResearchGate.

- I am aware of this site and visit regularly
- I am aware of this site but do not visit regularly
- I am not aware of this site



Conocen y visitan regularmente estos sitios

Conocen y visitan regularmente estos sitios

Nature survey:
**Online collaboration:
Scientists and the
social network**

(Sastre Miralles, N. 2015)

MÉTRICAS TRADICIONALES Y MÉTRICAS ALTERNATIVAS DE IMPACTO

BIBLIOMETRICS AND INFORMETRICS (MEDIOS ACADÉMICOS TRADICIONALES)

- Citación
- Factor de impacto, etc.

JCR, SciMago
J&CR

ORCID, ResearchGate, Mendeley,
Academica.edu, FigShare, Google
Scholar, LinkedIn, etc.

ALTMETRICS (BASADAS EN REDES SOCIALES ACADÉMICAS)

- Cantidad de vistas
- Cantidad de lecturas
- Cantidad de descargas (*downloads*)
- Cantidad de enlaces de tu publicaciones a las bibliotecas de otros investigadores, etc.



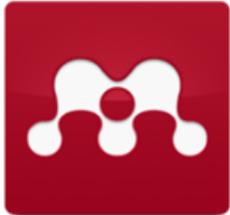
Altmetrics

LA LLEGADA DE LAS REDES SOCIALES ACADÉMICAS (RSA)

DATOS SOBRE LAS RSA E IA

Redes académicas							
Características							
Año de inicio	2008	2008	2003	2008	2004	2012	2008
Tamaño de la red	Más de 9 millones (Marzo 2016)	30 millones (Diciembre 2015)	400 millones (Marzo 2016)	Más de 3 millones	N.D.	Más de 2 millones (Marzo 2016)	N.D.
Cobertura	Multidisciplinaria con predominio de Medicina, Ciencias Naturales, Ingeniería, Ciencias Agrícolas, Psicología		Multidisciplinaria	Multidisciplinaria	Multidisciplinaria (90% inglés)	Multidisciplinaria	Énfasis ciencias naturales, medicina
Texto completo	Si	Si	No	Si	Si	No	No
¿Qué es?	SNS*	SNS	Professional network	Reference manager and SNS	Web search engine	Research identifier	Research identifier

¿QUÉ HACEN LAS RSA E IA?

RSA e IA							
Características							
Compartir publicaciones	Si	Si	Si	Si	Si	No	No
Conectar y colaborar con colegas	Si	Si	Si	Si	No	No	No
Seguir	Si	Si	Si	Si	No	No	No
Preguntas y respuestas	Si	No	No	Si	No	No	No
Ofertas de trabajo	Si	No	Si	No	No	No	No
Analíticas (métricas)	Si	Si	No	Si	Si	No	Si

¿POR QUÉ ES IMPORTANTE CREAR PERFIL EN LAS ESA?

Al estar conocido y reconocido por sus investigaciones, usted está bien posicionado para recibir invitaciones tales como:

- Unirse a redes, grupos, aplicaciones para financiamiento
- Presentar en lugares de interés/ salidas
- Recibir invitaciones de *peer review* de revistas/ editoriales
- Participar en organismos de prestigio (académicos, profesionales...)
- Editar revistas y series de libros, etc.

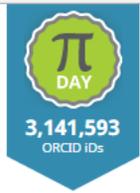
(Scott Eacott, 2014)

¿ POR QUÉ ES IMPORTANTE CREAR PERFIL EN LAS RSA?...

- Divulgar y hacer accesibles tu publicaciones
- Conocer el impacto de tus contribuciones intelectuales
- Para poder publicar en revistas y portales

<https://orcid.org/content/requiring-orcid-publication-workflows-open-letter>

<https://orcid.org/blog/2016/01/07/publishers-start-requiring-orcid-ids>



ORCID Connecting Research and Researchers

FOR RESEARCHERS FOR ORGANIZATIONS ABOUT HELP SIGN IN



Submitted by Laure Haak on Thu, 2016-01-07 12:00

One of the questions I'm often asked is when ORCID will reach the "tipping point". Adoption is widespread: close to two million researchers have registered, over 200 systems have integrated ORCID iDs, and research funders have started to require iDs during the grant application process.

That said, the broader benefits of ORCID to researchers, their organizations, and the scholarly community are realized as the network of connection points -- and their use by researchers -- grows.

So, we were delighted when three publishers approached us late in 2015 with the news that they were planning to require ORCID iDs for their authors in 2016. eLife, PLOS, and The Royal Society recognized the value of widespread ORCID adoption and felt that they could achieve more by taking joint action.

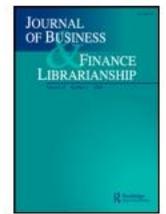
They asked for our help in providing information and tools for a common low-barrier user experience. Together, we agreed to publish an open letter on the ORCID website to explain why they are committing to requiring ORCID iDs for their authors, detailing guidelines for how to integrate ORCID into publishing workflows, and providing a webform for other publishers to sign the letter. A further five publishers - AGU, EMBO, Hindawi, IEEE, and Science - have subsequently signed the letter ahead of its publication today, and a number of others have told us that they expect to do so over the coming months.

With more than 3,000 journals already collecting ORCID iDs from corresponding authors, through all major manuscript submission systems, publishers are especially well placed to encourage ORCID adoption. About 75% of ORCID registrations occur because journals are asking authors to include their ORCID iD during the publication process, typically through one of several manuscript submission systems that have implemented ORCID (Editorial Manager, eJournalPress, HighWire, ScholarOne, and some versions of OJS). And 55% of respondents to our recent survey first heard of ORCID through a publisher. What's more, a full 75% of respondents said that they support publishers requiring ORCID iDs.

Benefits for researchers, in addition to improved discoverability of their works, include single sign-on across journals and streamlined data entry. The recent launch of Crossref's auto-update functionality means that researchers can opt to have their ORCID record automatically updated when their papers are published, which in turn means that university and other systems can receive updates directly and reduce reporting burden on researchers.

Now, when I'm asked about the tipping point, my answer will be: no time like the present.

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Degree:

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Primary Cc E-Mail Address:

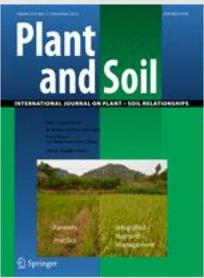
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¿QUÉ ES UN “RESEARCH PROFILE”?

- Es algo distinto de portafolio (archivo) para ascenso y/o permanencia (“*track record*”)
- Demuestra el nivel de reconocimiento dentro (y más allá) de su disciplina basado en un claro entendimiento sobre que es su trabajo, lo que hace y cual es su calidad . Su perfil de investigador está relacionado en parte con el impacto que tienen sus trabajos
- Un excelente archivo para permanencia y/o ascenso \neq un fuerte perfil de investigador
- Supone trabajos de calidad y una administración cuidadosa

(Scott Eacott, 2014)

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MUCHAS GRACIAS!

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