

**EDITORIAL: BRIEF REFLECTION ON OPEN SCIENCE AND SCIENTIFIC
DISSEMINATION IN THE 21ST CENTURY**

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CIENTÍFICA NO SÉCULO XXI**

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CIENTÍFICA EN EL SIGLO XXI**



José Anderson SANTOS CRUZ¹
e-mail: anderson.cruz@unesp.br



Flávio Henrique Machado MOREIRA²
e-mail: flavio.machadomoreira@gmail.com



Alexander Vinicius LEITE DA SILVA³
e-mail: alexandervinicius.s@gmail.com



Sebastião de Souza LEMES⁴
e-mail: ss.lemes2@gmail.com

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¹ Continuing Education Program in Economics and Business Management (PECEGE/ESALQ/USP MBAs), Piracicaba – SP – Brazil. Associate Professor. Doctorate in School Education (UNESP). Deputy Executive Editor (RPGE).

² Federal University of São Carlos (UFSCar), São Carlos – SP – Brazil. Master's in Political Science.

³ Centro Universitário Sagrado Coração (UNISAGRADO), Bauri – SP – Brazil. Undergraduate student of Languages – Translating.

⁴ São Paulo State University (UNESP), Araraquara – SP – Brazil. Professor at the Department of Education. Doctorate in Psychology (USP). Editor (RPGE).

To open this new issue of the *Revista on line de Política e Gestão Educacional*, we invite readers to participate in a brief reflection on scientific dissemination in an open science context, as they are more than just concepts, they are attitudes that we seek to continuously reproduce in the pages of this journal, in articles that discuss education in its most varied forms, in all its challenges and overcoming in current times. To do so, let's start by talking a little about these “attitudes”, concepts that we present in this journal in our editorial and publication processes.

First, let's understand the concept of scientific dissemination, which, in general terms, is semantically what is written, but is broken down into a series of processes and procedures that involve from the way of selecting articles to be placed in a journal, their review and translation, indexing and publication, that is, the entire editorial part of a scientific journal, which takes place before the articles can reach their target audience and the general public. Such processes increasingly demand a high degree of professionalization and specialization from the editorial board, as in addition to all the scientific issues, article evaluation, spelling and grammatical review, translation etc., a high level of knowledge of the communication technologies of the digital world, after all this, and many other scientific communication vehicles, exists on the internet and for that it is necessary for the editorial team to be able to carry out all the procedures not only to make the content available online, but also to achieve relevance and increase the visibility of this scientific content to be disclosed (SANTOS CRUZ, 2020).

It is possible to treat the process of scientific dissemination as “[...] part of the art of disseminating information so that society can access, use and apply it in its practices, from the formation of the subject to new possibilities for technological innovation” (SANTOS CRUZ, 2020, p. 46, our translation). Precisely because of technological advances, which are increasingly impacting in the field of scientific communication, it is important to understand the process of scientific dissemination as a specialized task capable of, through various processes, making the work of researchers reach their peers, be it in national or international context. This practice, in a simplified way, consists of working with a set of impact and search factors that are capable of making a scientific work be found by its target audience even in the vastness that constitutes the internet today.

In the current context of scientific communication, the visibility of journals is a necessary and important condition, since it is part of the process of recognition and legitimation of this vehicle in its scientific community. In this sense, the development of scientific dissemination (marketing) strategies focused on online presence is increasingly common in the activities of

scientific journal editors (SANTILLÁNALDANA, 2018, p. 77 apud SANTOS CRUZ, 2020, p. 65-66, our translation).

It is possible to actually imagine the existence of a field of academic advertising, focused on work that, like hashtags, trending topics, online virality, focuses on making certain scientific content more prominent and reachable in the proposed scenario, whether in a researcher's area of interest (education, for example), or in a state, a country, a group of countries, and across the globe. The indexing process and impact factors come to condition how this dissemination can occur and what reach it can have, thus allowing greater integration of scientific dialogue in the form of articles in continuous publications.

Despite not being the focus of the debate constituted here, it is important to emphasize that a professionalized and qualified editorial team becomes an increasing requirement for articles to achieve a good impact factor, consequently having a good number of accesses and citations, through indexing. The technological development process, especially Information and Communication Technologies, has enabled rapid progress in this area in recent times, something that was greatly enhanced and gained visibility during the Covid-19 pandemic, demanding an ever-increasing adaptation of academic journals to the international indexing standards and scientific dissemination, in addition to international indexes, the qualification of a journal in the Qualis concept becomes a necessary objective for any publication that wishes to become relevant in the national scenario and have reach for its content.

Carrying out all the necessary processes for this qualification, whether national or international, it involves indexing and meeting different goals and demands (for example, a journal must contain a minimum of publications from different universities, from different countries, be indexed in a specific number or in specific databases etc.) so that its concept and qualification are improved, these demands always increasing according to the improvement in the concept. The work of the editorial team takes place precisely in this area, dealing with all the necessary processes so that journals can improve.

In addition to scientific dissemination, in a simple way, explained as enabling access to scientific content published in a given journal for a target audience and/or a desired general audience, it is also important to address the understanding of the concept of open science (or open access) and its implications for publishing and scientific dissemination processes, both for authors and for editors and journals.

Open Access to peer-reviewed scientific literature means making it freely available on the Internet, allowing any user to read, download, copy,

distribute, print, search or reference the full text of these articles, collect them for indexing, input them as data in software, or use them for any other legal purpose, without financial, legal or technical barriers that are not inseparable from accessing an Internet connection. The only restrictions on reproduction or distribution and the only role for copyright in this domain is to give authors control over the integrity of their work and the right to be properly recognized and cited (BOAI, 2002, online).

For journals to be within the norms and thus be considered open access, there are some requirements (some in addition to those already existing for their indexing and qualification) that must be met.

to be characterized as an Open Access journal, some criteria need to be considered: “1) have academic rigor; b) evaluation and submission rules are quality control items; 3) are in digital format; 4) available free of charge; 5) use Creative Commons or similar licenses” (SANTOS CRUZ, 2020, p. 132, our translation).

The execution of such tasks, in order to fulfill all the requirements to fit in the open access and to be able to advance in the criteria for an improvement of the impact factor and Qualis concept, demands great work and specialization of the editorial team responsible for the journal. So, this generates a question to journals: since the content must be available free of charge, who would pay the bills for maintaining the journal and the team of professionals?

The issue of financing this whole process is complex and much of it comes from processing, translation, submission fees etc. that can be charged by journals. In the case of Brazil, these journals are usually managed by small publishers who charge fees just to pay their staff, without declared intent for profit, only receiving what is necessary to carry out the work with quality and pay the professionals involved in this whole process fairly (CRUZ, 2020). But, abroad, there are journals and companies that charge very high fees for the processing and publication of articles, often offering less services than Brazilian journals. So, it is possible to see the existence of greater incentives for Open Access abroad, especially in Europe, in contrast to Brazil

The journal's criteria were extremely rigorous and, when approval came out, the exchange rate exploded and resources were no longer enough to pay the exorbitant US\$ 1,850. [...] Prices at PLoS One remain “within acceptable”, according to the researcher, in the range of US\$ 1,500 to US\$ 1,600. But he says that several other magazines ended up transforming the Open Access model into a millionaire business (CASTRO, 2018, apud SANTOS CRUZ, 2020, p. 133, our translation).

The funding and scholarships of the researchers who “contribute” to the journals through a processing fee are the source of income for these publishers who carry out the work of scientific dissemination for a large part of the universities in Brazil (these publishers may be private or linked to the University, but in many cases the situation is more precarious and the journals are edited by the Professor Editor-in-Chief who created/maintains the journal with the help of a small body of volunteers, or in some other cases, precariously remunerating the team with money taken from the teacher's own earnings). This field is still in full development and universities, publishers and researchers are undergoing a continuous process of adapting to this new publication model, aiming to guarantee ever-wider access to scientific production.

In order to promote access to information for everyone, requiring only an internet connection, the open science movement is taking on more and more space and form, ensuring that knowledge can be acquired, what is proposed can be replicated and also that the verification of the data presented is accessible, all this free of charge and open to all interested parties. The only requirement for the use of this scientific material is that the credits are correctly given to the researchers who developed the work through citations and references.

After this brief reflection, we reiterate our journal's posture and commitment to quality and free access to published scientific content, over the years, the Revista on-line de Política e Gestão Educacional has adapted and changed continuously, but always with a commitment to disseminating knowledge, quality science and openly to all. With this, we conclude our introduction and reiterate our invitation to the reader to continue to think about these topics presented and we wish you an excellent reading.

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