

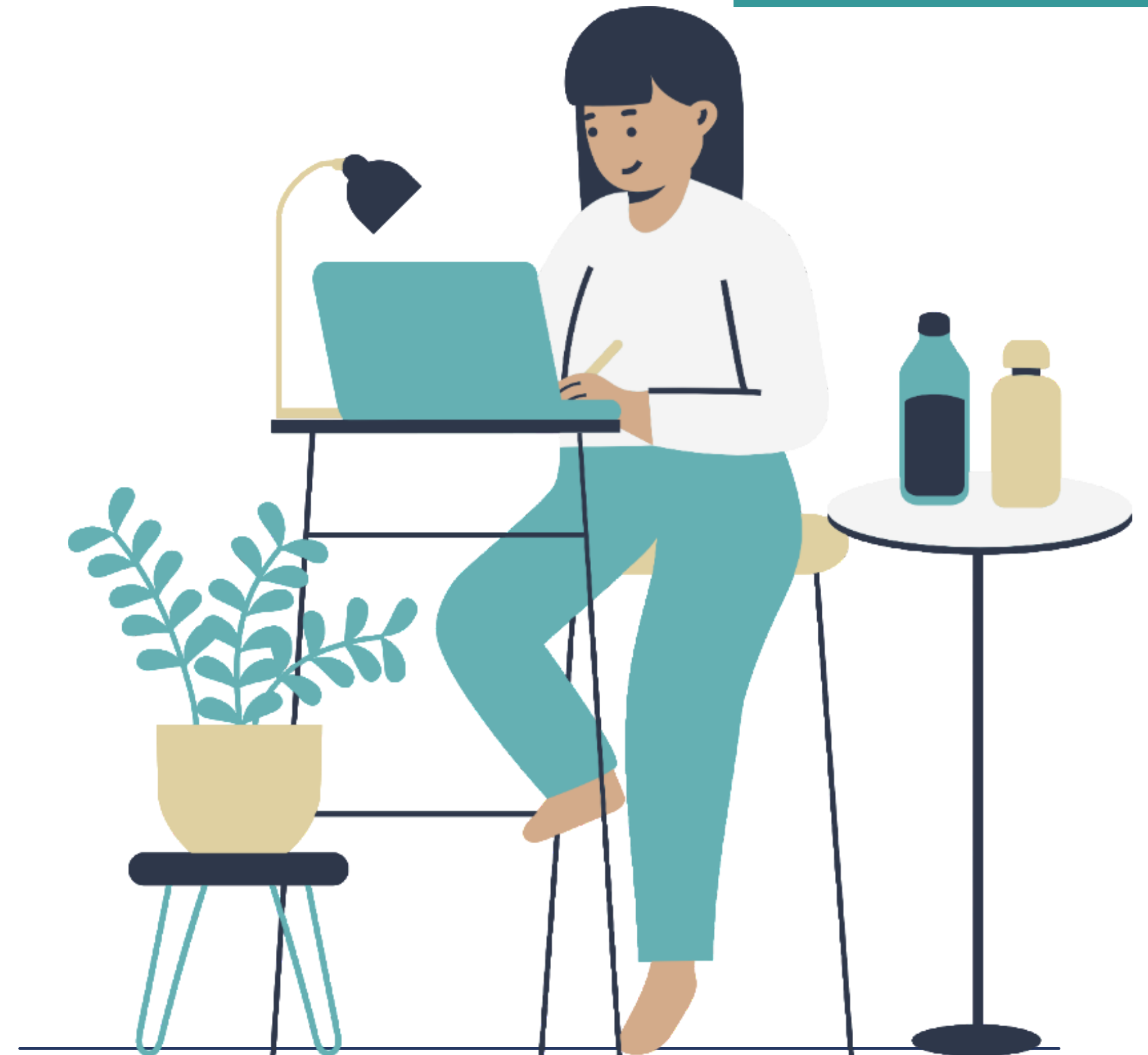


Project (FCT-20-15761) funded by:



The use of social networks in scientific dissemination in Spain

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Context

New environment for the social transfer of science



✘ The growing importance of social media in society

Consolidation of the RRSS as current communication channels

✘ Consensus needs to understand how science is disseminated from social media

Social media, amplify the academic-scientific field.

✘ Diversity of social media available socially and academically

Presence of specialized and general social media



The study

The present work aims to understand the perception, and identify the strategies they have been applying when using social networks for communication, diffusion, and dissemination of their scientific results

Based on:

Communication and scientific dissemination, in educational matters in Spain, through social networks (FCT-20 -15761), executed with the collaboration of the Spanish Foundation for Science and Technology - Ministry of Science and Innovation

Study focus

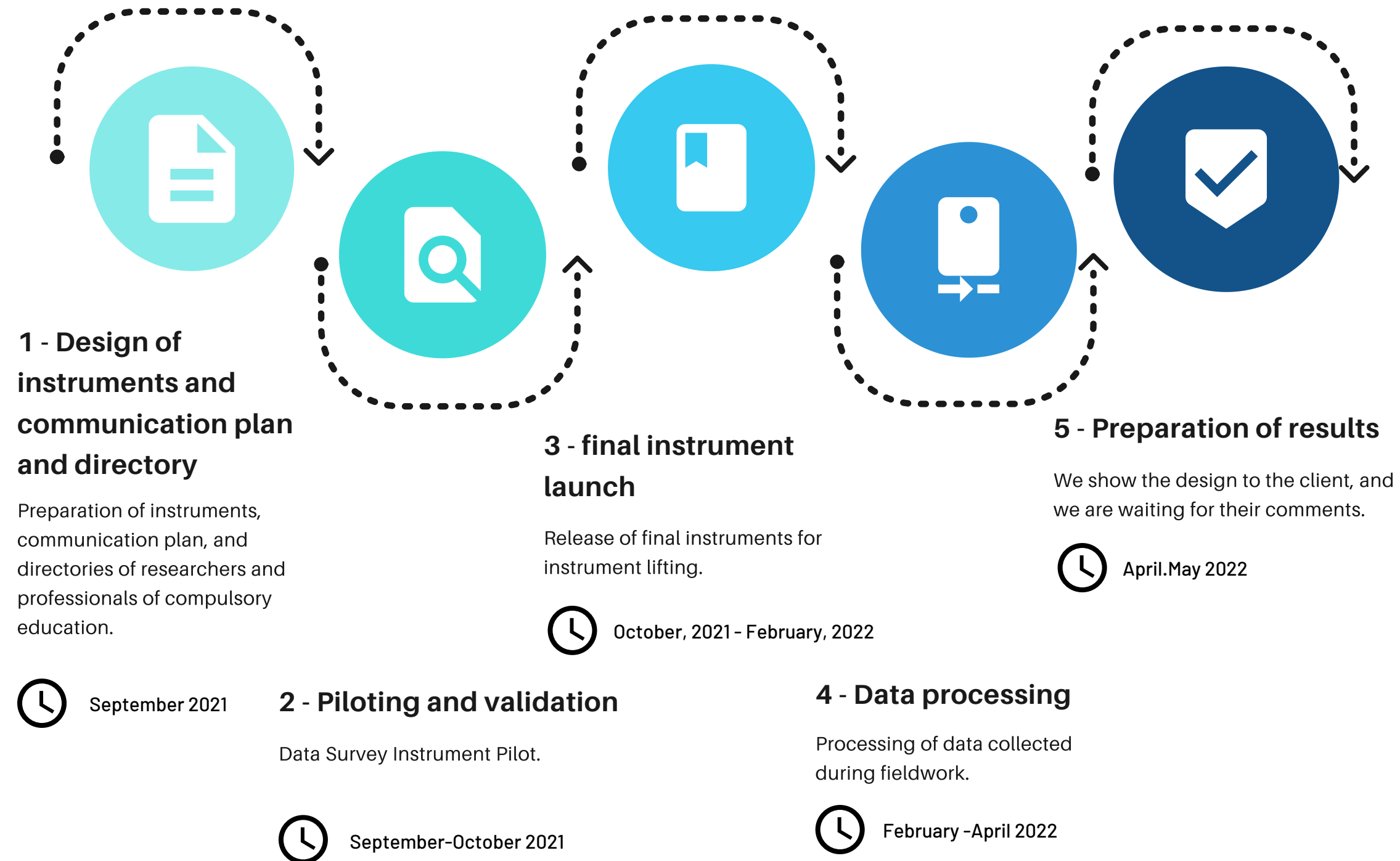
Researchers linked to higher education institutions in Spain



Sample

This project analyzed 487 respondents ($e=+/-4,2$ y $1-\alpha=95\%$), 20 interviewees, and the presence of the 5,314 researchers belonging to higher education institutions in Spain linked to the 9,766 articles included among the 12,044 academic works indexed in WoS and Scopus associated with the keyword Education, with accredited accounts to these on Twitter, through the application in R and the Twitter's API 2.0.

Methodological approach



Results



Perception about social media

36.8% continue to have a very low, low or medium level of perception about the importance of social networks in communication and scientific dissemination



Concentration in specialized social media

80% use specialized social media (e.g. ResearchGate). Low presence in general social networks.



Time, training, interest and visibility

Lack of time, knowledge or lack of interest, main reasons for use. The improvement of the scenario and academic indicators are the main reasons for use.

01 **AJM Researcher, male**

They are handy because they make known (knowledge) (...) Not everyone has or controls, so to speak, your research. So the moment you advertise it on social networks, it makes the job much more accessible

02 **HRM researchers, female**

It is helpful because, personally, and due to my experience thanks to this type of publication, other researchers working in the same lines of work as me have sometimes contacted me

03 **SE Researcher, female**

They are worth making them known (research results) in the academic field so that other academics who have my social networks know a little about where or what we are doing and how it turns out. But on a social level, people don't read things



Variables associated with the perception of the importance of social media in scientific communication and dissemination

Communication dissemination of science at the educational level will be greater in those female researchers ($p=0.049$ / $V=0.141$), with a doctorate ($p=0.018$ / $V=0.156$) compared to those who do not have these traits



Four profiles of researchers associated with the perception of the importance of social networks in scientific communication and dissemination

01

Those who use social media to communicate and disseminate the final results of their scientific work

Consider these scenarios necessary if they make frequent use of the weekly and have a university degree related to Social Sciences, compared to other areas of knowledge.

02

Those who make sporadic use of social media

Have a favorable perception at the level of the institutional training environment received to take advantage of this type of scenario

03

Those who use social media to communicate and disseminate partial and final results of their scientific work

Has a higher percentage of perception about the importance of social networks, around what discussed here

04

Those who never use social media

Have a negative or neutral perception of the institutional training environment received to take advantage of this type of scenario

Discussion

There are still **doubts about the scientific usefulness of generalist social media today**. This restricts its ability to communicate at a social level.

Self-promotion and professional reinforcement are researchers' main leitmotifs for using social media.

The results point us to another series of factors that should be considered when designing actions or strategies to improve the perception and use of this type of current communication resources from higher education institutions in Spain. Such is the case of **gender, the educational level of university teachers, the permanent habit of partial and/or final socialization of the results** of research carried out by the researchers studied here, and their field of knowledge.



Promote institutional strategies to **improve the perception of institutional training** currently available to take advantage of this type of digital scenario.

Promote **communication policies and dissemination** of the results generated by researchers, guaranteeing an active and permanent use of this type of scenario from the research projects themselves financed or supported by the higher education institutions.

Conclusions



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