

# The influence of social networks and digital technologies on scientific production in communication continues to grow

## Continúa el impacto de las redes sociales y de las tecnologías digitales en la producción científica en comunicaciones

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Social networks and the digital technologies associated with them have now become a much-noticed topic in communication research (Piñeiro-Naval & Morais, 2021). As platforms change and evolve in their potential and audiences discover new uses and benefits, the scholarly focus on the phenomenon remains. Therefore, nine of the 15 articles in this issue of *Cuadernos.info* deal with different aspects of this phenomenon.

This issue begins with an article by Juan Diego Borrero and Encarna Borrero-Domínguez on the use of Facebook for civic engagement. The study is based on the Unified Theory of Acceptance and Use of Technology (UTAUT), which was adjusted by taking two additional variables into account. The results show that Facebook could be a valuable tool for young people to engage and participate in social and political movements online.

In the same vein, Núria Roca Trenchs, Alexandre López-Borrull and Ferran Lalueza investigate the potential of Twitch as a political communication tool by analyzing the profiles of Spanish parties such as PSOE and VOX, the only two national parties present on this network at the time of the research, as well as other extra-parliamentary parties, some deputies, and politicians from different countries. The results show that the use of Twitch by politicians is still irregular and experimental and does not exploit the full potential of this network, according to the authors, which is explained in the text.

Regarding the international sphere of political communication mediated by interactive platforms, Tănase Taseñte and Mari-Isabella Stan analyze digital diplomacy by examining the Twitter reactions of 11 South American politicians to Russian aggression against Ukraine in 2022, as well as the public's reactions to these responses. The paper presents an evolving analytical framework in which

digital engagement becomes a reflective surface for national policy, a platform for innovative diplomatic strategies, and a recipient for new concepts. The digital responses of South American heads of state to the Russian-Ukrainian war would then serve as a testimony to the rich, complex and original landscape of contemporary diplomatic interactions.

In the field of journalism studies, Samuel Ernesto Viamontes Sardiña and Grettel Rodríguez Bazán conducted a case study of two Cuban cybermedia outlets and analyzed their audiovisual content published on YouTube to understand the practice of cyberjournalism. They also conducted semi-structured interviews with the journalists, managers and experts responsible for the YouTube channels of the selected media. According to the authors, the results allow the identification of deficiencies in the production mechanisms and in the use of audiovisual language elements that favor the practice of effective journalism.

In the next article in this issue, Víctor Hugo Garcés and Ángela Patricia Mendieta-Briceño delve into the world of multiplatform journalism and transmedia narratives by analyzing the coverage of an event in a national newspaper in Colombia that met a series of conditions: an extensive news universe that spread across different platforms and included content created by a well-known journalistic influencer in the country, in addition to comments from the audience. In their analysis, the authors conclude that a news item, even if it is not promoted as a transmedia project, can reach different levels of crossover, transit and convergence between media and platforms if it is published piece by piece and day by day through the multiplatform to reach different levels of transmediation and enable a crossmedia reading.

Miguel Ángel Sánchez de la Nieta Hernández, Alicia Trelles Villanueva and Vicente Lozano García analyze the strategy of the two main newspapers in Spain (*El País* and *El Mundo*) to create news content using podcasts that can be accessed through the newspaper's website and the main platforms of this format in Spain. The authors apply the analysis to information about Ukraine and ask to what extent the transparency exercise proposed in the podcasts *Hoy en El País* and *El Mundo al día* can help restore the credibility of journalism.

In this series of articles on journalism research, Vitória Peraça Ferreira and Rogério Christofolletti present the case of the Press Media Consortium (*Consórcio de Veículos de Imprensa*), a joint initiative created by six influential media outlets in Brazil to collect and report data on the evolution of COVID-19 and vaccination in the country. The background that makes the case significant is that in Brazil, the fight against the disease has had to coexist with the actions of a government unwilling to face the problem. In addition to hesitating to adopt sanitary measures

and delaying the purchase of vaccines, Jair Bolsonaro's Ministry of Health acted against public transparency and made it difficult to know data about the pandemic.

Guillermo Bustamante-Pavez, Gonzalo Espinoza-Bianchini, Daniela Lazcano-Peña and Isabel Pavez examine the information behavior and media literacy of Chilean journalism students. Against a backdrop of high levels of disinformation and information fatigue, they define the situation as an information disorder in which truthful content is juxtaposed with disinformation containing fabricated, erroneous or malicious content, leading to a loss of context among audiences who are unable to distinguish the true from the false. This justifies focusing on journalism students, who by virtue of their academic training should have the tools to deal with situations of informational clutter. However, the results show that they do not have higher levels of news credibility compared to students in other professions and that participants' political identity and engagement are not related to informational credibility.

The portrayal of cancer in the Spanish press is the subject of Noelia Zurro Antón, Luis Cárcamo Ulloa and Ángeles Moreno. Starting from the premise that the information provided by the media influences the public's perception of this disease and its different types, while at the same time it could contribute to its prevention and control, the authors try to find out if there is a correspondence between the coverage of these diseases and the actual incidence and mortality rates of each type of cancer and with which terms cancer is most frequently associated in the press. It is found that most types of cancer are over- or underrepresented in the media analyzed. An analysis of the latent topics shows the majority presence of the terms survival and cancer susceptibility or prevalence.

In the field of advertising, Atziri Martínez Aguirre, Judith Cavazos-Arroyo, María Victoria Carrillo Durán and Fernando Rey Castillo-Villar try to find out what impact feminist self-identification can have on the reception and acceptance of femvertising in Mexico. This type of advertising, which communicates the empowerment of women and aims to eliminate gender stereotypes, has become an important means for several companies to target and appeal to female audiences. The results show that feminist self-identification has a negative impact on the trust and perceived congruence of the femvertising of the brand studied. However, trust and perceived brand congruence have a positive influence on attitudes towards femvertising, which has a positive effect on purchase intention.

As influencers are conceptualized as an important part of the advertising industry, Erika Fernández-Gómez, Jessica Fernández-Vázquez, Begoña Gutiérrez-Martínez and Alba López-Bolás investigate their role in the industry. Based on a survey of so-called micro-influencers, the authors characterize their relationship

with their followers, who share their concerns and tastes, accept and positively evaluate the commercial content they publish and are aware that the brands provide them with the products or services they talk about in their content. Similarly, there is no consensus that having more followers makes their job more complex, and they believe that there are areas where the task of creating digital content is easier. Finally, the commercial formats that respondents believe generate the most engagement are the audiovisual formats in which the product appears and the formats that allow for interaction, such as the question-and-answer format.

Building on a discussion of the concept of branding in advertising and marketing, Sebastián Goldsack-Trebilcock, Francisco Javier Tagle and Cristian Alejandro Buzeta Riquelme conduct a study based on the associations that a sample of adult Internet users in Chile make between countries/regions and brands. A correspondence analysis shows a grouping of brands into four main groups that correlate with cultural, economic and social changes in Chile. This study confirms that brands are not harmless, but that they and their consumption conceal symbols and signs that explicitly and implicitly evoke and promote cultural and social associations and patterns.

In relation to strategic communication, Juan Manuel Alonso, Laura Illia and Belén Rodríguez-Cánovas conduct a literature review in relation to three areas: Corporate Social Responsibility (CSR) communication, stigmatized companies and Diversity and Inclusion (D&I). The results suggest that the use of D&I to mitigate corporate stigma has not yet been analyzed and that the hypothesis that stigmatized companies can use CSR and D&I communication to mitigate their stigma has yet to be evaluated.

The next study focuses on analyzing young people's virtual parties as onlife experiences during and after the pandemic and explores the challenges of transferring social aspects to digital environments and their impact on human interactions. The authors María Mercedes Zerega Garaycoa, Héctor Bujanda, Mabel Valeria González-Cogliano and Alberto Jesús López Navarrete conclude that, unlike work and study, which have adapted to virtuality, the party is difficult to transfer to the logic of screens.

Finally, Omar Millán Delgado examines the influence of social networks on the decision to travel. The study analyzes how the number of observations and comments as well as the ratings that third parties give for a tourist website on the Internet determine the attention that the website attracts and the likelihood of a booking. Among other things, the study concludes that the number of comments from third parties and the ratings that the website reflects are an important factor in the selection of a travel destination.

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