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Using Social Networks to Reach Young People and Promote Interest in Writing Scientific Texts

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Abstract. The study explores the potential of social networks to bring young people closer to scientific initiation and the publication of scientific texts. The research highlights young people's familiarity with the digital world and the relevance of digital inclusion in the teaching and learning process. A junior research journal is presented as a space conducive to the development of young researchers, providing familiarization with the process of submitting, reviewing, and publishing scientific articles. The prior training of young people through the junior journal is suggested to foster competence in academic writing. Based on research demonstrating the effectiveness of social networks in disseminating scientific production, the study suggests that these platforms can be effective tools for reaching young people, promoting engagement with science, and stimulating interest in scientific writing and academic subjects. The strategic use of social networks can act to combat disinformation. The results show that the use of social networks is a means of reaching younger audiences, which can also promote increased engagement and stimulate interest in scientific writing and academic subjects.

Keywords: Young People · Scientific Journal · Social Networks · Scientific Text

1 Introduction

Nowadays, the World Wide Web has become an extremely present part of people's lives, something that is notorious and visible in everyday life and which corroborates the data reported by [1]. Students and young people are even more present in this digital world, so it's worth thinking about the positives and negatives of this virtual life and how to reach this audience and bring them closer to production, magazines, and scientific literature. Thus, inclusion in the digital world by the educational institution and teachers in the teaching process is related to the student experience and will promote changes in the dynamics of teaching and learning, as can be correlated with [2].

A junior research journal is a suitable space for developing and preparing young people for scientific initiation and familiarization with the process of submitting, reviewing,

and publishing a scientific text. The literacy of young people in academic writing qualifies and prepares students for the development of academic work in line with the scientific method.

Prior training by the school or by the junior journal collaborators themselves would be a way of fostering this competence, since there is a space for publication, which would be the junior research journal itself, so it would be a space for disseminating, qualifying and training these young people.

The aim of this work is to provide a scientific basis for developing strategies and ways of reaching young people who are interested in scientific initiation and research, by using social networks as a way of bringing them closer and encouraging their interest in producing and publishing scientific texts in a journal.

2 Methodology

This work has a descriptive and exploratory approach, structured in the form of a brief literature review. This study was developed to serve as a demonstration of how to get started in scientific writing, by choosing Elsevier's ScienceDirect database, the cooperative electronic portal for scientific journals Scientific Electronic Library Online (SciELO) and the virtual scientific collection of the "Portal de Periódicos da Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (CAPES)".

ScienceDirect, SciELO and CAPES journals used the logical search technique, also known as Boolean search, which used the following structures: "Instagram" AND "Facebook" AND Scientific journal and "Instagram" AND "Facebook" AND Scientific journal. The difference between the two forms consists of the term "científica" without an acute accent, which is how it is written in Spanish. There was no difference in results between the accented and unaccented terms in ScienceDirect, which only showed results in Spanish, as well as in SciELO and Periódicos da CAPES. In these three search engines, the tool's own filters were used to define the time period, which was from 2020 to 2023, the type of document, which was an article, and the language, which was Portuguese and Spanish. The English language was not chosen because the term scientific journal is not like that written in Portuguese and Spanish, and the year 2024 was not included because it is still in force and could hinder the replication of the study. The author warns that temporality can jeopardize the study's replicability if the search tools gain access to other studies from other databases or improve the search tool to be more reliable.

Ideally, open access could be defined as a criterion, but the result would be quantitatively inferior and the terms that were most similar in both languages and in relation to the author's research topic were chosen. The inclusion criteria are "use of a junior research journal's social networks as a tool to bring young people closer to scientific writing and literature". The exclusion criterion is not being related to the proposed topic. It is worth clarifying that intrinsically in the research process there was already a delimitation that filtered what would be included or excluded from the research results, which were the aforementioned parameters.

3 Results

It is worth bearing in mind that not all the studies are open access, which is why it was necessary to use the credentials of a student at the Polytechnic Institute of Bragança (Portugal). In the Table 1 below, you can see a breakdown of the search results in the tools used and which results were in line with the criteria for answering the problem question of this work.

Table 1. Result of the search for articles by search tool.

| Search tool | Id | Specification of results |
|----------------|----|---|
| Science Direct | 01 | Ávila-Rodríguez, V., Fernández-Ávila, D. G., Muñoz-Velandia, Ó., & García-Peña, Á. A. (2020). Uso e impacto en las redes sociales por parte de las revistas de reumatología. <i>Revista Colombiana de Reumatología</i> . https://doi.org/10.1016/j.rcreu.2020.07.006 [3] |
| | 02 | Bustos-Claro, M. M., Ávila, V., Fernández-Ávila, D. G., Muñoz-Velandia, Ó., & García, Á. A. (2022). Relación entre la actividad en las redes sociales de las revistas de medicina interna y las citas que reciben. <i>Revista Clínica Española</i> . https://doi.org/10.1016/j.rce.2020.10.007 [4] |
| | 03 | Gómez, M. V., Galipienso Eri, M., & Hernández Martínez, A. (2022). ¿Ha sido el 2020 un año perdido en la formación de cirugía ortopédica y traumatología? Percepción de los residentes. <i>Revista Española de Cirugía Ortopédica y Traumatología</i> . https://doi.org/10.1016/j.recot.2021.06.003 [5] |
| | 04 | Loza, E., Plazuelo, P., & Ceade. (2023). Necesidades, impacto y perspectiva actual de los pacientes con espondiloartritis incluyendo la artritis psoriásica. <i>Reumatología Clínica</i> . https://doi.org/10.1016/j.reuma.2022.08.005 [6] |
| | 05 | Marín, S. B., & García, A. M. (2023). Uso de redes sociales y factores de riesgo para el desarrollo de trastornos relacionados con la alimentación en España: Una revisión sistemática. <i>Atención Primaria</i> , 55(11), 102708. https://doi.org/10.1016/j.aprim.2023.102708 [7] |
| | 06 | Muñoz-Núñez, C. F. (2022). Formación online en Radiología en tiempos de COVID. <i>Radiología</i> . https://doi.org/10.1016/j.rx.2022.06.004 [8] |
| | 07 | Rodríguez, M. R., Hodann-Caudevilla, R. M., Páramo, Í. A., & Molina-Ruiz, R. M. (2023b). Adicciones sin sustancia o adicciones comportamentales. <i>Medicine - Programa de Formación Médica Continuada Acreditado</i> , 13(85), 4998–5009. https://doi.org/10.1016/j.med.2023.08.011 [9] |

(continued)

Table 1. (continued)

| Search tool | Id | Specification of results |
|---------------------|----|---|
| | 08 | Sánchez-Santos, R., & Cano-Valderrama, O. (2023). Redes sociales y cirugía. <i>Cirugía Española</i> . https://doi.org/10.1016/j.cir esp.2023.10.005 [10] |
| | 09 | Zila-Velasque, J. P., Grados-Espinoza, P., Regalado-Rodríguez, K. M., Luna-Córdova, C. J., Calderón, G. S. S., Diaz-Vargas, M., Diaz-Vélez, C., & Sifuentes-Rosales, J. (2022). Prevalencia y factores del trastorno de conducta alimentaria en estudiantes de Medicina Humana del Perú en el contexto de la pandemia de COVID-19: Estudio multicéntrico. <i>Revista Colombiana de Psiquiatría</i> . https://doi.org/10.1016/j.rcp.2022.07.005 [11] |
| SciELO | 0 | Não foram encontrados documentos para a pesquisa |
| Periódicos da CAPES | 01 | Alcívar, A. M. A. (2020). Usos educativos de las principales redes sociales: El estudiante que aprende mientras navega. <i>Revista científica ecociencia</i> , 7, 1–14. https://doi.org/10.21855/ecociencia.70.294 [2]a |
| | 02 | Alvarado, B. M. M., Alvarado, E. K. M., & Ponce, D. K. P. (2021). Comunicación digital y adaptación de las mipymes del cantón isidro ayora. <i>UNESUM-Ciencias. Revista Científica Multidisciplinaria</i> . ISSN 2602–8166, 5(3), 113–126. https://doi.org/10.47230/unesum-ciencias.v5.n3.2021.536 [12] |
| | 03 | Arroyo-Cañada, F. J. (2020). Estudio bibliométrico de la investigación sobre la regulación de internet. <i>Revista Internacional Consinter De Direito</i> , 11(11), 95–108. https://doi.org/10.19135/revista.consinter.00011.03 [13] |
| | 04 | De Carvalho, L. D. R., Batista, L. G. A., Nunes, P. C., & De Goes, P. A. (2020). Uso das mídias sociais como estratégia para o auxílio no combate ao covid-19 em estabelecimentos produtores de alimentação: Um relato de experiência. <i>Revista Extensão & Sociedade</i> , 12(1). https://doi.org/10.21680/2178-6054.2020v12n1id20805 [13] |
| | 05 | De Oliveira, E. C. d. S., & Cruz, L. T. d. S. (2020). Dossiê Rio Doce: Uma possibilidade de leitura visual em uma narrativa multimídia e multimodal. <i>Revista Leitura</i> , (65), 24–40. https://doi.org/10.28998/2317-9945.202065.24-40 [14] |
| | 06 | González-Bengoechea, A. (2020). El impacto del uso de la imagen en la cuenta de Twitter de CSIC. <i>Revista ICONO14 Revista científica de Comunicación y Tecnologías emergentes</i> , 18(1), 205–230. https://doi.org/10.7195/ri14.v18i1.1273 [15] |

(continued)

Table 1. (continued)

| Search tool | Id | Specification of results |
|-------------|----|---|
| | 07 | Silva, G. L., Miyasaki, F. H., Santos, L. A., Amaral, T. F., Morais, I. S., & Azevedo, J. S. (2021). Pesca em foco: Divulgação e extensão em tempos de pandemia. <i>Revista Brasileira de Extensão Universitária</i> , 12(3), 433–444. https://doi.org/10.36661/2358-0399.2021v12n3.12480 [16] |
| | 08 | Silva, M. P., Alexandrino, E. G., Dutra, R. P., Sá, A. M., Bilharva, C., Vargas, B. L., Silva, C. N., Saes-Silva, E., Moreira, M. K. V., Viero, V. d. S. F., Belarmino, V., Vieira, Y. P., Bacil, E. D. A., Völz, P. M., & Dumith, S. d. C. (2022). Congresso “Atividade física e saúde pública em tempos de pandemia: Desafios e perspectivas futuras”: Relato de experiência. <i>VITTALLE - Revista de Ciências da Saúde</i> , 34(2), 67–74. https://doi.org/10.14295/vitalle.v34i2.14211 [17] |
| | 09 | Silva, R. C., Da Cruz, A. D., & Da Cruz, A. S. (2022). Utilização das redes sociais instagram e facebook, como veículo de comunicação científica. <i>Revista Mais Educação</i> , 5(1 - Março 2022), 1501–1509. https://doi.org/10.51778/2595-9611.v5i1p1501-1509 [18] |
| | 10 | Roma, M. C., & Gastaldo, Z. (2021). Los derechos de las personas con discapacidad durante la pandemia en argentina. <i>Revista Científica Arbitrada de la Fundación MenteClara</i> , 6. https://doi.org/10.32351/rca.v6.244 [19] |

Quantitatively, there were 11 results in the CAPES journals, but the last result was a repetition of the eighth article in the order of the results and the first in the table. The following structure was used: “Instagram” AND “Facebook” AND “TikTok” AND “Scientific journal” and “Instagram” AND “Facebook” AND “TikTok” AND “Scientific journal”. However, ScienceDirect reduced the result by almost half and with the same articles with the structure without the term “TikTok”. In SciELO there was no change and in CAPES journals it was reduced to two results. Therefore, the inclusion of the term TikTok was not adopted.

This work is constructed in a self-descriptive way to demonstrate the limitations due to the author’s choice of terms, the application of scientific principles such as transparency, replicability and objectivity. In this context, it can be seen that the author had little influence over the results he would get, after defining the search terms and the exclusive filters. The results were selected based on the criteria already defined and described above and which, in the author’s view, proved to be contributory to the topic, and these are specified in the following table in accordance with the enumeration adopted in Table 2.

[3] is the first study to evaluate the correlation between traditional metrics and social media metrics in rheumatology journals. He mentions that a presence on social media can increase the visibility and dissemination of published articles and, in the end, strengthen

Table 2. Articles selected by the author using a search tool.

| Search tool | Selected articles |
|---------------|-------------------|
| ScienceDirect | 01, 02 e 08 |
| SciELO | No results found |

their impact because of more citations of these articles. From this, I conclude that social networks have become a means of disseminating information and knowledge, including the dissemination of scientific knowledge, especially in the area of health.

[4] is the first study to evaluate the correlation between traditional citation-based metrics and social media activity metrics for internal medicine journals. This author states that social networks are a resource that offers an opportunity to increase the visibility of medical journals as well as the dissemination of scientific production from third world countries. He points out that all the journals analyzed with a presence on social networks are North American and European, and that the presence of articles and posts from these journals on social networks generates a better correlation with activity metrics. [4] indicates that in the future it will be necessary to determine which of the social networks can be a better indicator of impact on the scientific community and the general population, as well as between researchers and editors of scientific journals.

According to [10], journal publishers take into account the impact that publications can have when they are properly disseminated on social media, thus increasing their visibility. He cites as an example the influence of congresses, conferences and surgical meetings, such as the National Congress of Surgery, which showed a progressive increase in visibility on social networks, with 2020 being the year with the greatest impact, when it was held in virtual format due to the COVID pandemic.

[2] states that the use of social media is growing and is increasingly present in private and academic life. He retains that the use of social networks in the educational field, although it has advantages and disadvantages, is of great support in the training process of the new generation of students, as it allows them to learn while continuing to interact with the environments they attend.

[20] reports on the experience and empirical observation of the dissemination of audiovisual content on social media profiles Facebook and Instagram, which he evaluated as positive and which exceeded the proposed objective, even though the study was merely diffuse and did not present specific strategies to reach the target audience, possibly reaching them indirectly. It's worth considering that there was a significant reach, considering that it was only a video. If there were regular publications on the subject, this would possibly reach more people and consolidate the information passed on.

[15] presents the benefits of including images in publications, specifically on Twitter. He mentions the role of the image in helping to communicate the theme of a given topic and demonstrates that the more visual form attracted more engagement compared to the publication without a photo.

Another example that highlights the role of social networks in engaging and disseminating scientific knowledge, as well as the age group and gender that showed the most interaction in the case studied [21].

[18] points out that social networks are good resources for expanding knowledge, but that there is a need for more studies on the subject and resulted in greater user interaction on Instagram. Organic traffic was lower than other strategies such as the use of tags and paid traffic. Thus, it was observed that the use of strategies that favor greater user reach can help in the best efficient estimate for scientific dissemination on social networks. Also indirectly relates the need to increase scientific content as a way of reducing the space for fake news on social networks [18].

4 Conclusions

[3, 4] point out that presence on social networks increases the visibility and impact of scientific articles in rheumatology and internal medicine, respectively. Bustos-Claro et al. emphasize that social networks are crucial for the dissemination of scientific production, especially in third world countries, and suggest identifying the best networks to measure future impact.

[10] note that congresses and conferences increase the visibility of publications on social networks, especially during the pandemic. Other studies, such as those by [2, 15, 20, 22], reinforce the importance of social networks in education and scientific dissemination, pointing to the need for effective strategies and combating misinformation. Considering that the social network marketing strategy aims to establish clear goals for a project's communication strategy, such as increasing engagement on social networks, increasing participation in events, among others, we suggest that: (i) invest in a cover and profile for the page, posts and adverts that follow the recommendations of the social networks where they are published; (ii) clarify the Mission, Values, Target Audience and Secondary Audience in the first posts, always creating relevant and engaging content; (iii) use formal, more relaxed language, including symbols of the culture, informative, engaging and authentic content to generate engagement, creating relevant and engaging content with quality images and short videos (30 s) that capture the audience's attention and convey the message in a clear and impactful way, using audio subtitles if possible; (v) identify entities, people, places (and events) according to the type of posts; (vi) use the 80/20 technique, dividing posts into 80 per cent aimed at generating value and engaging users and the remaining 20 per cent with promotional and creative content; (vii) produce meaningful videos about the project that captivate the audience.

In view of the results presented, it is possible to conclude that the use of social networks is a means of reaching younger audiences, which can also promote increased engagement, stimulate interest in scientific writing and academic subjects.

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