

Editorial

Dra. Victoria Tur-Viñes

Universidad de Alicante. Spain. Victoria.tur@gcloud.ua.es. <https://orcid.org/0000-0002-8442-8068>

Academic ambitions

Ambiciones académicas

Ambition, in the right measure, enables challenges to be met, activates the achievement of goals, and makes improvements possible. Low ambition means conformity with mediocrity, which is not desirable. But high ambition can generate too high a cost in the process of achieving the challenge. That intense, emotionally charged desire that guides the pursuit of hard-to-achieve goals can be managed in many ways. Finding the right measure, the perfect balance is the real challenge. To feel the impulse of the achievement of the challenge as motivation and to measure the consequences of the path to be followed, knowing the limits of what is acceptable, comes to be something of an art. Ambition often, finds lies and betrayals to be fellow-travellers. For the sake of ambition, lying is legitimised because it eases the route to the desired challenge. Betrayal, which feeds on disloyalty, distorts moral dilemmas (those that connect us to the essence of what is human), lightens the process prior to achievement and filters out due appreciation. An earthly version of *Game of Thrones* or an updated *Macbeth*. Integrity over ambition.

Within the university we find great stories of ambition, betrayal, mediocrity and lies, intermingled with admirable performances and honest trajectories. Any member of the university community has a story (or more) to tell, in his or her background. The endemic problems we suffer are a consequence of different circumstances: practising individualism, the cult of one's own ego and placing this above authentic collaborative work, the enjoyment of other people's successes and the due recognition of other contributions. What would the collective be like if things were different?

Ambition also affects institutions, as entities made up of people, and can be imposed, when not desired. Journals were never created to certify university researchers. This is a function assigned by Aneca (Spanish National Agency for Quality Assessment and Accreditation) in a system that overvalues the scientific article as a product derived from research. Assessing the quality of a text by the indexation level of the journal in which it is published is a mistake. It is also a mistake to think that texts submitted over a long period of time can be assessed qualitatively. It is humanly, temporally and technically impossible to study in depth the content of all the merits provided by those who apply for accreditation, due to the volume of applications and the existing regulatory limitations on the number of members who can make up the commissions. It does seem possible to address the five merits that are selected for the application for recognition of a six-year research period, which may or may not be consecutive, or the four preferred merits that are required when completing the application form for accreditation applications. Let us not forget that, when a scientific article is published, it has undergone a process of blind peer review. In this review process, qualitative aspects are considered. Accordingly, claiming that the qualitative aspects of the merits presented in an accreditation are not taken into account is not accurate.

We move in this direction. The pressure to publish (ambition) entramples the routes to achieve it (lies and betrayal). Iterative publications. Simultaneous submissions to several journals that collapse the system, rendering it unsustainable. Standardised plagiarism. Co-authorship conflicts. Revealing texts alongside others with no substantive contributions. Professors who prefer research to teaching and request a reduction of course load... This is just a selected repertoire of practices which can be observed and do not go unnoticed. Unbridled ambition, badly managed, clouds ethics.

Aneca can make a mistake in commissioning a report, but it cannot make a mistake in the decision to judge its content because then it calls into question all its work in defence of the quality of the system, returning to the dark days. *The night is dark and full of horrors.*

The ambition of journals to be indexed in databases is also shared by those who read and publish in them. Sensitised journals seek this recognition, and enter into a complex process where their citation and publication capacity is compared with other journals, generating rankings, percentiles and other indicators. Indeed, it is not only journals that suffer an avalanche of texts from this pandemic to be published. Databases also feel the pressure. In journals there is a delay between the receipt of a text and the editorial decision due to excessive demand and the increased number of reviews in a finite field. In databases, delays are caused between the admission of a journal for compliance with the mandatory quality requirements and the calculation of its CiteScore in Scopus, to mention the case of Mediterranean. The journal was admitted in December 2020; in the subsequent months the contract was signed, the last three years of publications were indexed and now a few more months are needed to create the journal's own internal space with its own metrics. The process has already taken more than a year, in the era of information technology.

Clarivate, for its part, has launched a new metric in 2021, the Journal Citation Indicator (JCI), to complement the classic Journal Impact Factor (JIF). The JCI takes the previous three years into account (JIF only two years), hence allowing the accumulation of a higher number of citations. The JIF calculation is based on citations made in the current year, while the Journal Citation Indicator (JIC) computes citations from any period of time after publication, up to the end of the current year. This new, more realistic indicator allows ESCI journals to have impact metrics, where Mediterranean already was, and provides a unique number that takes into account the specific characteristics of the different fields and their publications. This is essential in a field as transversal and peculiar as Communication. Thus, in its first year of indexing with metrics in Clarivate, the journal has attained in 2021 a JCI percentile of 0.40 (Q3), with a position of 129 out of 204 indexed Communication journals. This is a positive figure that gives us room for ambition. We will continue to work along these lines.

Mediterranean's social ambition and the incorporation of new collaborators in the team allow us to explore new spaces for exchange, such as the Mediterranean dissemination channel on WhatsApp, which was created with a purely informative (unidirectional) character, although at any time in the future, if requested by the community around the journal, it could become a space for bidirectional conversation. This will only become apparent over time. We also started a space on Instagram and LinkedIn. We are driven by the desire to disseminate more and better Communication research.

This issue features twenty-six texts, three editorials and two reviews. It includes two monographs that aroused enormous interest among researchers, judging by the number of submissions received. Of the two monographs, the first contains eight articles on the subject of ***Minors creating content on video platforms: regulation and self-regulation in the communicative socio-system*** and has been coordinated by Dr. Esther Martínez Pastor (Rey Juan Carlos University, Spain), Dr. Rodrigo Cetina Presuel (Harvard University, USA) and Dr. Araceli Castelló Martínez (University of Alicante, Spain). Childhood and spaces of influence go hand in hand on the video platforms, discovering new research opportunities. The second monograph was the most successful of all of those promoted to date, coordinated by Dr. Patricia Núñez Gómez (Complutense University of Madrid, Spain), Dr. Luis Mañas Viniestra (Complutense University of Madrid, Spain) and Dr. Jonathan Hardy (University of the Arts London, London College of Communication, UK) under the title ***Branded content: new forms of brand communication*** comes to light with twelve texts revealing the significance of this line of communication in current research in the field.

We would like to thank those who have coordinated these two monographs for their dedication, involvement and criteria in guiding the texts and appointing reviewers. At Mediterranean Journal, the coordination of monographs proceeds intensively throughout the process, performing tasks as guest editors.

The issue is rounded off by the permanent *Miscellany* section, which presents six texts on a variety of topics. The first deals with the fraud of advertising metrics, its evolution, analysis and mitigation tools, and is signed by Lidia Maestro-Espínola, David Cerdón-Benito and Natalia Abuín-Vences, highlighting its consequences in curbing advertising investments due to the lack of transparency. The new digital media, despite their technology, paradoxically do not increase the quality of audience measurement. Ana-María López-Cepeda and Nicolas Tilli analyse the news coverage of Covid-19 in a comparative way on two television channels, looking at the type of story, volume of news, news sources and their relationships, among other variables. The measurement of Twitter's influence on sporting events, through the process of analytical hierarchy, is the objective of the text by José-María Lamirán-Palomares, Amparo Baviera-Puig and Tomás Baviera-Puig. Writing on the Internet and, specifically, the use of deixis, Majo Pallarés -i-Maiques, the pillars of interface deixis, present an innovative proposal showing the relationship

between the evaluation of advertisements and the presence of a greater repertoire of deixis (more dialogical advertisements). Alicia Martín-García, Marta López Carmona and Juan Salvador Victoria Mas write an article on product placement on Netflix and its perceived benefits. Finally, Inmaculada Sánchez-Labela-Martín, Manuel Garrido and Virginia Guarinos research animation in advertising, as a creative resource for evoking emotions, from a gender perspective.

We hope that reading this issue at the beginning of the new year will stimulate a healthy research ambition, in the sense that everyone wishes, regenerating the system, removing ethical malpractice and decontaminating the path of everything that is not a genuine contribution to scientific knowledge. A final wish: good and numerous reviews, both our own and others', prior to publication. Science feeds on intellectual consensus and continuous improvement.

