

Editorial 1

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Marine treasures. The diamond route, true open access [Editorial]

Tesoros marinos. La ruta diamante, el auténtico open access [Editorial]

1. Introduction

Pursuing **open science** is a stated formal goal of the Budapest Open Access Initiative, proposed by the Open Society Foundation, founded by Soros (entrepreneur and philanthropist) in 2001. Open Society is the sixth largest private philanthropic foundation contributing to development in 2021 (OECD, 2022). Two decades later, UNESCO made a series of *Recommendations on Open Science* (2021), a concept that brings together different initiatives aimed at making scientific knowledge accessible, available and reusable for the entire scientific community and the general public, which manages to multiply collaborations between research personnel and effective transfer, in all its versions: university-university/research centres; university-public administration; university-business and university-society.

Open science initiatives have multiplied recently and are growing rapidly. In fact, Spain has a *National Open Science Strategy (ENCA) 2023-2027*, presented in May 2023; this comprises action plans in six dimensions: open access to research results (publications, data, protocols, code, methodologies, software, etc.), use of digital platforms based on open source (repositories, aggregators...), openness of the entire scientific process, including practices such as open peer review, open educational resources, the promotion of citizen science and the development of new ways of measuring research performance. In this last aspect, the increase in adherence to the *Declaration on Research Assessment -DORA- (2013)*, the *Leiden Manifesto for Research Metrics (2015)* and the *Coalition for Advancing Research Assessment -CoARA- (2022)* assumes particular prominence, auguring long-awaited changes that are now imminent.

One of the pillars of open science is **open access**, which encourages the free availability of peer-reviewed scientific literature. No text should be considered to be scientific if it has not been peer-reviewed. Without this requirement, it might be regarded as redundant. This is the first major, inherent, complex, albeit poorly controlled, condition, i.e. a requirement of any text that claims to be scientific, whether open access or otherwise. The second is the university/academic nature of the publication; not always adequately demonstrated. Do all journals have the express approval of an academic institution, or is it enough that they are managed by faculty and research staff? The public or private character is secondary. Let us remember that the unique DNA of these journals is their dual status: scientific and academic.

Open Access allows anyone to read, download, distribute, print, quote or reference (as permitted by the licence) a scientific text without hindrance. Administration support is also provided. Plan S is an initiative for open access to scientific publications launched by Science Europe in 2018 that appears not to be evolving at the desired pace. The Spanish Foundation for Science and Technology (FECYT) joined the Open Scholarly Communication in the European Research Area for the Social Sciences and the Humanities (OPERAS) as Spain's representative, and also participates in Developing Institutional Open Access Publishing Models to Advance Scholarly Communication (DIAMAS), a European consortium project that aims to create a European standard for good publishing practices. Both workspaces have emerged in 2023.

There remains a long way to go to achieve true open access. The **green route** consists of depositing a reviewed article (*postprint*) or an unreviewed article (*preprint*) in an institutional or subject repository. The **gold route** distinguishes open access journals listed in the DOAJ directory. The **bronze route** assembles articles that are free to read on the journals' websites, but lack a licence for distribution and reuse; the **hybrid route** responds to a commercial model where authorship is recompensed prior to publication, hence those who want to read the content do not pay for it. But the **diamond route** is the only one that corresponds to true open access, because it does not involve payment in any of the actions. We should not be misled by this.

The business model plays at misleading. It uses the open access concept "half-heartedly", in a timid and restrained bid for its virtues. At the same time, it imbues the entire process with a supposed "professionalism" so as to position itself as a quality publication. Imagine the confusion that can be created for those who want to publish.

Science does not advance in the same way if a prior payment is imposed. Science provides solutions to relevant, sometimes pressing, problems; it provides contributions, evidence or findings that are significant answers to the great challenges/problems/unknowns of society, the economy, the environment, health and well-being, in all fields. It seeks to transform or in some way to improve the world that surrounds us. This aspiration cannot be deferred, nor should it have to pay abusive tolls that impede innovation.

And what is the degree of professionalism and quality of journals that do not charge a fee and practise real open access? Are not the latter, those journals that do not charge for publication, either for access or for dissemination or distribution, the ones that are truly virtuous because, without renouncing scientific review, they achieve high quartiles in the databases, through spontaneous citation? Is that not a commendable achievement? Should diamond journals not be accorded greater recognition?

As all things fall into place, The MIT Press announced in early 2023 the launch of an initiative called shift+OPEN, to convert existing subscription-based journals to a diamond open access publishing model.

Change will be irreversible.

The Mediterranean Journal is attached to the diamond route, not only because we are convinced of its brilliance, but also because we believe in the accountability that comes with public science. Our crusade – marine - is to defend the recognition due to sustainable publishing, understood as one more task of the dedication of the research and teaching staff that who link research and transfer. Because sustainable publishing is possible as long as we have the collaboration of those who want to publish, of those who review - true protagonists of the feat - and of the institutions that recognise and support the value of these projects.

Let us stand up for what we do. Let us review for journals that do not charge a fee, and let us demand financial remuneration when we review for journals that do charge a fee. The intellectual investment that a good review requires and the excellent consequences it has for the progress of science are well worth it.

This June, **Scopus** has awarded a CiteScore of 1.5 in 2022 to Mediterranean Journal, placing it in Q1 for Cultural Studies (2022) and Q2 for Communication (2022). Thanks to those of you who have made this possible.

In February 2023, the journal was upgraded to the latest version of OJS. We had to suspend receipt of new submissions for a month to make all the necessary adjustments. Likewise, the submission guidelines have been updated to clarify the process and to request added value elements such as the specification of the tasks of those who sign off the text, the necessary responsible declaration in the case of using artificial intelligence applications, the simplification in detection of the main contributions, the indications on anonymity and maximum percentages of similarity, as well as the request to share databases or research tools. These aspects contribute to making the best decision in the review and selection process, which is as complex as it is exciting.

Issue 2 (July) of 2023 (volume 14) includes 3 special issues with 15 articles and a Miscellaneous section with 4 articles together with the corresponding editorials. The first special issue deals with **Communication for Ecological Transition and Climate Change** and has been coordinated by Dr Francisco Fernández Beltrán (Universitat Jaume I), Dr Maria Josep Picó (Universitat Jaume I) and Dr Tania Ouariachi (Hanze University of Applied Sciences, Groningen, Netherlands). The second is on **Hybridisations of the film industry and the audiovisual-ICT hypersector**, and has been coordinated by Dr Jordi Alberich Pascual (*in memoriam*), Dr Francisco Javier Gómez Pérez and Dr Domingo Sánchez-Mesa Martínez, all from the University of Granada (Spain). The third special issue focuses on **Critical Media Literacy** and was coordinated by Dr Sara Osuna-Acedo (National Distance Education University, UNED, Spain), Dr Michael

Hoechsmann (Lakehead University - Orillia, Canada), Dr Rayén Condeza Dall Orso (Pontifical Catholic University of Chile) and Dr Nolan Higdon (University of California Santa Cruz, UCSC, USA).

The **Miscellaneous** section presents 4 articles. Social networks are the protagonists of the first two. Written by Beatriz Feijoo, Isabel Pavez and Cristóbal Benavides, entitled *Analysis of Chilean children's perceptions of commercial content on TikTok: "I ate a commercial"*, the first manuscript is one of the few perception studies with children on the TikTok platform. It reveals that explicitly identifying advertising intention is not incompatible with a positive audience experience. Next is an article in Portuguese signed by Dr Geilson Fernandes-de-Oliveira, Dr Luisa Massarani, Dr Thaiane Oliveira, Dr Grazielle Scalfi and Dr Marcelo Alves-dos-Santos-Junior, entitled *The vaccine on Instagram: study of emotions expressed in the Brazilian context, facilitates understanding of discussions about the vaccine and the vaccination processes in the Brazilian context, during 2020 and 2021, identifying the main emotions mobilised by the Brazilian public on Instagram and the public's perceptions*. The third text is entitled *Multimedia and transmedia dynamics in local press: utopia or fact? An analysis of the Catalan case*. The author, Aida Martori-Muntsant, investigates the state of digitalisation of the local press, with a novel approach based on two parameters (multimedia and transmedia) that contributes to filling a gap in the literature on the adaptation of traditional media to virtual environments in considering their application on a local scale. Finally, the article *Action Mimesis and Existential Meaning in Videogames through What Remains of Edith Finch*, proposed by Arturo Encinas and Eva Reviejo, incorporates into the theory of possible worlds a methodology of analysis of dramatic structures oriented to the study of walking simulators, providing semantic indicators to understand that in *What Remains of Edith Finch* the cause of the family's misfortunes is not a curse, but their own free choices.

The field of Communications continues to expand and consolidate. The Mediterranean journal contributes to this by publishing the best reviewed articles from innovative research.

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