Editorial

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Scientific Publishing and Metadata

Publicación científica y metadatos

This first issue of January 2019 marks the beginning of the tenth annual volume of the journal.

This past year, the journal has achieved some milestones that at one time would have been unimaginable: it has received the quality seal of the Spanish Foundation of Science and Technology (FECYT), and it is listed in Clarivate's Emerging Source Citation Index (ESCI) where, according to a study by *Revista Comunicar* (2018), it is in 6th place in Spain (42/102 in the world, Q2, IF: 0.241, percentile 57); it is also 3rd in Spain in the REDIB (CSIC) ranking and 8th out of 41 in the Google Scholar Metric in the field of Communication.

In this editorial, before offering an overview of the content of this issue, I would like to take a moment to reflect on the value of metadata.

From an editor's perspective, it is important to draw authors' attention to certain aspects that facilitate the editorial process and the visibility of the articles. Of course, in the stage prior to writing a paper, the research should have been carried out in accordance with ethical principles, but from the moment of submission there is a series of requirements that speed up and enhance the publication process. Authors often find instructions and requests for information excessive and ignore many of them, deeming them unnecessary for the publication of their papers. These days, electronic publication needs to conform to very strict parameters that ensure, among other things, that a paper can be found in searches, that it is accessible and, therefore, quotable. Most search engines are English-language products and operate with elements known as metadata. Metadata are labels that contain information and enable comparison between similar texts; in the case of journals, these texts are scientific papers. The main metadata often appear in the first page of the article or in a visible place and in the information associated with the paper when it is uploaded to the web. The most important metadata are: author's name, institution, title of article, abstract, key words and DOI.

Scientific searches on the internet and in databases operate based on metadata. This is why it is always necessary to include metadata in English, without ignoring Spanish, the second most widely spoken native language on the planet and the third most used on the internet (after English and Chinese) according to the most recent study by the Cervantes Institute (2018). It is therefore important to complete the author's personal profile data in both languages prior to submission in the Open Journal System, the most widely used system for publications on communication in Spain. The system requires that given names and surnames be entered separately. To ensure optimal visibility, the author should always use exactly the same name and enter the given name and surname terms separately with hyphens. This is a way of standardising the names of authors from different cultures, placing the full name in only two terms to help search engines correctly identify both terms that comprise the researcher's personal identifier. Authors who enter their names with hyphens and provide an ORCID are displaying familiarity with scientific reading and writing, a highly laudable quality if we consider the value of a good personal brand.

The author's institution is important because it makes it possible to confirm that the paper is academic. The title is a key piece of metadata; it is the snapshot of the text, containing elements that suitably describe its contents and the relationship between them, the historical and geographical context of the research, and the readership, medium or content that the article addresses. In addition, without ever exceeding 20 terms,

it may allude to the method, the main result, the most important research question or the objective. The title is an exercise in persuasive synthesis, although always within the limits of scientific rigour.

The abstract should contain an explanation of the importance of the research, the objective, the method, the main result and the most significant conclusion. While the title should capture the attention, accurately describe the content and arouse interest, the abstract should be revealing, inspiring and concise. Quite a challenge!

In an environment saturated with information, careful attention to metadata will make your work visible, catalogued and, therefore, readable and quotable. To ensure a tangible transfer of knowledge, scientific writing needs to be focused on its channel of dissemination. To this end, it is important to understand the significance of metadata.

The following paragraphs outline the content of this very special issue, comprised of two special issue and the usual *Miscellany* (with 6 texts in each section) together with 5 reviews of essential new publications.

Both special issues focus on very specific issues in communication.

The section on *Digital Vulnerabilities* is extremely topical, containing 6 articles that explore the risks of the online environment for different audiences and in different contexts. The internet attracts new consumers and facilitates practices that are worthy of scientific study and analysis. The articles offer ideas and guidelines aimed at ensuring a positive, constructive and responsible digital experience. Under the expert coordination of Dr Antonio García Jiménez (Universidad Rey Juan Carlos, Madrid, Spain) and Dr Ana Jorge (Universidade Católica Portuguesa, Portugal), this section presents the latest research on the question.

Prostitution and the Media: From Controversy to Social Innovation is the title of the second thematic section included in this issue, coordinated by Dr Carolina Justo von Lurzer (CONICET/UBA, Argentina) and Dr María Cruz Alvarado (Universidad de Valladolid, Campus María Zambrano de Segovia, Spain), whom we thank for their dedication and professionalism. An invisibilised sector of society that is rarely researched but of great social significance constitutes the focus of this section. The coordinators have chosen six papers that describe a difficult context with huge challenges for the future and big opportunities for social innovation and change.

The *Miscellany* section offers six very different papers, four by international authors. Public relations and the comparison of sustainability practices in Brazil and Ecuador are the topic of the paper by María Aparecida Ferrari and Ana María Durán. The contemporary perception of advertising, its perceived entertainment value, relevance, empathy and rejection, along with the implications of purchasing intentions form the focus of a paper from Portugal by Paulo José Ribeiro Cardoso, Luís Henrique Vieira, and Manuel José Serra da Fonseca. Raumond Colle from Chile offers a reflection on the question of trial by digital news media in the era of fake news. From Buenos Aires, Magalí Alejandra Bucasich identifies a hybrid pattern between passion and logic in the modes of discourse in the conversations of secret groups on Facebook related to Argentina's social security reform. An educommunicational approach facilitates the analysis of the use made by university professors of different gaming tools in the classroom, viewing students as prosumers, in a paper by Sheila Peñalva, Ignacio Aguaded and Ángel Torres-Toukoumidis. Francisco-Javier Ruiz-del-Olmo and Cristina Hernández-Carrillo present the results of a study of the independent filmography of Canada's Xavier Dolan, revealing certain constants in his work related to the mother-child relationship.

This issue is rich, varied and expansive, with a selection of studies of issues that are driving the research activity of our colleagues around the world in the field of communication at the present time.

And our work on the next issue has already begun.

Thank you all for your support for Mediterranean Journal of Communication.

References

[1] Instituto Cervantes (2018). *El español en el mundo*. Madrid: Instituto Cervantes

Acknowledgment:

Revista MEDITERRÁNEA de Comunicación
MEDITERRANEAN Journal of Communication