EDITORIAL

The value of the digital identity of scientific journals

El valor de la identidad digital de las revistas científicas

O valor da identidade digital das revistas científicas

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How to cite this article:
Barón-Velandia B. **The value of the digital identity of scientific journals**. Rev Inf Cient[Internet]. 2024[cited Access date]; 103:e4510. Available in: http://www.revinfcientifica.sld.cu/index.php/ric/article/view/4510

In the current context of scientific development, the digital identity of journals has become a differential value that allows them to improve their reputation through visibility. The power of the visibility of scientific journals, represented in a large extent by alternative and traditional metrics, makes it possible to recognize the impact generated by the research results (articles) published therein.

The following is an approach to the definition of digital identity and some tools that enable its construction, dissemination and positioning on the Web.

Immersed in the era of Information and Communication Technologies (ICT), it is important to recognize its footprint in the process of identity mediation, taking the concept of digital identity as the complex set of digital technological elements that reconcile the experience of identity constructed by the people of the magazines and delineated by multiple social and cultural factors.[1]

ICTs have configured an expanded identity of scientific journals, which enables the amplification of editorial and institutional data, images, records, skills, commitment, brand, interoperability with other platforms in various multilevel relationships, among others. In this sense, digital identity is shaped by mechanisms called identity features. Journals use multiple partial identities according to their activity and role played during their online life cycle.

On the other hand, in relation to the tools that make possible its construction, dissemination and positioning on the Web, it is imperative to recognize that the online reputation is the level of perception, opinion, social consideration that users build on the experience of inhabiting the various platforms of the online scientific journal. Accordingly, it is essential to emphasize that the various actors that are part of it care for the digital identity of the journal. i.e., the construction of the perception of the journal cannot be left to free will in the hands of the "users".

In relation to the above, the editors are responsible for the intentional creation of the digital identity of the journal, the identity of the journal cannot be left to free interpretation, it must be conditioned, guided, accompanied from the definition of the profile of the journal, with clear and distinctive terms. Leaving the identity of the journal to the free interpretation of the users can be a very high reputation risk, because users can get a blurred image and reproduce it in their scientific and/or academic circles. Having a bad reputation or not building a digital identity can be a problem for the institutions that publish them. It is necessary to establish a correlation between what the journal is and the opinion that others have of it on the Web.

When raising the issue of reputation in the ICT era, paradigms embodied in terms such as permanence, time, space, among others, are strained. On the Web, it can be said that reputation is cumulative; it expands for better or worse over time. The reputation of a magazine can oscillate between weeks or days, going from a privileged perception to a pauperized one because of the comments generated in social networks.

The control and frequency of social networks that scientific journals have is a condition of possibility for the improvement of their reputation. On the Web, the space where a user has the freedom to generate or reproduce information, which is not necessarily true or validated, can influence the decision making of those who follow them or are forming scientific criteria. But well, the advantage of flowing in the networks is that when these comments or opinions lack criteria of truth or their destructive nature is determined, they can be located and intervene, that is, they do not have the denomination of anonymity, their existence is revealed through the medium in which they are intended to hide.[2]

To conclude this editorial, three characteristic factors of the reputation of a magazine are highlighted through its digital identity, i.e., recognizing the digital identity as the means through which a positive perception is built in users/communities:

a) Generation of intentional actions in the journal: the way the journal is presented on the Web, which allows distinguishing the journal from others, even if they are in the same field or discipline, by strengthening its trajectory and improving the perception built by the editors in the communities to which they are committed in epistemological, methodological and didactic terms, among others. Bringing to the Web the information that is desired to be decisive in the audiences' remembrance.

b) Accessibility of information with the use of services available on the network: the fundamental purpose of a journal is to make known the various articles it hosts on its platforms, i.e., the content of the information and the positioning in search engines, to be classified, located, registered, catalogued or indexed. It is essential to recognize that in addition to the above, the ease with which people or communities access the journal is as important as the ways of accessing the different content in various formats, a more inclusive look, which conceives the habitation of multiple worlds in a global world.[3]

c) Digital identity of the journal: think of the journal as a human being, with personality, feelings, traits, trajectory, as this will allow it to be an autonomous and interdependent organism and will not limit it to the perspective of the editor-in-chief in office.

To mitigate the risk of loss of visibility of the journal and its impact on its reputation, it is also recommended to consider the following tools:

OJS

Open Journal Systems (OJS) is free software for journal management created by the Public Knowledge Project (PKP). It helps to keep contents updated and respond to the journal's users, who are the protagonists, for whom the journal is really dynamic and through whom reputation is measured.

ORCID

Open Researcher and Contributor ID, being a digital and international open access platform, offers a central registration system for results related to academia and science through a profile that allows obtaining a unique identifier.

GS

Google Scholar/Academic Profile is a tool that allows making public the profile of the journal or researcher/academic with the works published on the Web. The information is displayed in Google Scholar results when a search is performed that is related to that author or journal.

In short, the generation of digital identity and care for the reputation of the magazine, beyond digitizing content or speaking well of itself is to have the experience of technological immersion and build a symbiotic relationship with it. It is the challenge of asking the most philosophical questions in the history of humankind: Who are we? Where do we come from? Where are we going? Where are we going?, among others, and taking them to the Web in the most responsible way, with the generation of trust, credibility, authority and integrity in and of the journal.

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