



Social network technologies for the dissemination of scientific studies

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Printed books have always been the first source of study and research, especially for students on their academic journey. However, through the internet the search for online journals (electronic publications) as a source of research has become a reality. The use of information and communication technology combined with the internet, whether through a computer, tablet or smartphone, has made access to books and scientific articles much easier. Teachers, students and researchers are increasingly accessing the internet to search, share and communicate information and results of studies and research carried out. The problem situation involves the visibility factor combined with the impact factor established by the funding agencies: how do researchers use social networks for scientific dissemination on the internet? What is the relevance of sharing science for the digital universe, especially in social networks and social media? Thus, this research has as main objective to identify the most appropriate digital tool (social network) for journals, considering the dissemination factors of scientific research, contribution of the brand image, target audience, planning and definition for the professionals responsible for editing and review of journals. The study will have a qualitative approach. The study will focus on four blocks of interest: 1- contribution of scientific research to the academic and professional training of students; 2- main guidelines which involve the construction of a research project; 3- the importance of scientific research and its publicization and socialization of knowledge; and 4- identifying the processes of scientific dissemination in academic productions via social networks. Data collection will be done through the application of online questionnaires. At the end of this investigation, it is expected to offer answers on the importance of scientific research for professors / researchers, as well as to identify which are the main digital tools used by researchers to disseminate studies and research carried out, which will make it possible to better deal with the process of dissemination and improvement of scientific works developed at ISECENSA, as well as maximizing the visibility of the “Revista Científica Perspectivas Online”.

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