



INVESTIGACIÓN / RESEARCH

Recibido: 24/04/2015 Aceptado: 19/06/2015 Publicado: 15/09/2015

REVIEWS A SCIENTIFIC COMMUNICATION: CUBAN JOURNAL OF GEOGRAPHY

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ABSTRACT

The incursion of new information technologies and communication has brought to the field of scientific communication paradigms for development. It is reviewed by a statistical review, the course of thematic magazines in geographical sciences, scientific dissemination portals such as; Redalyc and Latindex. Also referred the inquiry, on the typology of scientific documents and current trends. It is concluded on the strategies that are held to empower the Cuban Journal of Geography in new contexts, ranging from accreditation to certification by the Ministry of Science, Technology and Environment (CITMA) to study the deployment manager Open Journal Editorial System (OJS).

KEYWORDS: scientific journals - Cuban geography magazine - scientific production - Cuba - communication of results

VALORACIONES A LA COMUNICACIÓN CIENTÍFICA: REVISTA CUBANA DE GEOGRAFÍA

RESUMEN:

La incursión de nuevas tecnologías de la información y la comunicación han traído al campo de la comunicación científica nuevos paradigmas para su desarrollo. Se revisa

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a través de un balance estadístico, el curso de las revistas temáticas en ciencias geográficas, en Portales de difusión científica, como; Redalyc y Latindex. Además se refiere la indagación, sobre la tipología de los documentos científicos y sus tendencias actuales. Se concluye sobre las estrategias que se llevan a cabo para potenciar a la Revista Cubana de Geografía en los nuevos contextos, que van desde su acreditación con la certificación del Ministerio de Ciencia, Tecnología y medioambiente (CITMA) hasta el estudio de la implementación del gestor editorial Open Journal System (OJS).

PALABRAS CLAVE: revistas científicas - revista cubana de geografía – producción científica – Cuba – comunicación de resultados

1. INTRODUCTION

The development of countries depends on their ability to generate and use knowledge. It is a prime ingredient in the information society. It is decisive and measurable from national and organizational statistical analyzes. Knowledge managed according to scientific production is conclusively for the socio-economic status of countries; developed and made it viable is a social duty of every researcher, specialist or professional.

To Facilitate the Dissemination of scientific knowledge, there are several communication routes, one of them are scientific revisitas. In Cuba there are 450 accredited journals That Develop informative, specialized and scientific content of them, 300 are scientific journals; all publications are listed on the National Register of Serials (PSNR) and respond to the diverse topics of the knowledge and science. In scientific journals the upper body That certifiés compliance With Their communication to audiences With The required quality, the Ministry of Science, Technology and Environment of Cuba (CITMA) Resolution-through 59/2003.

Scientific journals validate new knowledge, make it public, make it world heritage through the resources and tools offered by Information and Communications Technology (ICT), such as the Middle Media, the Internet, and its network of repositories and databases. The publication of results is a crucial and important process of great social impact.

Development

1.1 Cuba and positioning

Cuba presents atypical situations relative to other Latin American countries, which forces you to implement solid strategies towards inserted in scientific fields; is subjected to a tight blockade that violates its scientific and social development, but in turn, is truly amazing its regional position when you consider: first, the total population and then the number of scientists, these, by thousands. Both parameters are internationally recognized, as they lead to significant results in the management of scientific communication (publications, positioning, visibility and managing

interactions that result in projects, investments and highly specialized human capital).

The positioning diffusion is an important indicator for scientific production, one of its most emblematic and facilitator of high levels of scientific production exponents. The Network of Scientific Journals from Latin America and the Caribbean, Spain and Portugal (Redalyc) Latin American scientific community located in the 8th Cuba. Instead, according to data from 2012, evidenced from the total of Cuban publications that exist in this repository, 22 magazines in total. The criteria established by this diffusing platform are implemented in Cuban publications in correspondence to the models of scientific communication established by the international community. (See Figure 1.)



Graphic 2. Source: <http://redalyc.org/colecionderevistas/produccioncientifica/> Retrieved May 24, 2013

2. OBJECTIVE

The research highlights the objective, the importance of publishing research results, with a view to enhancing the scientific production and its social impact. To complete the objective was based on a bibliographic and documentary analysis through the Web, to assess the state of scientific production in geosciences, under study.

3. METHODOLOGY

3.1 From a metric analysis

The bibliographic and documentary analysis has resulted in interrogative (how, when) that force strategize towards increasing the development of scientific production in geographical sciences, the disciplinary framework of study.

An indicator of the evaluable scientific production in state policies and international organism is the H index, applicable in all branches of science, does not exhibit this

same dynamic in all it depends on several factors, including the rate of obsolescence of scientific publications, which is not equal in all disciplines, nor citation patterns. The H index is defined as the balance between the number of publications and citations, to effectively measure consumption and impact of research. (Dorta Contreras AJ, LI Díaz Álvarez, 2007)

4. DISCUSSION

4.1 Platforms scientific dissemination

In Cuba the direction of CITMA Sciences, is responsible by groups' scientometric studies, study, establish policies and communicate their perspectives. Metric studies by researchers Dorta Contreras AJ, Díaz Álvarez LI, (2007) to the Scopus database, associated with international publisher of scientific information Thomson Reuters concluded with encouraging results in two of the Cuban researchers studied; a total of 320 scientific papers made by Cubans in health and published in a period of 10 years, were appointments be 4164, feature prominently in Ibero-America, with 38 as authorship, place in this database , reported as of the first in the world rankings in matters of scientific publications.

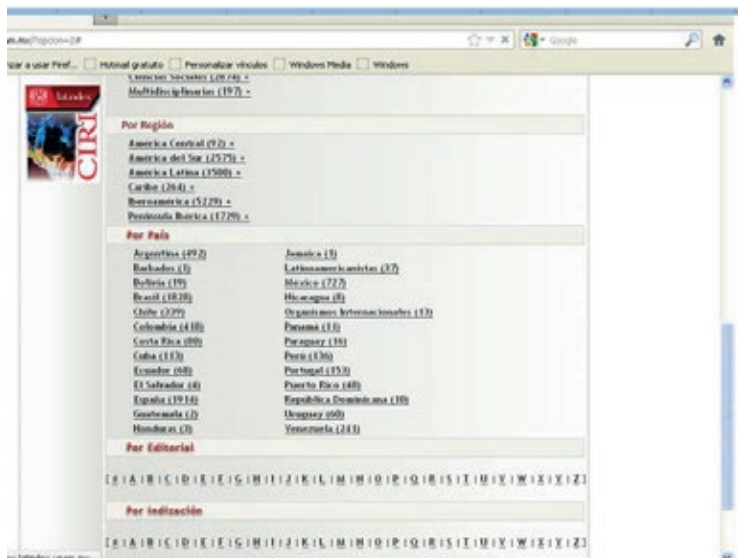
As noted, the platform of scientific dissemination of open access Redalyc is a repository of scientific information managed by the University of the State of Mexico (UEA) and housed in its information system a total of 809 scientific journals, adding all its contents are 280,860 items , which are grouped in magazines in 157 countries in its Latin American majorities and other scholars of Latin American issues in other latitudes, reports the statistics of 2012.

There are 19 journals in the database with 8390 items in total, covering topics of Earth Sciences, and Social Geography (as disciplinary classifications exposed) coexist seven magazines latter themed items totaling 2435; Environmental Studies are 5 magazines with a total of 1423 articles. There exist until the time Cuban scientific publications in these registered Scientific Information System (Redalyc) issues. The 22 Cuban scientific journals registered correspond to other scientific disciplines, which total 8988 articles, endorsed by the evaluation criteria system, which is identified with 12 aspects mandatory, which correspond to the structure and management of its contents, (See *Graphic 1.*)

Evaluative criteria are consistent with the most recent conceptions of scientific communication and dissemination. From the contents multipurpose research trends are ventilated and with added value, which manifest from interdisciplinary, multidisciplinary and transdisciplinary inquiries carried out widespread tendency in all sciences conceptions, stressing that it is important to start from the conceptualizations disciplinary, to interrelate the studies and their impacts.

Latindex, another management platforms in scientific dissemination, acts product of the cooperation of a network of institutions that work collaboratively to gather and disseminate bibliographic information on serial scientific publications produced in the region (Latin America). Does your Web space, three levels of management:

Directorio directory	21,565 journal
catalog	6,742 journal
Link to Electronic Journals	5,085 journal



Graphic 2. Number of magazines on the site, for countries in the LATINDEX space.
Source - <http://www.latindex.unam.mx/?opcion> accessed May 24, 2013

Registration of Books brings together 113 scientific and scholarly journals Cuban from a disciplinary perspective in Geography journals not recorded, but from an interdisciplinary conception up: Cuba: environment and development; Hydraulic and Environmental Engineering; Mining and Geology; Architecture and Urbanism; Hydraulics will; Transport, Environment and Development including dealing contents of geographical sciences since its character disciplinary and inter-disciplinary, and from specialized and scientific approaches. The website provides detailed information http://www.latindex.unam.mx/buscador/ficPais.html?opcion=2&clave_pais=12 departmental publications to access content system. Portal demonstrates that Cuba ranks 10th. place in many magazines spread through this channel. (See *Graphic 2.*)

4.2 Cuban Journal of Geography

The Cuban magazine of Geography, Institute of Tropical Geography (IGT) come to complete a comprehensive way, responding to the demand for content publishable developed from research and projects towards the development of the country and international collaboration. Intends to immediately join international standards through various actions that specifically respond to the strategic plan of the

workspace: technological development and the direction of IGT, in order to promote scientific activity, these efforts are spelled out :

- Participation in the Forum of the Institute of Tropical Geography to highlight the importance of scientific publications
- Convene researchers and specialists working in general to participate in science communication courses that are held in Cuban institutions
- Promote other organizations and institutions, on the editorial work of the magazine and its call to be published
-

Other tasks are designed in order to register and accredit magazine in national and international scientific diffusion systems:

- Update the Editorial Policy
- Publication of two numbers in 2013
- CITMA begin the process of certification for scientific journals, according to Ministerial Resolution 59/2003
- Start positioning strategies towards international databases and repositories of scientific dissemination
- Perform investigative actions to incorporate the magazine publishing management platform Open Journal System (OJS), a set of software identified as open source, which assimilated and processed, from and to, international standards of management and scientific visibility.

4.3 Economic valuation and social contribution

The effectiveness of research and their economic value is a parameter that affects the impact and the desired goals, it is an issue that still lacks standard methodologies for measurement, mainly due to its complexity, pose researchers in the subject (Gálvez González AM, 2003; 2010)

There have been several studies on the status and prospects of economic evaluations in Cuba in order to win uniformity and transparency criteria and ensure replicability of studies presented, researchers Gálvez González et al (2004), exposed envelope determinants for decision-making and encouraging towards good practice in economic evaluation, assessment methods for their approaches rely on the situation in the sector of Public Health in Cuba. These formal presentations of economic evaluations by institutional authorities responsible for decision making are crucial for the introduction of technologies and other investment and development objectives.

Studies suggest that the growth of economic evaluations completed in the last five years in Cuba, has occurred at the expense of scientific production in the teaching and research environment where the health sector has played a major role. (Gálvez González García Fariñas, Anaí; and others 2012).

From experiences of researchers mentioned above, a set of recommendations and tasks to stimulate and strengthen the use of economic evaluations in the processes of decision making and exposed as a first step propose of the research conducted,

(communication products of scientific activity) in an understandable way, viable and accurate process that evidence to scientific communication as an initial and decisive procedure for economic valuations in the country's institutions and achieve social impact projected. (Lozano Casanova; Saavedra Roche; Fernández Franch, 2011)

In Cuba policy information and scientific communication is dictated by CITMA which stipulates and stimulates the release and certification of scientific content, these are based on their classification, which are grouped according to international stipulations:

Scientific articles: contains a wide typology that integrates: review articles, research, short communications, reflection, scientific reviews, book reviews and other modalities that address the unique strategies of publications and institutions.

Monographs and scientific tests: are critics, academics and scientists, their expressive forms take into account the context and objectives to the public and just take their particularities according to social developments that endeavor.

5. CONCLUSIONS.

Research in Cuban geosciences spaces require validated in virtual environments Internet, Cuban geography magazine is called and summoned his community to promote the project. Published in the journal will be a vehicle to highlight the Cuban affairs.

The Cuban Geography magazine is a vehicle for projecting socio-economic knowledge derived from a constant search for knowledge, which is enhanced capacity and talent of our researchers, qualities that are legitimized by their application and relevance, their work strategies are implemented in terms of a constant work for insertion into the international standards of positioning.

The processes of economic valuation of scientific production are conceptualized within the social impact, as these investors participate in policies in different sectors. It is important to implement communication products of scientific activity with characteristics that distinguish it as necessary and feasible, assumptions that result in working towards an efficient scientific communication, a role that should occupy scientific journals.

Post is an essential process for any creator, researcher or practitioner, this action is validated, communicates and contributes to collective and individual knowledge in pursuit of profit and social impact. Maintain communication strategy in this regard should be the duty of every professional.

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