

Dissemination Strategy for the Journal of Animal Production

Dayanna Álvarez Rodríguez; Norbisley Fernández Ramírez; Ernesto Piñero de Laosa, Lireima Risco Villamañán, Florentino Uña Izquierdo and José Alberto Bertot Valdés

Camagüey University Publishing House, Scientific Information Management Office, Ignacio Agramonte Loynaz University of Camagüey, Cuba

dayanna.alvarez@reduc.edu.cu

ABSTRACT

A dissemination strategy for the Journal of Animal Production was presented in order to improve international visibility. The design included communications tools, and the advantages offered by digital publications and technology used at the University of Camagüey, Cuba. The proposal was based on promotion made in the social networks and scientific events; ranking in international databases and search engines; alliances and working agreements with similar publications. The promotion of actions are directed to experts, researchers, teachers, professionals, universities, and agricultural science research centers. The strategy will be assessed every six months, considering four aspects: number of nodes, commentaries and replications, visits to the journal's website, and the number of citations.

Key words: *visibility of scientific journals, e-journal, communications strategy*

INTRODUCTION

The well-known public statement "publish or die" would be missing an element if we are participants of the idea submitted in the mid Twentieth Century, that the "repute" of journals is fundamental to increase scientific and technical production. The fact of the matter has proven that researchers are more reliable and believable if they submit their papers to a known journal in their field of study. Actually, it is not only submitting, but where to submit; so it would be appropriate to replace the well-known expression above for another that better describes the reality: "submit to reputable journals or die".

This situation has intrigued many researchers, like (Albornoz (2013), who noted that devaluation of Ibero and Latin American publications is almost a cultural thing within scientific communities and science and technology organizations, when they are confronted with other international publications. This situation has compelled Latin American researchers to submit their papers to journals in the United States and Europe, rather than seeking local sources, equally important, or even more. What is the rationale to do so? Poor international visibility of some journals. Piezzi (2010) called it the "lost science of the third world".

Accordingly, the efforts made by the developing countries to achieve international visibility are increasingly important to make science and development go hand in hand. Albornoz (2013) recommended using all the possibilities offered by the new scientific communications systems, define communication, promotion or dissemination strategies to position journals internationally.

Cuba is not immune to that phenomenon. In particular, the Journal of Animal Production (JAP), at the University of Camagüey (UC), founded 30 years ago, now digital, is facing a new challenge in the Information Age: national and worldwide visibility. As a result, a dissemination strategy for the Journal of Animal Production is presented to enhance visibility of the electronic version.

DEVELOPMENT

The electronic version of the Journal of animal Production (JAP) was first published in 2011, an initiative to achieve greater international visibility. JAP is one of the oldest hard copy journals of agricultural sciences in Cuba, founded in 1985. The mission of the journal is to spread scientific and technical advances in animal production, in high quality research papers, with an impact on the scientific community, and to offer ways to solve practical problems.

The journal became bilingual in 2013 (Volume 25), with all its contents published in English. That very same year, JAP became a quarterly. Between 2014 and April 2016 the JAP site was visited by 7 949 users.

This electronic version is indexed in EBSCO, Actualidad Iberoamericana, Revivec, Latindex (directory), Science Library Index, Directory of Research Journals Indexing (DRJI), WorldCat, and Biblat. In May 2016, JAP was included in SciELO database.

In a bibliometric analysis published by the Institute of Scientific and Technological Information (Lozano and Rodríguez, 2009), several JAP researchers/authors were recognized as the most productive of agricultural sciences in Cuba.

DISSEMINATION STRATEGY

The strategy (see figure) relied on the advantages electronic publications (dissemination and easy content retrieval, real-time reader interaction through discussion forums); as well as advantages offered by Information Technologies (IT), especially online possibilities and Web 2.0, the mass media, and finally, the technological resources provided by the University of Camaguey, Cuba.

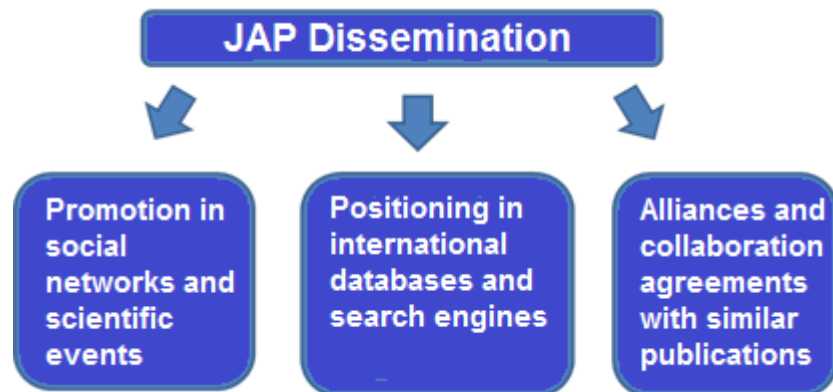


Fig. Dissemination Strategy for the Journal of Animal Production

Background. The proposal is part of the Visibility Strategy for the Journal of Animal Production, designed by the Camaguey University Publishing House, 2014.

Organizations that recommend the strategy. Camaguey University Publishing House and the Editing Counsel of the Journal of Animal Production, Faculty of Agricultural Sciences, Ignacio Agramonte University of Camaguey. Scientific Information Management Office, Ignacio Agramonte Loynaz University of Camaguey, Cuba.

Goal. To increase visibility and dissemination of JAP, both nationally and internationally.

Line of Action. Communicative. Oriented to introduction of communications tools.

Doers. JAP editor and director.

Target public. Experts, researchers, teachers, professionals, universities and agricultural scientific research centers.

Evaluation. Every six months.

Promotion of social networks and scientific events.

Social networks.

The social networks are the best example of the so called Web 2.0. They have become the most influential communications phenomenon of recent years. Christodoulides (2009); Saavedra, Rialp and Llonch (2013) and Kawasaki and Fitzpatrick (2016) recommended this channel as one important link to promote, products and services of entities for branding, and to measure the repute of users/client relations.

In science, Torres-Salinas and Delgado-López-Cózar (2009); Rojas and Rivera (2010); REBIUN (2010); and Vara and Díaz (2012) recommend the use of social networks as ideal tools to spread scientific results and increase visibility. They also work as virtual laboratories, because they offer the services required by research teams: communications systems, means to share resources, document repository and discussion forums.

The social networks below are recommended for the media strategy of JAP:

I. General networks

1. Facebook: the most popular social network of cyberspace (Islas and Ricaurte, 2013), and appealing to scientists. It also allows for the creation of groups, making possible for world researchers to get together. It provides communication, information and storage services.

2. Twitter: although it is not a social network, but a microblog, it can be considered a social network, because it offers direct communication with people chosen through short messages (140 characters, called tweets). It also makes possible to follow scientific papers, as well as to share data, links documents, etc. User lists can be made to pool specialists of disciplines.

II. Social networks for professional scientists.

1. Academia: successful scholar network, it aims to create contacts between educators and researchers sharing the same interests, by organizations, departments, and topics. It offers access to whole text versions and special email lists. The researcher can create a web page to report findings (a wall), place papers, search for colleagues and acquaintances, via Facebook, LinkedIn and Gmail, and follow the work of other researchers. Additionally, researchers can activate alerts about a particular subject, or journals of interest.
2. LinkedIn: a platform created to exchange information and knowledge among people with similar training or research. It is oriented to entrepreneurs, but could be a good choice for research teams.
3. ResearchGate: a scientific social network that makes possible the creation of a profile and access to interest groups, as well as forums, scientists, and related literature. There are more than 1 100 interest groups, private or public, which can be created at any time. Each group has a piece of collaborating software, which is used to send files, and work together with other colleagues on document writing and editing. It has a semantic search engine of journal articles from a database of more than 35 million entries. In that sense, it allows for publication of, and downloading whole texts.
4. Methodspace: it was created by SAGE to serve as a meeting point for research methods. Its uniqueness relies on the possibility to chat, check the updated event calendar, discussion forums, including a Q/A site.
5. Loop: it is backed up by Frontiers (publisher of open access journals of science, technology and medicine), and Nature (one of the publishers with the highest international scientific repute).
6. MyScienceWork: it promotes open access publications. Its search engine collects information from more than 2 500 repositories and databases, including PubMed, DOAJ or ArXiv. In contrast to other scientific social networks, MyScienceWork, includes ORCID. It offers video production for conference, seminar and meeting recordings, or the promotion of events in video.

Promotion actions: to build a community around the journal.

- Personal contact of editors and the editing council.
- Identification of experts in the area of Agricultural Sciences, as well as their objectives and research topics, and recommend publishing their results in JAP.
- Dissemination of table of contents and abstracts of the most relevant articles in each issue.
- Promotion of events coordinated by the Journal's editing council.
- Sharing of audiovisual materials during anniversaries. All the previous will include a link to the journal (<https://rpa.reduc.edu.cu>), for citations.

Fostering scientific meetings

The main national and international scientific meetings associated to agricultural and veterinary sciences, and scientific journal editor meetings, will be identified,

Fostering actions:

- Brochure or other material distribution, including general information and the authors guidelines for publication of the Journal of Animal Production.
- Presentation of CD containing all the JAP issues, as a courtesy to experts in agricultural, veterinarian and editorial sciences.
- Participation as a speaker with JAP topics (bibliometric analysis, strategies and working expertise).

- Presentation of documentary Journal of Animal Production, 30 years of Science, made by Camaguey University Publishing House.

Positioning in international databases and search engines.

There are several prospects to measure visibility of scientific journals, but its processing in large theme, multidisciplinary, or specialized databases is a solid criterion, even to measure quality (Cañedo et al., 2010; Repanovici, 2010, and Corera, 2013). The inclusion in databases and search engines was defined by Jiménez, Gómez and Vazquez (2001), as indirect dissemination. Many Latin American journals lack visibility due to the poor dissemination they have within international databases.

The dissemination proposal for the Journal of Animal Production comprises its inclusion in multidisciplinary specialized databases, and search engines:

Multidisciplinary databases: : INFOCYT, REDIB, Latindex (catalog), Redalyc, DOAJ, E-journal, Electronic Journals Index (SJSU), CSIC, Scopus, Springer, Web of Science, Web of Knowledge.

Specialized databases: Periódica, Agris, AGRICOLA, Index Veterinarius, Zoological Record, CAB International, CAB Abstracts, RedZoot (Latin American Network of Zoology Journals), SIDALC (Agricultural Information and Bibliographic System for the Americas).

Search engines: *Google Scholar:* SCIRUS (for Scientific Information Only). All of them can increase the number of visits to the Journal's Webpage, enhancing visibility.

Actions:

- To identify the met and unmet JAP criteria to postulate for databases.
- To determine problems whose solutions may be quick, slow, or external.
- To involve the executives of the University of Camaguey, including the IT and Agricultural Sciences areas, to be part of the solutions.
- To compile the files requested by each database.
- To inscribe the journal in the search engines.

To create working alliances and agreements with similar publications.

The alliances with similar journals, particularly those with high international impact, can contribute to greater dissemination of contents within the researcher community. Accordingly, it will bring about new and improved working strategies and expertise.

Actions:

- To identify the most relevant journals in the area of agricultural sciences internationally.
- To set up working agreements with those journals (referee and paper exchanges).
- To apply mutual citation.
- Link exchanges in respective webpages.
- Exchange of postgraduate courses and scientific conferences in each institution.
- To perform collaborative workshops.
- To publish table of contents of allied journals on JAP web page.

STRATEGY ASSESSMENT

The strategy will be assessed every six months. Four items will be considered to assess feedback:

1. The number of IT services: expressed in the number of users registered in the journal's website, and professional contacts made through the social networks.
2. Remarks and number of replications: online surfer views of different JAP promotions, and frequency of replications.
3. Visits to the web of the Journal of Animal Production: it will be verified through the web's statistical systems, like StatCounter.
4. Number of citations: Google Scholar will be used to know the number of citations of articles published in JAP.

CONCLUSIONS

The dissemination strategy for the Journal of Animal Production aims at improving the international visibility of the publication, by means of communication and promotion tasks. It was proposed by Camaguey

University Publishing House and the Editorial Council of the Journal of Animal Production, at the Faculty of Agricultural Sciences, Ignacio Agramonte Loynaz University of Camaguey, Cuba.

REFERENCES

- ALBORNOZ, M. (2013). *Estrategias para la promoción de las publicaciones científicas argentinas*. Federación Bioquímica de la Provincia de Buenos Aires, Argentina. Retrieved in October, 2014, from http://www.scielo.org.ar/scielo.php?pid=S0325-9572006000200012&script=sci_arttext.
- CAÑEDO, R.; PÉREZ, M.; GUZMÁN, MARÍA VICTORIA y RODRÍGUEZ, R. (2010). Aproximaciones a la visibilidad de la ciencia y la producción científica de Cuba en el sector de la salud. *Acimed*, 21 (1), 28-43.
- CHRISTODOULIDES, G. (2009). Branding in the Postinternet Era. *Marketing Theory*, 9 (1), 141-144.
- CORERA, ELENA (2013, agosto). *¿Cómo generar mayor visibilidad internacional para la ciencia?* Sexta jornada de Socialización de la Investigación, Universidad ICESI, 25 al 30, Santiago de Cali, Colombia.
- ISLAS, O. y RICAURTE, PAOLA (2013). *Investigar las redes sociales. Comunicación total en la sociedad de la ubicuidad*. México, D. F., México: Ed. Razón y Palabra.
- JIMÉNEZ, ELEA; GÓMEZ, ISABEL y VÁZQUEZ, MANOLA (2001). Difusión nacional e internacional de revistas científicas (Cap. 4). En *La edición de revistas científicas. Guía de buenos usos*. Madrid, España: Centro de Información y Documentación Científica (CINDOC).
- KAWASAKI, G. y FITZPATRICK, PEG (2016). *The Art of Social Media. Power Tips for Power Users*. London, UK: Ed. Portfolio Penguin.
- LOZANO DÍAZ, IBIS y RODRÍGUEZ SÁNCHEZ, YANIRIS (2009). *Análisis bibliométrico de las Ciencias Agropecuarias Cubanas vistas a través de Cubaciencia, durante el período 2000-2008*. La Habana, Cuba: IDICT. Retrieved in October, 2014, from http://www.s3.amazonaws.com/academia.edu.documents/3557444/64-142-1-B.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&Expires=1478113406&Signature=H%2BZ5gTRLZ2fLRfuAJzkZZ5RtMVw%3D&response-contentdisposition=inline%3B%20filename%3DVisibilidad_nacional_de_las_Ciencias_Agr.pdf.
- PIEZZI, R. S. (2010, noviembre). *Aquí y ahora de las ediciones científicas de la región*. II Encuentro Iberoamericano de editores científicos(EIDEC), 11 y 12, Biblioteca Nacional, Buenos Aires, Argentina. Retrieved in January 2015, from <https://www.dialnet.unirioja.es/descarga/articulo/3341954.pdf>.
- REBIUN (2010). Redes Sociales Científicas. En *Ciencia 2.0: aplicación de la web social a la investigación*. Red de Bibliotecas Universitarias Españolas.
- REPANOVICI, ÁNGELA (2010). *Measuring the Visibility of the Universities' Scientific Production using Scientometric Methods*. Brasov, Rumania: University of Transilvania.
- ROJAS, ALEJANDRA y RIVERA, SANDRA (2010). *Guía de Buenas Prácticas para Revistas Académicas de Acceso Abierto*. Santiago de Chile: Fondo Regional para la Innovación Digital en América Latina y el Caribe. Retrieved in January 2015, from <http://www.derechosdigitales.org>.
- SAAVEDRA, F. U.; RIALP, J. y LLONCH, J. (2013). El uso de las redes sociales digitales como herramienta de marketing en el desempeño empresarial. *Cuadernos de Administración*, 26 (47), 205-231. Retrieved in January 2015, from <http://www.redalyc.org/articulo.oa?id=20531182009>.
- TORRES-SALINAS, D. y DELGADO-LÓPEZ-CÓZAR, E. (2009). Estrategia para mejorar la difusión de los resultados de investigación con la Web 2.0. *El profesional de la información*, 18 (5), 534-539.
- VARA, A. y DÍAZ, CAROLINA(2012). Modelos de negocio y estrategia editorial: el caso del wsj.com. *Revista de Comunicación*, 11 (1), 110-128.

Received: 5-22-2016

Accepted: 6-1-2016