

EDITORIAL

Close to a new decade, Communication Sciences continue to go through a series of questions that seem to worsen as the years go by. While materials and media have been mutating towards virtualization and portability, research procedures and working methods seem to have not changed much.

Positive technological aspects (such as digitization and access to diverse data) have caused the collapse of the traditional self-regulation practices (such as in-depth document analysis, contrast ingesting sources, concern to maintain originality of the content, among others) in the face of the irrepressible need to post on social networks: post and seek the respective viralization, regardless of its veracity, accuracy or if it has consulted all perspectives or dimensions of the problem.

In this way, we constantly find serious complaints or testimonies against public figures in Social Media; messages of marked ideological tendency that are presented as informative and impartial; as well as the proliferation of news whose authors have conflicts of interest so great that they call into question their accuracy and reliability. Thus, an almost endless chain of fake news has been unleashed, of great impact and that quickly become trending, but these are only clear evidence of the rooting of “post-truth” and lie that affect the general information framework of society.

The current avalanche of information, as well as its responsible and ethical processing, raises not only a deontological challenge, but involves the development of more effective operating instruments, in line with the technology used by communicators today. Rather than building a construct, the urgent task now is to use, broadly and systematically, the electronic resources available to ensure a qualitative and quantitative optimization of the information that is read, heard and seen on our different devices.

Managing information and providing quality news (relevant and concerned for the common good) are always appreciated by the public, while being valued by professionals (serving as a way to emulate) and academics, in order to continue with assessment of practice and its continuous improvement.

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