REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
NIVERSITAS

REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI

UNIVERSITAS

Number 35 / September 2021-February 2022
print ISSN: 1390-3837 / electronic ISSN: 1390-8634

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Universitas-UPS, Journal of Social and Human Sciences, biannual publication, No. 35, September 2021-February 2022. Editor in charge: René Unda Lara. ISSN printed: 1390-3837 / ISSN electronic: 1390-8634. Design and correction: Editorial University Abya-Yala. Domicile of the publication: Salesian Polytechnic University of Ecuador. Post box 2074, Cuenca-Ecuador. Salesian Graphic Center: Vega Muñoz 10-68 and General Torres, Telephone (+593 7) 2831745, Box 01-01-0275, Cuenca-Ecuador.

Printed in Ecuador

Editorial
Editorial Abya-Yala (Quito-Ecuador)
Avenida 12 de octubre N4 22 y Wilson
Bloque A, UPS Quito, Ecuador. P.O. Box 17-12-719
Telephones: (593-2) 3962800 ext. 2638
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Cover figure (Figura de portada)

https://www.freepik.com/free-photo/high-angle-glasses-smartphone-with-fake-news_12225932.htm

REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
UNIVERSITAS

Number 35, September 2021-February 2022 Print ISSN: 1390-3837 / electronic ISSN: 1390-8634

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UNIVERSITAS

Número 35 / Septiembre 2021-febrero 2022 Print ISSN: 1390-3837 / electronic ISSN: 1390-8634

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UNIVERSITAS

https://doi.org/10.17163/uni.n35.2021.01

The role of believing fake news on compliance of anti-COVID-19 measures in Mexico

La creencia en fake news *y su rol en el acatamiento de medidas contra COVID-19 en México*

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Received: 13/11/2020 **Revised:** 19/03/2021 **Accepted:** 16/04/2021 **Published:** 01/09/2021

Abstract
During the COVID-19 pandemic, fake news proliferated along with the concern that they would affect behavior regarding the disease. With a semi-representative survey in Mexico (N = 1211), this study analyzes a mediational process to determine the impact of the use of traditional and social media on compliance with contagion prevention measures, through the perception of veracity of fake news about COVID-19. As anticipated, results indicate that believing fake news leads to less compliance of preventive measures. Likewise, the analysis indicates that, consistent with our hypothesis, using social media leads to more belief in fake news, but contrary to our expectations, consuming traditional media also leads to a greater belief in fake news. In particular, the study explored the mediating role of belief in fake news on the effect that using traditional and social media has on compliance with preventive measures. We found evidence for this indirect effect: use of traditional and social media is a predictor of believing fake news about COVID-19, which then results in lower compliance with measures. In contrast, the direct effect of using traditional and social media on compliance with measures has a positive direction. Thus, this work evinces that fake news can hinder the resolution of the health crisis, by discouraging compliance with preventive strategies.

Keywords
Media use, COVID-19, disinformation, social media, fake news, México.

Suggested citation: Galarza-Molina, R., & Muñiz, C. (2021). The role of believing fake news on compliance of anti-COVID-19 measures in Mexico. *Universitas XXI, 35*, pp. 19-37. https://doi.org/10.17163/uni.n35.2021.01

Resumen

Durante la pandemia por la COVID-19, las *fake news* proliferaron y con ello la preocupación de que estas afecten el comportamiento ante la enfermedad. Mediante una encuesta semi-representativa en México (N = 1211), este estudio analiza un proceso mediacional para determinar el impacto del uso de medios tradicionales y sociales en el acatamiento de medidas de prevención de contagio, a través de la percepción de veracidad de *fake news* sobre COVID-19. Como se anticipaba, los resultados indican que creer en noticias falsas conduce a un menor cumplimiento de medidas preventivas. Asimismo, el análisis indica que, en congruencia con nuestra hipótesis, usar redes sociales lleva a creer más en *fake news*, pero contrario a lo esperado, consumir medios tradicionales también deriva en mayor creencia de noticias falsas. Particularmente, el estudio exploró el rol mediador de la creencia en *fake news* en el efecto del uso de medios tradicionales y sociales en el seguimiento de medidas preventivas. Se encontró evidencia de este efecto indirecto: el uso de medios tradicionales y sociales es un predictor de creer *fake news* sobre COVID-19, lo cual resulta en un menor acatamiento de medidas. En cambio, el efecto directo de usar medios tradicionales y sociales sobre el acatamiento de medidas tiene una dirección positiva. Así, este trabajo evidencia que las *fake news* pueden obstaculizar la resolución de la crisis sanitaria, desincentivando el cumplimiento de estrategias precautorias.

Palabras clave

Consumo de medios, desinformación, COVID-19, redes sociales, *fake news*, México.

Introduction

Although the pandemic due to the COVID-19 disease is not the first that humanity faces, a difference indicated by the World Health Organization (WHO) with respect to other similar contingencies, is that the present phenomenon is amplified by current practices and possibilities that human beings have to travel further and faster (Zarocostas, 2020). A similar problem has been identified with information about the disease, in such a way that multiple pieces of information, both true and false, have a wide reach thanks to the internet and social networks. During the coronavirus crisis, this dynamic has generated what the WHO called an infodemic, that is, the rapid dissemination of all kinds of information, which makes it difficult to solve the problem (WHO, 2020). According to Sylvie Brand, who is in charge of the WHO strategy to counteract the infodemic, the challenge faced with this problem is to ensure that people receive correct information to act appropriately and mitigate the impact of the disease (Zarocostas, 2020).

Historically, the traditional information media have carried out this primordial role at critical moments, therefore the public understanding of the problem in question is configured from media messages (Picard & Yeo, 2011). Both in the present crisis and in previous ones —that of AH1N1, for example— the population has resorted to the media to lessen the uncertainty about the situation (Muñiz, 2011). However, in the current scenario, in which people are also informed through social networks, traditional media have lost their hegemony in the flow of information that impacts public opinion (Vos & Thomas, 2018). These conditions favor the circulation of misinformation about the disease, from the authenticity of its origin, government measures to control it, the forms of contagion, and possible cures. The main concern in the face of this abundance of falsehoods is that the truth, in these circumstances, is a matter of life and death (Pennycook et al., 2020), since believing in false news can lead to dismissal of COVID-19, self-medicate with remedies useless or dangerous and to disregard the instructions of the authority, putting at risk the health of the population and the ability of governments to be effective (Pulido et al., 2020).

The topic of fake news has gained interest in recent years (especially with regard to political disinformation) and relevant aspects have gradually become known around it, such as, for example, the role of media consumption habits in perceiving this information as true. This work aims to contribute to this literature, placing the study of misinformation in the Mexican context during the first months of the pandemic, with the goal of presenting evidence on how widespread the belief of false information about COVID-19 is in Mexico, as well as the relationship between the use of media (traditional and social), the perception of the veracity of misinformation about COVID-19 and compliance with preventive measures in the face of the pandemic.

COVID-19 in Mexico

In Mexico, the first case of COVID-19 was confirmed on February 27, 2020. By April 21, the country had entered phase 3, given the evidence of active outbreaks and spread throughout the country (Suárez et al., 2020). In October 2020, the figure reported by federal authorities was around 854 thousand cases and more than 86 thousand deaths (Government of Mexico, n.d.).

Parallel to the spread of the virus, fake news about the disease also impacted the Mexican population. A count carried out by the country's Public Broadcasting System identified that between March and July 2020, 1,294 fake news circulated (Zapata, 2020). In the first weeks of the epidemic, the vast majority of users of WhatsApp (90 %), Instagram (91 %), Twitter (89 %), YouTube (83 %), and Facebook (88 %) detected a high circulation of fake news in such platforms (National Autonomous University of Mexico, 2020).

Health media coverage

Messages regarding health in the media are an important resource and have a notable influence on contemporary society (Seale, 2002). This media content can have an impact both on individual behavior and on ideas about public policies at the collective level (Bryant et al., 2013). These effects have been detected both for information published in traditional media and for information found on the internet, which, in recent decades, has facilitated the processes of collecting health information to make decisions (Soederberg-Miller & Bell, 2012). However, online health information has been questioned as there is evidence that a large proportion is false (Wang et al., 2019). The popularity of this false information can have pernicious consequences for public health and individual health decisions (Pulido et al., 2020). The most abundant health misinformation online is related to the issue of vaccines and infectious diseases that have been important in recent years such as Ebola and Zika (Wang et al., 2019). This trend seems to be replicated with the COVID-19 pandemic, during which, given the incipient knowledge about the disease and amidst uncertainty, rumors and narratives based on false information arose (Xaudiera & Cardenal, 2020).

What is fake news?

The use of unverified information for the purpose of manipulating public opinion is not new and can be traced even to ancient Greece (Garrett, 2011). However, the characteristics of the current media environment, in particular thanks to social networks, have favored the dissemination of false information due to the attributes of these platforms, which facilitate the creation and sharing of content and connect users online (Al Rawi, 2019). Such characteristics imply fewer filters regarding the messages that are spread and a greater potential for these to go viral. In addition to these differences with respect to traditional media, which used to be the main mechanism for acquiring and making sense of information about the context, it is added that social networks have led to important changes in information consumption habits, becoming more and more one of the main sources through which citizens find news (Song et al., 2020). In Mexico, 22 % of the population uses social networks to search for information (Federal Institute of Telecommunications, 2019). These conditions can exacerbate the effects of misleading messages (Garrett, 2019) because the public spends more and more time in an environment where misinformation is easily created and circulated (Bridgman et al., 2020).

In this way, the phenomenon of disinformation has acquired interest not only at an academic level but also in public discussion, particularly around the concept of fake news. This term is not new either and its use has evolved, from being previously used to refer to political satire, parody news, and propaganda (Tandoc Jr. et al., 2019) to the current use, especially after the election of Donald Trump to the presidency of the United States, which is considered as a genre of pseudo-journalistic stories manufactured to misinform (Jones-Jang et al., 2020). In one of the first studies on this topic in the context of the aforementioned US election, Allcott and Gentzkow (2017) define fake news as "intentionally and verifiably false news, which can mislead readers" (p. 213). Another important characteristic of these news formats is that they seek to resemble conventional journalistic pieces (Tandoc Jr., 2019).

The two motivations that are usually associated with this type of false content are: financial interests, since the traffic generated by these pieces can be monetized through the sale of ads; and ideological or political interest, in order to discredit certain public figures or push a certain ideological agenda (Allcott & Gentzkow, 2017).

Previous studies on fake news

Fake news has become a source of concern for public actors and civil organizations (Wasserman & Madrid-Morales, 2019) an object of study by academics due to the possible impact on public opinion, leading individuals to make decisions based on incorrect information (Tandoc, Jr. et al., 2019). Researchers on this topic have been interested in understanding various aspects related to the phenomenon, from what is its scope (Allcott & Gentzkow, 2017); who creates and shares this content (Allcot & Gentzkow, 2017; Bridgman et al., 2020; Garrett, 2019; Calvillo et al., 2020; Guess et al., 2019; Jamieson & Albarracín, 2020); the cognitive processes involved in believing or not believing false information (Bago et al., 2020); definitions of the concept by journalists (Tandoc Jr. et al., 2019) and the public (Wagner & Boczkowski, 2019; Nielsen & Graves, 2017); and to a lesser extent, the consequences on citizen attitudes regarding aspects such as trust in the media (Van Duyn & Collier, 2019; Wasserman & Madrid-Morales, 2019) and political cynicism (Jones-Jang et al., 2020).

A variable that has been found to be a determining factor in terms of who believes and shares fake news is age, although the conclusions have been contradictory. Allcott and Gentzkow (2017) establish that older people believe less in fake news while Guess et al. (2019) find that people over 65 share this type of content more. Political ideology has also been identified as an important variable: conservative people are more likely to share false information (Guess et al., 2019) and have difficulty distinguishing between fake and real news (Calvillo et al., 2020). Finally, another factor to consider is the educational level, since people with more education tend not to believe in fake news and to have correct notions about the news (Bârgăoanu & Radu, 2018; Nyhan & Reifler, 2012).

Additionally, some important differences have been found regarding who believes in fake news according to their media consumption habits. Allcott and Gentzkow (2017) point out that those who consume more information are less likely to believe fake news. Garrett (2019), for his part, indicates that, during the US presidential election in 2012, social media users tended to believe more in fake news about President Barack Obama, but that, in 2016, Facebook users were less likely to believe in false information. These differences are particularly relevant in a context in which, as mentioned before, more and more people are informing themselves through social networks.

Disinformation and COVID-19

In view of the challenge posed by the presence of misinformation for the effective communication necessary around the COVID-19 disease, the academy has focused its attention on investigating the phenomenon in the context of the pandemic, which has been called the worst wave of disinformation (Valera, 2020). Some of these studies detected the high presence of false information in social networks (Bridgman et al., 2020; Moscadelli et al., 2020; Pulido et al., 2020; Xaudiera & Cardenal, 2020). For example, a content analysis by Bridgman et al. (2020) in messages published on Twitter and news articles in Canadian media found that disinformation was more present in the social network than in the other analyzed media. In another study focused on Twitter, Pulido et al. (2020) found that false information was tweeted twice as often as evidence-based information, although the latter obtained more retweets. Moscadelli et al. (2020) reported that up to 23 % of links shared on the internet in Italy contained fake news.

On the other hand, more recent works on disinformation during the coronavirus crisis have sought to elucidate which are the predictors of perceiving this content as true. Calvillo et al. (2020) established that being of a conservative ideology is a predictor for having a lower capacity to correctly discern between fake and real news about the disease, in addition to feeling personally less vulnerable to the virus. Other research has focused on the role of social media use and the public's perception of the veracity of false information about COVID-19. The findings of Jamieson and Albarracín (2020) point out that those who report getting information on social media platforms, among the US population, are more misinformed about the coronavirus and create more false information. Similarly in the Canadian context, Bridgman et al. (2020) point out that those who consume more news information in traditional media have fewer erroneous notions about the condition, contrary to those who inform themselves via social networks, who believe more in misinformation about the COVID-19 disease. In addition, these authors found that, in turn, believing false information about COVID-19 is linked to lower compliance with social distancing measures.

Although these findings are valuable to better understand this phenomenon, Wasserman and Madrid-Morales (2019) emphasize that, despite being a problem that is detected at a worldwide scale, most of the current literature has focused on the Global North. In this way, this study aims to join the line of research undertaken internationally but which is still incipient in Mexico, in order to contribute to the understanding of the impact of disinformation in this country. Taking into consideration the antecedents and empirical evidence described, in this article the following hypotheses and research question are proposed:

H1. Perception of the veracity of fake news will be negatively related to compliance with contagion prevention measures.

H2. Using social media to learn out about COVID-19 will be a predictor of believing fake news about COVID-19.

H3. Using traditional media to find out about COVID-19 will be a predictor of not believing fake news about COVID-19.

PI 1. Will the use of social networks (traditional media) negatively (positively) impact compliance with contagion prevention measures through the level of perception of the veracity of fake news?

Method

In order to evaluate the hypotheses and questions, a national online survey was conducted, administered by the company QuestionPro, using a multi-stage probability sampling that takes the Nielsen areas of Mexico as a reference. The survey was applied between September 1 and 8, 2020, to 1,211 persons of legal age.

The sample is composed as follows. Regarding sex, 50.9 % identified themselves as female and 49.1 % as male. The ages ranged from 18 to 79 years (M = 39; SD = 13.83). In terms of educational level, 9 % reported having secondary school studies or less, 32 % had high school studies, 52.4 % had university studies, and 6.6 % had postgraduate studies. 19 % of the respondents were in the two highest economic levels according to the Nielsen classification (ABC +), 34 % were in the intermediate levels (C / C-) and 47 % were in the two lowest levels (D / D +).

The applied questionnaire contained questions to evaluate the following variables of interest for this study:

Use of social networks. Respondents were asked to answer on a scale of 1 to 5 (1 = Never, 5 = Every day), how often they were informed about the pandemic through Facebook, Twitter, WhatsApp, and YouTube. The responses to these four questions were averaged to generate a composite index (M = 3.12; SD = 1.01; α =.76).

Use of traditional media. Respondents reported on a scale of 1 to 5 (1 = Never, 5 = Every day) how often they learned about the pandemic through news or information in print newspapers, on radio, on television, and in digital newspapers. The responses to these four items were averaged (M = 3.33; SD =.90; α =.72).

Perception of the veracity of fake news about COVID-19. Participants were asked to rate their level of agreement and disagreement (1 = Not at all, 5 = Strongly agree) with seven statements that made reference to rumors or false information that circulated regarding COVID-19, such as “The origin of the coronavirus does not it is natural, but this was created by scientists in a laboratory “and” The disease COVID-19 does not exist. The responses were averaged to generate the scale (M = 2.08; SD =.87; α =.82).

Compliance with contagion prevention measures. Participants reported on a scale of 1 to 5 (1 = Never, 5 = Very often) how well they have complied with a series of measures to prevent getting the disease. Among the 18 questions, they were asked, for example, about the use of face masks to cover the nose and mouth, avoiding public places with a lot of people, working from home, canceling or delaying trips by plane, train, or bus, and hand washing. The responses were averaged (M = 4.19; SD =.66; α =.92).

Likewise, sociodemographic variables such as sex (man = 1, woman = 0), age, socioeconomic level (ABC + = 1, Others = 0), educational level (With university studies = 1, Without university studies = 0), political ideology —measured on a scale of 1 to 10 (1 = left, 10 = right) - and political party preference (Identifying with a party = 1, Nonpartisan = 0).

Results

Table 1 shows the partial correlations of the variables that were included in the study. This analysis makes it possible to identify whether there is collinearity between the variables of interest, controlling for the effects of the sociodemographic variables. The highest correlation in this table was between the use of traditional media and the use of social networks, partial r (1203) =.503, p <.001, consequently collinearity problems are ruled out, as there are no higher correlations than r =.90. Additionally, this analysis shows significant relationships between the variables under study. The perception of the veracity of fake news is positively related to the use of traditional media, rpartial (1203) =.179, p <.001, and with the use of social media, rpartial (1203) =.244, p <.001. Likewise, compliance with contagion prevention measures is positively related to the use of traditional media rpartial (1203) =.327, p <.001 and with the use of social media, rpartial (1203) =.265, p <. 001. On the other hand, the perception of the veracity of fake news is negatively related to compliance with contagion measures, partial r (1203) = -.111, p <.001.

To evaluate the hypotheses and research question, mediational analyzes were performed using the macro PROCESS (Hayes, 2013) executed in the SPSS data processing software. According to the hypothesized relationships, model 4 was selected, with a bootstrapping of 5000 samples and a confidence level of 95 %, to evaluate the role of believing in fake news about COVID-19 in the impact of the use of social media and traditional news sources on complying with contagion prevention measures.

Regarding the first analysis, in which the use of social networks was considered as an independent variable, the perception of the veracity of fake news as a mediator, and compliance with prevention measures as a dependent, the results are explained below. The model shows that the use of social networks significantly predicts the proposed mediator variable, the perception of truthfulness of fake news about COVID-19, $F(7, 1203) = 16.589$, $p < .001$, $r2 = .088$, and the variable dependent, compliance with contagion prevention measures, $F(8, 1202) = 26.619$, $p < .001$, $r2 = .150$. The analysis also shows a significant indirect effect between $a*b = -.029$, $SD = .006$, since the confidence limits do not cross zero IC [-.042, -.018]. Figure 1 shows the evaluated model. In this sense, an indirect effect of the use of social networks on compliance with prevention measures is observed through the perception of the veracity of fake news, with those who use social networks being the most likely to believe in the veracity of fake news ($\beta = .211$, $p < .001$), which resulted in lower compliance with prevention measures ($\beta = -.139$, $p < .001$).

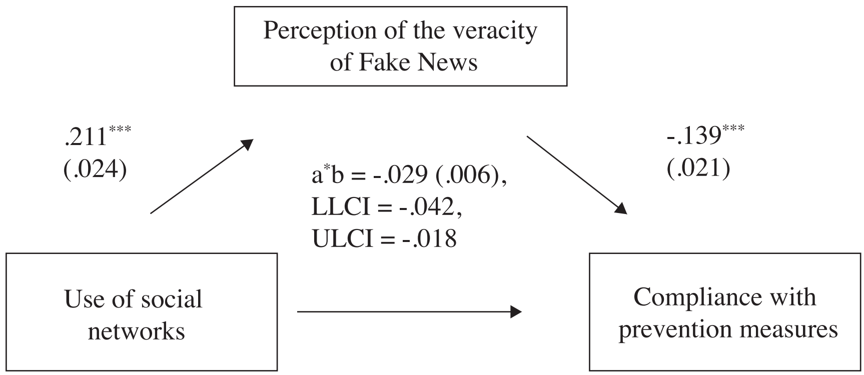
The results of the second mediational analysis, in which the independent variable was the use of traditional media, indicate that this variable significantly predicts the proposed mediating variable, believing in fake news about COVID-19, $F(7, 1203) = 11.283$, $p < .001$, $r2 = .061$, and the dependent variable, compliance with contagion prevention measures, $F(8, 1202) = 33.621$, $p < .001$, $r2 = .182$. Likewise, a significant indirect effect was found $a*b = -.022$, $SD = .005$, since the confidence limits intervals do not cross zero IC [-.033, -.013]. Figure 2 represents these results. In this sense, an indirect effect of the use of traditional media on compliance with prevention measures is observed through the perception of the veracity of fake news ($\beta = .173$, $p < .001$), being those who use traditional media to find out about the pandemic the most the ones that had the greatest perception of the veracity of fake news, which resulted in lower compliance with prevention measures ($\beta = -.131$, $p < .001$).

Table 1
Correlations between the study variables

	1	2	3	4	5	6	7	8	9	10
(1) Use of traditional media	-	.503***	.179***	.327***	.019	.045	.056	.070*	.033	-.206***
(2) Use of Social Networks		-	.244***	.265***	-.059*	.062*	.045	.043	-.001	-.172***
(3) Perception of veracity of FN			-	-.111***	-.059*	.017	-.053	.030	.019	-.143***
(4) Compliance with prevention measures				-	.139***	-.142***	.104***	.006	.021	-.062*
(5) Age					-	.061*	.164***	-.081**	.060*	-.122***
(6) Men						-	.016	.176***	-.028	-.136***
(7) University studies							-	.146***	.043	-.029***
(8) Socioeconomic level								-	.033	-.085**
(9) Ideology									-	0.058*
(10) Nonpartisan										-

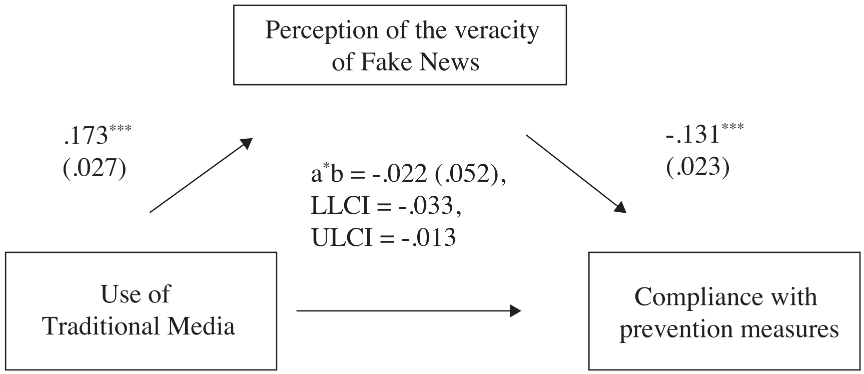
Note: N = 1211. *p <.05, **p <.01, *** p <.001; FN = *fake news*
Source: Own elaboration

Figure 1
Fake news perception mediation model in the effect of using social networks on compliance with prevention measures



Nota: * p < .05; ** p < .01; *** p < 001. (DE)
Source: Own elaboration

Figure 2
Fake news perception mediation model in the effect of using traditional media on compliance with prevention measures



Nota: * p < .05; ** p < .01; *** p < 001. (DE)
Source: Own elaboration

These findings lead to the following conclusions about the hypotheses. Hypothesis 1 is accepted, both models indicate a negative relationship between believing fake news about COVID-19 and complying with contagion prevention measures. Hypothesis 2 is also accepted as it is found that the use of social networks is a predictor that positively impacts the perception of believing in fake news. On the other hand, the results show a positive relationship between the use of traditional media and believing in fake news, so hypothesis 3 is rejected. Regarding the research question, both the model with social networks as an independent variable, as well as the one with traditional media as a predictor, a significant indirect effect was found, in which the impact of the use of these information channels on compliance of contagion prevention measures was mediated by the variable of perception of the veracity of fake news, in both cases, the monitoring of information channels contributed to reducing compliance with security measures through the belief in the veracity of fake news.

Discussion

This study sought to establish, in the context of the infodemic that occurred during the COVID-19 pandemic, how fake news affects people's behavior towards the disease. In particular, a mediational process was evaluated to determine the impact of the use of traditional and social media on the compliance with contagion prevention measures, through the perception of the veracity of fake news about COVID-19. The aim of this analysis is to know, in more detail, the dynamics by which, when learning about the disease through different channels in an environment in which false information is present, fake news can have harmful consequences in a health crisis situation.

The results of this work confirm one of the immediate concerns regarding the multiple rumors and fake news about the pandemic. Similar to that established by Bridgman and others (2020), this analysis indicates that believing in fake news about COVID-19 leads to less compliance with contagion prevention measures such as the use of face masks, avoiding being in crowded public places, and keeping distance from others. Although it stands out in a positive way that the belief in fake news was not very widespread among the surveyed sample, while the level of compliance was high, the relationship found between one variable and another is still disturbing given the nature of the problem —a health crisis— and the characteristics of false information —by referring to false cures and even denying the existence of COVID-19. Under these conditions, the impact of disinformation, even in a small portion of the population, puts the health of these people at risk and hinders the containment of the epidemic.

In line with other research on fake news, a particular interest of this study was to establish the impact of information consumption habits on the tendency to believe in misinformation, in this case about the pandemic. Previous works have explored the role of social networks, which have been identified as catalysts of the current disinformation environment (Al Rawi, 2019). The results indicate that the use of social networks to obtain information about COVID-19 has a positive impact on believing in fake news, in such a way that the greater the use of these platforms (YouTube, Facebook, Twitter, and WhatsApp) there is a greater perception of fake news about COVID-19 as real. This result coincides with previous works, which both for political information (Allcott & Gentzkow, 2017, Garrett, 2019), and for the specific case of COVID-19 (Bridgman et al., 2020; Jamieson & Albarracín, 2020), establish the negative effects of social networks on the ability to discern between true information and false information.

On the other hand, the results of this study regarding the role of the use of traditional media in believing in fake news were contrary to the previous literature that indicates that using this type of information channels leads to being better informed and believing less in misinformation (Allcott & Gentzkow, 2017; Garrett, 2019), including the one on COVID-19 (Bridgman et al., 2020; Jamieson & Albarracín, 2020). Instead, the present analysis found a significant relationship between using television, radio, and print and digital press to learn about the pandemic and perceiving fake news about COVID-19 as true. A possible explanation for this unexpected result is the saturation of information about COVID-19, through all kinds of channels, six months after the health crisis (while the aforementioned studies were carried out at the beginning of it), which could lead to an accumulation of contradictory information that caused confusion about the disease. Undoubtedly, disinformation about COVID-19 can have very particular implications, and potentially different from false content on other topics, due to the nature of the problem, which has dominated attention and altered the lives of all humanity. Likewise, it should be noted that the variable that was used to evaluate the use of the media referred only to exposure to the media, without going in-depth regarding the attention to specific content, which can be very varied in terms of the quality of the information. These differences can have an impact on the degree of learning about a topic, which in turn could explain this unexpected result.

On the other hand, it is worth considering alternative explanations that have been outlined by other authors (Von Duyn & Collier, 2020) who argue that journalistic discourse on fake news leads to greater mistrust in the media and into believing in fake news. The results of this study do not allow conclusions to be drawn about this possibility, but as misinformation is consolidated as one of the most important problems of the 21st century, the treatment that traditional media give to this issue and this type of false content, as well as the effects of such coverage should be further explored in future research.

Now, the mediational analysis yields relevant results on the interaction between the three variables of interest, which allows us a better understanding of the detrimental influence of fake news in the process of acquiring information about COVID-19 and the resulting behavior when facing the disease. The analyzes of both models yielded a significant indirect effect between the use of traditional media and social networks to obtain information and following prevention measures, mediated by the belief in fake news. Thus, in the causal chain proposed in the model, the use of media and social networks has a positive impact on believing in fake news, and this effect, in turn, has a negative impact on behavior to avoid contagion. However, the direct effect between the independent variable (use of media or social networks) and compliance with measures indicates a positive relationship. In other words, this analysis shows that to the extent that the consumption of information through social networks and the media leads to believing in fake news, —that is, the indirect effect is present— the direction of the relationship between the predictor and dependent variable changes as well. Although the results indicate that the two types of media fulfill their function of positively influencing the public so that they observe the stipulated recommendations to avoid contagion (taking into account the direct effect), the doubts generated by the very use of traditional media and social networks regarding the veracity of the misinformation about the disease, end up impacting the effect on compliance in a negative way.

Thus, this work contributes to the literature about fake news in Mexico and misinformation about the COVID-19 pandemic worldwide. The results provide evidence of the obstacle that fake news can represent in advancing in the resolution of the health crisis, discouraging compliance with prevention measures. Similarly, these conclusions raise questions to be explored in later studies of the subject.

Acknowledgments and support

This article was developed within the framework of the research project entitled "Analysis of media coverage of the COVID-19 pandemic in Mexico and its impact on the development of attitudes and behaviors among citizens", with code No. 312437, approved by CONACYT within the 2020-1 Call Support for Scientific Research Projects, Technological Development and Innovation in Health in the face of the Contingency by COVID-19.

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REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
UNIVERSITAS

https://doi.org/10.17163/uni.n35.2021.02

Educommunication and interculturality from educational management with radio

Educomunicación e interculturalidad a partir de la gestión educativa con la radio

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Received: 01/04/2021 **Revised:** 26/04/2021 **Accepted:** 11/05/2021 **Published:** 01/09/2021

Abstract
This article proposes to establish criteria that allow the coupling of two disciplinary areas that may seem antagonistic but that, nevertheless, have characteristics to be articulated. In the first place, characterizations of educommunication and interculturality are proposed, reasoned on the basis of the role that the social sciences occupy as areas of knowledge, to later offer guidance on how they can connect and interact to put themselves at the service of management projects and initiatives that link education, communication and culture, specifically from the use of educational radio in rural schools in southern Chile, which have students of mapuche-huilliche origin. The methodological perspective is qualitative in nature, made evident by a bibliographic review from a compendium of reference material, with the intention of generating the theoretical framework of a doctoral research focused on educommunicative practices in intercultural contexts, as well as data obtained from intense field work and semi-structured interviews with key informants. The article shows how proposals can be generated that result in making the formative processes of students more effective in contexts of interculturality, as well as the strengthening of identity and cultural revitalization to favor the construction of democratic societies and a culture of peace, having as dynamics the phenomena emanating from communication.

Keywords
Educommunication, interculturality, radio, Chile, qualitative, interviews, students, culture.

Suggested citation: Carias-Pérez, F. I., Marín-Gutiérrez, I., & Hernando-Gómez, A. (2021). Educommunication and interculturality from educational management with radio. *Universitas XXI, 35,* pp. 39-59. https://doi.org/10.17163/uni.n35.2021.02

Resumen

Este artículo propone establecer criterios que permitan acoplar dos áreas disciplinares que pudieran parecer antagónicas pero que poseen características para articularse. En primer lugar, se plantean caracterizaciones de la educomunicación y la interculturalidad, razonadas con base en el rol que desde las ciencias sociales ocupan como áreas del conocimiento, para posteriormente ofrecer orientaciones sobre cómo pueden conectarse e interactuar para ponerse al servicio de proyectos e iniciativas de gestión educativa que vinculen a la educación, la comunicación y la cultura, específicamente desde el uso de la radio educativa en escuelas rurales del sur de Chile, las cuales poseen estudiantes de origen mapuche-huilliche. La perspectiva metodológica es de carácter cualitativa, hecha evidente mediante una revisión bibliográfica desde un compendio de material referencial, con la intención de generar el marco teórico de una investigación doctoral con foco en prácticas educomunicativas en contextos interculturales, así como datos obtenidos a partir de un trabajo de campo y entrevistas semiestructuradas a informantes claves. El artículo evidencia cómo pueden generarse propuestas que redunden en hacer más efectivos los procesos formativos de los estudiantes en contextos de interculturalidad, así como el fortalecimiento identitario y revitalización cultural para favorecer la construcción de sociedades democráticas y una cultura de paz, teniendo como dínamo los fenómenos que emanan desde la comunicación.

Palabras clave

Educomunicación, interculturalidad, radio, Chile, cualitativa, entrevistas, estudiantes, cultura.

Introduction

Educommunication is an area of knowledge that is under construction (de Oliveira Soares, 2011). Its implementation is usually dialogic and is generally linked to other disciplines. This makes the definitions of the concept very disparate. According to Roberto Aparici (2010), Latin America is the place where there have been more contributions to educommunication from the theoretical and epistemological perspective.

In fact, we could affirm that the history of educommunication dates back to the construction of what is today the Latin American social reality with its lights and shadows (Lotero-Echeverri et al., 2019). This involved reflections and discussions in the academic world that has approached educommunication to generate interdisciplinary dialogues that allow the study and understanding of phenomena of different kinds. In this line, educommunication is considered as dialogic, having the possibility of linking with other areas of knowledge, generating important spaces for the dialogue of knowledge between different ways of seeing and understanding reality. One of these areas or fields of knowledge is interculturality (Collado-Ruano et al., 2020).

On the other hand, interculturality has been one of the most recurrent themes in Latin America and Europe in recent years (Rodríguez-Pastene et al., 2020). By far, it is complex to be able to characterize it since the positions and reflections have taken dissimilar paths according to the scientific-social perspective from which they arise. Interculturality has been understood as an epistemological paradigm, it is considered a fundamental principle for communication in multicultural contexts and also an approach for the elaboration of public policies, utopia, among others (González & Rodríguez, 2019).

Interculturality as a polysemic concept can be understood from various epistemologies, cultural translations, and thematic fields, but at the same time, as a social project linked, on many occasions, with education, a dimension that arises as an interest in establishing dialogue among all the cultures that meet within society. In the educational world, intercultural education was called a reforming vision of pedagogical work that responds to cultural diversity in the modern world (Arispe, 2020).

Understood in this way, educommunication and interculturality are presented as disciplines and epistemic spaces conducive to addressing situations in different contexts, including those related to multiculturalism or contemporary phenomena that necessitate communicative dialogue (symmetric or asymmetric) between cultures, being able to offer spaces for the understanding and resolution of conflicts within diversity and the different areas of life and daily life, always from a perspective that involves education and communication, as well as the interfaces that are generated from their tensions (de Oliveira Soares, 2009). We propose a characterization of both based on their fundamental principles, proposing analogies to identify how they can be connected and generate guidelines for implementation or, failing that, to place them in spaces of real concreteness.

Educational radio is that formative, formal, and informal space, where the logic of broadcasting is used in teaching and learning techniques (Laor, 2020). Educational radio is based on generating and producing, together with the students, radio content in small formats such as informative capsules, serials or micro-newscasts, for internal or external diffusion (in the educational establishment or through an open signal station). The radio represents and justifies the educommunicative perspective that we seek to reveal.

The weft involves education, communication, and culture as axes of discourse, which are evidenced on the basis of initiatives in school contexts of institutions in southern Chile, where educational radio has been used as a mediator of processes linked to revitalization culture of students of Mapuche-Huilliche origin, having educommunication as an artifact to manage good educational practices.

Theoretical framework

Educommunication, theoretical perspectives for its characterization

Since the Universal Declaration of Human Rights (1948), education, communication, and participation are considered fundamental human rights. This framework allows us to approach and, in some way, characterize the concept of educommunication, as a living construct that dialogues with the contexts in which it operates (Marín-Gutiérrez et al., 2020). Educommunication for Aparici is:

> Knowledge of the multiple languages and means by which personal, group, and social communication is carried out. It also encompasses the formation of a critical and intelligent sense, in the face of communicative processes and their messages to discover one's own cultural values and the truth. (Aparici, 2010, p. 9)

This can translate into educommunication being constructed based on the different definitions. Oliveira Soares (2011) affirms that educommunication is an educational social practice assigned to elements of modernity such as the media and ICT. Different thematic lines have emerged from the term educommunication to designate the relationship between the two fields; media education (currently used in Europe) and critical reading of communication (in use in Latin America, between 1970 and 1980), which predate the use of the neologism educommunication (Kaplún, 2006). This describes different situations of the interface between these concepts and covers different aspects of the relationship between education and communication.

According to Olimpia Mata (2010) educommunication is defined as an education "with", "for", and "in" communication. Education "with" communication, which refers to the use of the media for analysis. The key to understanding this idea is "to educate oneself by learning to critically read the messages transmitted to us by the media" (Mata, 2010, p. 2).

Education "for" communication aims to reach a relationship between sender and receiver. Education "in" communication is understood through ICT. The media will be used in the teaching-learning processes.

Another definition that places us in the characterization of educommunication, is the one offered by Hernández-Díaz (2007), who writes that educommunication "is an interdisciplinary field that mainly draws on the science of education and communication, as well as the theoretical contributions of the social sciences in general" (p. 68).

Similarly, educommunication as an area of knowledge is concretized and made tangible from its implementation. From what it does and generates in reality. Through projects or initiatives in the form of socio-educational and socio-cultural plans and programs, whether from public or private institutions or even on the basis of research such as the one presented here.

Therefore, these instances generate inputs for the epistemological construct of the discipline, being imperative the need for spaces for sedimentation of knowledge in an attempt to nurture a field in the constant generation of knowledge, contributing to the achievement of democratic societies (Muñoz-Borja et al., 2021).

Both from a theoretical and practical point of view, today we cannot speak of communication and education as a closed sphere. Hidalgo-Santomaro and Gamboa-Chiriboga (2012) point out that educommunication must be worked from an interdisciplinary angle, both epistemological, pedagogical, and social. On the one hand, education and, on the other hand, communication.

When we refer to educommunication, we refer to a discipline or area of knowledge in the process of consolidation, which is discussed from different perspectives, approaches, and scenarios, but which, above all, requires praxis to materialize (Andrade-Martínez, 2020).

Beyond the concepts and the episteme that is generated from it, educommunication must be understood as part of the processes of a dynamic and interconnected world, of rapid changes generated by the pressures exerted by globalization. In this postmodern context, any disciplinary perspective that proposes a redefinition of the social subject and its sociocultural context will be important, for which educommunication is a possible way (Moreira, 2020).

Interculturality

The term interculturality is often difficult to characterize. There is no framework of reference developed on interculturality and its nature as a paradigm. Generating a concept involves taking different paths and epistemological positions, which are linked to various disciplines and perspectives that emerge from the social sciences and related areas of knowledge. The term is also usually characterized by the contexts and realities where it is applied. This implies that it can be understood in different ways, being, for example, that what could be understood by interculturality in Europe is not the same regarding, for example, Latin America (Di Caudo et al., 2016).

The concept makes explicit reference to the contacts that occur between people of different cultures. This is usually the most common meaning because, in essence, humanity is and has always been intercultural. Néstor García Canclini (2004) defines the term and tries to recognize the differences, inequalities, and connections that occur throughout this process, stating that "Adopting an intercultural perspective provides epistemological advantages and descriptive and interpretative balance, managing to conceive politics of difference" (p. 13).

Understood in this way, it is how the idea of interculturality is modeled in the discourses. However, it is important not to try to understand interculturality as an ideal space or "place" for the harmonious development between cultures, which is valid but has the problem that the issue of intercultural conflict is not investigated and the political meaning of the concept is not dealt with, which would further problematize its characterization, as well as place interculturality in a hollow utopian discourse, incapable of bridging the gaps of inequality (Rodríguez-Pastene et al., 2020).

So far, interculturality is being configured from two essential perspectives, one that is reconciling, less pragmatic, "softer" and the other linked to a more challenging nuance, which deeply problematizes and invites complex views of the contexts in which it develops. Tubino (2005) refers to the following concepts: functional interculturalism (or neoliberal interculturalism) and critical interculturalism (or liberating interculturalism). The first subscribes to a position that uses dialogue, but in an asymmetric manner, postulating discourses that use interculturality, as a tool to make the great underlying problems that modern societies have, such as xenophobia, racism, gender inequality, poverty, social injustice, or inequity, impalpable, through ignorance and, in some cases, the suppression of cultures. It is a sterile interculturality that responds to a strongly dehumanized form and paradigm of society. Tubino (2005) synthesizes it in these lines: "It is about a discourse and a praxis of interculturality that is functional to the national state and the current socioeconomic system" (p. 33).

As critical interculturalism (or liberating interculturalism), it assumes a more committed position with societies, understanding interculturality as a dialogic space for the solution of conflicts and inequalities, betting on the real transformation of structures, respecting differences, and, above all, understanding that there are "other" ways of understanding the world, "other" knowledge, "other" constructs. Critical interculturalism is, in essence, an ethical-political proposal for substantial change (Tubino, 2005).

In the discussion of the differences between multiculturalism and interculturality, recurrent in the characterizations of both, Dietz (2012) proposes for its understanding, a diversity management model that is based on the recognition of difference and otherness, based on paradigms (multicultural and intercultural) that emphasize the interaction and interrelations that are generated between members of different social groups.

Table 1
Diversity management model

Factual plane	**Multiculturality**	**Interculturality**
= what it is	Cultural, linguistic, religious diversity.	Inter-ethnic, interlinguistic, interreligious relationships.
Normative plane	**Multiculturalism**	**Interculturalism**
= what it should be	Recognition of the difference 1. Principle of equality 2. Difference principle	Coexistence in diversity 1. Principle of equality 2. Difference principle 3. Principle of positive interaction

Source: Own elaboration based on Dietz (2012).

Interculturality used as a methodology is an interdiscipline that will help us analyze interactions with different cultures. It is a way of life in which an ethical position is created in favor of coexistence with differences (Hernández-Reyna & Castillo-Cocom, 2021).

Education with an intercultural perspective

Currently, there is a broad academic, pedagogical, social, but above all, political debate regarding intercultural education. On the one hand, not always successful, programs and curricula that try to address cultural diversity proliferate which are most evident in the classes of each of the educational levels around the world. On the other hand, the divergences with respect to a paradigm of moderately harmonious similarities, on intercultural education, do not end up consolidating among those who study this area of contemporary pedagogy. The latter would not be that negative if it were not for the enormous number of empirical studies that try to characterize intercultural education, but not without first generating lines and views of all kinds, which makes it difficult to concretize it in a common concept.

This is what Dietz (2012) affirms when he states that there is no globally accepted definition of what multicultural or intercultural education is. The concept adheres to a perspective of intercultural education in connection with indigenous cultures or, rather, intercultural education with an indigenous focus, which in turn refers to the field of bilingual intercultural education (Granda-Merchán, 2016). This is an educational line that has been developed, above all, in Latin America from 50 years ago to the present day (Gajardo-Carvajal & Mondaca-Rojas, 2020).

Intercultural education projects offer new spaces for communication between people, generating areas of reciprocity and dialogue, helping to change the idea of cloistering cultures as cultural reserves (Núñez-Ruiz et al., 2020). In this sense, Escarbajal de Haro et al. (2007) affirm that "one should not renounce one's own identity, but neither can that particular identity prevent coexistence in diversity" (p. 27). The current western societies have as characteristics, the diversity of forms of socialization, of obtaining different cultures, of creating their personal identity, of acquiring different languages, of ways of thinking, and of relating to others. All these elements are evident in educational spaces. The objective of schools is to integrate people into society, an issue that can be generated from an intercultural perspective (Delbury, 2020).

There are some precepts to approach and understand intercultural education, such as seeking complex, holistic and multidisciplinary approaches. Also, the use of multidimensional approaches. Another is the commitment to construct a democratic society and commitment to human rights. There is also maximum respect for cultural minorities (Ari & Stöckli, 2021).

Intercultural education must favor the promotion of the richness and diversity that has characterized humanity throughout history, contributing to the understanding that there is no single truth, "that the social life with which we identify ourselves is not the only one, but one of many possible ones, that the economic and social model of the West is neither global nor necessarily exportable to the rest of the world, nor must it be assumed by other cultures "(Escarbajal de Haro et al., 2007, p. 54).

Methodology

The study that gives rise to this article is framed in its design and methods within a qualitative perspective (Gibbs, 2012), since the objectives of the research pointed towards a descriptive analysis of the role of educational radio in contexts of intercultural education. As a whole, it is a case study (Simons, 2011) focused on three rural schools in southern Chile, specifically located in the Los Lagos Region (X Region), Osorno Province, San Pablo, and San Juan de the Coast, that use the media, specifically radio, as an educational resource. The research was developed from an exploration process characterized by the in-depth study of certain phenomena, which can be studied from social entities or educational entities (Sabariego et al., 2019), with the specificity of having an exploratory and descriptive since situations, events and interactive processes and unique experiences were detailed.

The methodological proposal is justified based on two moments that are dialogical and complement each other in order to demonstrate the results and conclusions that we present. The first consists of a bibliographic review and documentary material related to the topics of educommunication, interculturality, communication, and social sciences, where a discourse has been constructed in an attempt to characterize the two disciplines that make up and are coupled on the basis of the proposal, which is an appendix of even more extensive research on the issues of radio, educommunication, and interculturality based on educommunication practices in rural schools in southern Chile. We have limited and summarized part of the information that makes up the theoretical framework of the study of origin and we have brought those ideas and approaches that seem relevant to the purposes of this writing.

The second methodological argument consisted in crossing all that information obtained through fieldwork, performing participant observation carried out in situ, and the field diary based on the interactions. A group of 25 interviews with key informants within the investigation was carried out. Among them, students who participate in the radio workshops in the schools participating in the research, parents, administrative staff, and teachers, as well as people involved with the topics under study: researchers, specialists in communication, media, and education or journalists. An essential link in this chain was established; the crossing of information, which generated the analysis and results that are the product of the conjugation of all the elements described above.

The bibliographic review process was carried out following three steps: the search for the information; the organization of information; and the study of information.

The search for the information began with a bibliographic review that consisted of collecting reference material such as books, popular science or research journals, master's and doctoral theses, websites, audiovisual material, among others, linked to the subject of study. It involved a slow, meticulous and selective process that implied reading and selecting those theoretical contributions of our interest, from the consulted sources of information. The search was delimited based on the questions or objectives of the research, and then we made a refined selection of those contributions that we consider relevant. Given the large amount of material and information, we have taken those references that we consider essential and that validated the proposals of our ideas.

On the organization of the material, a systematization criterion was established (Pérez-Serrano, 2016) using Zotero, a computer tool that allowed us to sort the information of the referential materials by title, author, type of document, and contribution or idea that we had interested in rescuing. Relevant references were discriminated to the detriment of those that were considered of second order. A simple repository was generated from a computer file, where those statements that could be used as citations within the text of the theoretical framework were accumulated and later, together with the arguments of the crossing of other data, be able to bring all together and assemble the plot of the investigation and the arguments that support this document.

To complete the cycle, an information analysis was carried out. To do this, primary descriptors and codes were generated, identified in the most significant thematic groups to make a comparison of co-citation of authors and co-occurrence that allowed identifying those ideas that were redundant, but at the same time, important.

Within the used strategies, based on the logic of qualitative research, participant observation and open or semi-structured interviews with key informants were used (McMillan & Schumacher, 2005), based on a work plan that led to more than three years of contacts and visits to schools, as well as face-to-face and virtual meetings with informants, especially during 2020, a time of global health crisis due to the coronavirus pandemic.

Once all the data and evidence had been grouped, the information fragmentation process began, at which point general categories were generated from the objectives of the research, from which units of analysis were detached. This process was carried out assisted by the Atlas.ti software, in which theory, audiovisual material, such as audios of radio programs made in schools, and complementary information such as scripts, radio production manuals, among others, were combined. The entire process described was dialogical and characterized by a certain degree of timelessness and fragmentation from its methodological perspective.

Results

Educommunication and interculturality, clues of their connection

To generate interdisciplinary approaches between educommunication and interculturality, we must place ourselves in the specific case of the work carried out by rural schools in southern Chile, specifically in the province of Osorno, Los Lagos region, where initiatives and projects related to educational radio that aims to generate spaces for cultural revitalization have been implemented. In the Mission San Juan and Quilacahuín schools, both belonging to the Misiones de la Costa Foundation, we have worked with the students in the generation of radio content related to the Mapuche Huilliche culture, based on topics such as the origin history of the town, its traditions, myths, rituals, celebrations and special emphasis on learning and practicing one's own language; the chesungun.

Educational radio could be characterized as one that is responsible for generating content that serves educational purposes. There have been many experiences that have been generated in Latin America, which have been essentially linked to solving coverage problems that national educational systems have had, related to the inability to reach remote or difficult-to-access places, with radio being one effective tool to solve, communicationally, these inconveniences. Beyond the closed and formal curricula and study plans, radio can also carry out an educational task from informal and non-formal spaces, generating from its proposals a perspective that educates from the particularities of the contexts and realities where it operates. As a mass media, it needs to be understood from an instrumental and technical logic that even determines its functionality from an educational application, which is why it requires taking into account a production structure of learning objects or content (Ferraretto & Morgado, 2020). Radio proposes strong elements in the education-communication interface, which is why it is used in initiatives and projects that involve these two perspectives.

All educommunicative practice is a dialectic of participation, an initiative that seeks, collectively, horizontally, symmetrically, and reciprocally, the construction of knowledge (Barbas-Coslado & Ortiz de Zárate, 2020). It is defined as a facilitating action of the processes that reinforce those communicational, media, and relational competences for a better personal and social development, generating transformative spaces of the contexts where they are generated (Jackiw & Haracemiv, 2021). It is an activity that creates community, a social fabric based on the action of communicating, not only in a bidirectional way, as we usually know the communication process, but also as a way of expressing emotions, ideas, experiences, and knowledge.

In the classroom or in the educational context, this is evidenced as an active, dialogical process, as a communicative act, where students construct their knowledge from the development of critical thinking, through activities that are related to real-world situations. In fact, with their own realities, allowing them to understand their social and personal role, all from an appropriate didactic perspective, which complements learning in any area of knowledge (Muñoz-Borja et al., 2021).

We demonstrate the connections between educommunication and interculturality as an interface strip, which promotes actions from education or outside of it, in an attempt to generate dialogic spaces for a culture of peace and the construction of democratic and intercultural societies, based on the recognition of the other, having ICT as a resource to achieve this (Collado-Ruano et al., 2020). It is not only a bidirectional, ethereal, and infertile dialogue, it is essentially a dialogue of wisdom that seeks to understand and contextualize knowledge in all its dimensions, through reflection and discussion of its actors and all those who make it up, allowing us to understand the problems and needs that society, as a whole has.

This interface strip, as we have called the meeting place between educommunication and interculturality, we understand generates three dimensions that make it concrete. The first is of a social and political nature and aims at the participation of people and the creation of plural societies. In this dimension, those elements of a cultural nature that distinguish groups, collectives, or ethnic groups are relevant and essential. Here social and cultural behaviors are manifested in different contexts. A revaluation of individual and group rights (Human Rights) prevails here, highlighting the differences and the perspective of otherness (Esquirol, 2005). It is a dimension that permeates the rest and is subject to the structural paradigms of society, including those of an economic and cultural nature. Here also spaces that pose a crisis are forged, as the conception of the current world, evidenced in a quasi-consensus, that modernity has generated spheres for difference and individuals grow in a world in which common values exist, but that, in reality, this is not the case, because today more than ever modern pluralism undermines the knowledge of particularities and assumes a monocultural perspective of reality.

The second is linked to an educational dimension that seeks to elevate knowledge as a social and interactive construct, aiming to train and prepare people for leadership and social cooperation. Here, education must be understood as a fundamental link to consolidate and construct more democratic societies, to the detriment of the historical idea linked to development models. This dimension is understood from the perspective of formal education, but it must also be left out of it and keep to the sphere of the non-formal and the informal, since in these spaces there are also significant experiences that construct active, critical, and reflective citizens. Knowledge is resized, which must be understood as a social activity of man, where it is not only linked to scientific fields but also with personal and experiential experiences based on seeing, hearing, feeling, which, from epistemology, is denominated "Phenomenology of Knowledge", where this duality is proposed, which on the one hand is the consciousness or the subject of knowledge and on the other, the object, the reality that is given to the subject (Parra-Alvarracín, 2000). The educational dimension is fundamental in the construction of the educommunication-interculturality framework as it is a core element within the analysis and proposal of this article.

Finally, a communicational dimension that understands communication processes as dynamic and critical, where people make of the act communicating a space to question, express, defend and propose their desires, needs, and ways of transforming reality. An approach to educational processes is proposed, from the perspective of communication, which implies an adequate understanding of the phenomena and dynamics of reality, of communities, and, of course, society. We propose the ways in which these lines are concretized through significant experiences from the use of educational radio in rural schools in southern Chile, specifically in the revitalization of the Mapuche Huilliche culture, focusing on the work on learning chesungun, which seeks to promote not only linguistic communication skills linked to culture but also to reinforce learning from literacy, creativity, and teamwork. The communication component accompanies the teaching and learning processes with high cultural relevance.

Educommunication with interculturality and viceversa

Radio is a mass media that still attracts the attention of audiences today despite the consolidation of digital media. It continues to be used as a powerful tool to mediate teaching and learning processes. We will take the experiences of rural schools in southern Chile during 2020 and in the context of the pandemic, where radio has been used not only as a resource to reinforce learning and teamwork, but also as an effective communication device given the poor internet access of the community. In addition to being an instrument to favor the revitalization processes of the Mapuche-Huilliche culture, we now offer, by way of enunciated clues, forms, and ways in which processes that involve educommunicative practices with the intercultural fact can be activated.

Educommunication, through its praxis through radio, can generate significant dialogic spaces between cultures, being a fertile and appropriate point for conflict resolution. In connection with the media and ICT and their mediations, it offers ways to make the expression and voice of all those who are involved in the dynamics between cultures effective and expansive (Franky & Chiappe, 2018).

From educommunicative practices it is possible to generate initiatives and projects for the safeguarding and revitalization of "other" cultures, using instances of production and dissemination of media content, which may be at the service of groups, conglomerates, or ethnic groups for their own consumption or, for, on the contrary, they can serve to make known (outwardly) the customs and traditions of a certain culture. For the specific case of the Misión San Juan and Quilacahuín schools, educational radio generated educational training micros to reinforce contents of the curriculum related to intercultural bilingual education, with the aim that students know and relate to the Mapuche-huilliche culture. But, at the same time, these radio productions are used as a tool for transmitting that same culture once it is exposed in the different media.

Interculturality must be understood as a communication space that exalts the dialogue of different kinds of knowledge and as such, there is room for all those practices linked to it, even those that make use of all the resources offered by ICT and the media, understood as tools for the management, production, and dissemination of content.

In educommunication, viable initiatives can be generated for the revitalization of their own languages such as Chesungun (Mapuche-Huilliche), which is in danger of disappearing due to the little interest that young people have with regards to maintaining their linguistic traditions. The work from educational radio has shown how instances of language learning can be generated from bilingualism and through content in different formats, which allow an adequate approach to the habitual and pertinent use of certain forms of communication from one's own culture.

The customs and traditions of minority groups can, from an intercultural perspective, be represented and mediated not only from the idea of being disseminated but also as a document and record that protects the collective memory, cultural identity, and intangible heritage of these peoples. (Cebrián de la Serna, 2009).

The school is a fundamental and fertile space so that the educommunication and intercultural binomial can be combined. In this sense, the floor and structure offered by bilingual intercultural education is ideal for carrying out educommunicative practices from endless possibilities.

An important perspective that also emerges from the educommunicative practice has to do with the construction of a critical and reflective criterion of ICT and the media coming from proposals from the school (Buckingham, 2003). In intercultural contexts, educommunication can be used as a resource for students to access the perspective offered by media and information literacy as a tool for the construction of identities in media spaces.

The implementation of these criteria through educational radio has shown that it has been achieving a mediating function as community communication processes that promote the consolidation of cultural, social, and political identities of minorities, legitimizing the ways of thinking and their meanings, also serving not only as an educational tool but also as an instrument for local development (de la Noval-Bautista, 2018).

Conclusions

Educommunication and interculturality have elements that positively promote their coexistence, generating spaces, depending on the context, for the reaffirmation of cultural identity and the processes to achieve truly democratic societies. These are two disciplines that have had a credible development given the innumerable problems, conflicts, and dynamics that arise in our societies. Part of the proposals that we outline in this article is that, from both disciplines, societies and peoples can recognize and develop as agents of change from an endogenous perspective, taking advantage of communication, the media, and messages with a focus on their daily lives and their particular contexts, using education as a tool that allows the generation of critical and reflective thinking about the world and the realities in which we live.

Although educommunication today is a field under construction (de Oliveira-Soares, 2011), which has not been linked to national curricula throughout Latin America, every day it is gaining more and more spaces from non-formal education and through educational management projects or instances that allow the educommunicative perspective to be involved as a training line within the school and even outside of it. Educommunication is increasingly becoming established, thanks to theoretical and scientific supports, as a discipline that proposes solid epistemological bases, from which it is possible to rethink and synthesize the link between education and communication. This discipline can in turn, from its praxis, generate projects that confront and transform reality from proposals related to good living and socio-cultural well-being, which undoubtedly can be translated into the basis for a culture of peace.

On the other hand, regarding interculturality, all the models that try to explain it converge on the idea that in it deep processes of a communicative nature are generated that establishes a dialogue between the cultures that are involved, the main discussion today being how are these “dialogues”, which are swing between the symmetrical and the asymmetric, between respect for otherness and pejorative ignorance of differences, established. There is an element related to the intercultural and it is the fact per se of being a communicative act, which also makes it an interdisciplinary field in which psychological, linguistic, anthropological, and pedagogical approaches converge, which links it with educommunication. From this perspective of “intercultural communication”, it is not only characterized by its semantic function, but it must also be understood from a perspective of understanding codes that relate to different ways of understanding the world, the lives of others, and relationships between people.

Intercultural education aims to be different from the so-called multicultural education and to overcome it, since it seeks the solution to the management of cultural diversity, emphasizing education as transformation and anti-racist education (Soto-Molina, 2008). Understood in this way, we propose that intercultural communication is also an important element in the school environment, especially in times of profound demographic changes due to migratory processes that, for different reasons, are evident throughout the world. This is essentially linked to issues that promote inclusion in the school based on cultural differences, therefore it is operationalized from elements related to the paradigm of intercultural education.

In the framework of our research, the perspective offered by intercultural communication becomes important, insofar as significant connections are generated with regard to the context where the study takes place, namely; rural schools in southern Chile that have a significant number of students who declare to be part of the Mapuche Huilliche culture. Precisely in the formative processes, the double configuration of intercultural communication allows establishing representative dialogues between two perspectives of the world, which could be defined as indigenous and non-indigenous, which also represent a space for negotiation, which should tend to be a space for cooperation, to end up being simply a space for humanization.

A broader understanding of the conjunction of these two fields would mean entering into the study of the hegemonic processes in which our contemporary societies are debated, where differences permeate the discourse of multiculturalism (Dietz, 2012). A territory where only today educommunication and interculturality are beginning to be proposed as an alternative to close the gaps that today, more than ever, are evidenced by human relationships. The great task is just beginning.

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REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
NIVERSITAS

https://doi.org/10.17163/uni.n35.2021.03

Evolution of digital marketing: case of the ecuadorian brand Forestea

Evolución del marketing digital: caso de la marca ecuatoriana Forestea

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Received: 04/04/2021 **Revised:** 15/05/2021 **Accepted:** 29/05/2021 **Published:** 01/09/2021

Abstract
The digital marketing strategies of the Forestea brand were analyzed on the Facebook social network in order to establish whether there is an evolution in the digital development of the brand. Forestea launched its brand on Facebook in 2013 as a strategy to diversify its consumers. The products were analyzed including: composition, color factors, typography, message, content and form of diffusion. Followers' interaction with their Facebook web page was observed. The data obtained were systematized in observation files. This made it possible to determine the tools and resources that Forestea has used to strengthen its digital marketing through Facebook. The products published on the social network were counted, the months of January, June and December from the years 2013 to 2018; Due to the fact that the sales of the product have an increase of 45 % in the national and international market in the month of January. In December it falls by 50 % and in June they remain balanced. The stored data were summarized in tables per year, with a total of 24 observation files throughout the investigation. Since 2013, the brand's digital marketing has evolved by changing colors, typography and the way images are presented on the social network. But they still need to strengthen the credibility of the followers and retain them to the brand.

Keywords
Communication, marketing, Facebook, Forestea, brand, digital, Internet, loyalty.

Suggestd citation: Bravo-Torres, D., & Hinojosa-Becerra, M. (2021). Evolution of digital marketing: case of the ecuadorian brand Forestea. *Universitas XXI,* pp. 61-80. https://doi.org/10.17163/uni.n35.2021.03

Resumen
Se analizó las estrategias del marketing digital de la marca Forestea en la red social Facebook con el objetivo establecer si existe una evolución en el desarrollo digital de la marca. Forestea lanzó su marca en Facebook en 2013 como una estrategia para diversificar sus consumidores. Se analizaron los productos incluyendo: composición, factores cromáticos, tipografía, mensaje, contenido y forma de difusión. Se observó la interacción de los seguidores con su página web de Facebook. Los datos obtenidos se sistematizaron en fichas de observación. Esto permitió determinar las herramientas y recursos que Forestea ha utilizado para fortalecer su marketing digital a través de Facebook. Se contabilizó los productos publicados en la red social, los meses de enero, junio y diciembre de los años 2013 a 2018; debido a que las ventas del producto tienen un incremento del 45 % en el mercado nacional e internacional en enero. En diciembre desciende un 50 % y en junio se mantienen equilibradas. Los datos almacenados se resumieron en tablas por año, con un total de 24 fichas de observación durante toda la investigación. Desde 2013, el marketing digital de la marca ha evolucionado cambiando los colores la tipografía y la forma de presentar las imágenes en la red social. Pero aún necesitan afianzar la credibilidad de los seguidores y fidelizarlos a la marca.

Palabras clave
Comunicación, marketing, Facebook, Forestea, marca, digital, Internet, fidelización.

Introduction

Social networks have meant a change in communication processes. They represent an open space that allows Internet users to openly present their points of view (Broun-Isaac, 2020). Sharing is the goal of social media. It also allows making professional contacts and has opened a door for companies to interact with potential consumers (Gómez-Carreño & Palacios-Alvarado, 2021).

Due to the great demand of users on social networks, traditional media have been displaced by them (Matassi & Boczkowski, 2020). New ways of promoting products or services have appeared through social media (Filippone et al., 2021). Something that companies have found very beneficial since social networks provide a wide market to promote both their image and their products (Piatykop & Pronina, 2020). In these cases, the influence index does not depend on the companies but also on the predisposition of people in social networks to be influenced (Lara-Navarra et al., 2018). Companies of all kinds, as well as multinational beverage companies, small and medium-sized companies, are forced to enter the digital world (Tarro et al., 2017).

Achieving success through social networks does not only depend on having a presence in them. It depends on different factors: generating clients on social networks, developing digital strategies to promote oneself, reaching specific audiences, building customer loyalty, generating creative campaigns, and achieving benefits for the company (López-Jáuregui et al., 2019; Ballestar et al., 2019).

Currently, beverage companies are battling against multinationals that monopolize the market with their products, reaching worldwide sales. This is the case of Coca-Cola, a brand that was well positioned in the market and had to adapt to new forms of digital marketing development on social media with its advertising campaigns (Boelsen-Robinson et al., 2016; Tran, 2021; Berceruelo et al., 2017). This is one of the challenges for companies like Forestea that seek to achieve business success and generate communicative products through social networks in order to position themselves on the market (Jumbo, 2019).

This research is based on determining the advertising strategies of the Induloja beverage company, with its Forestea product on Facebook, and the degree of interactivity it achieves with its followers. This type of research, specifically through Facebook, is currently being developed to determine the competitiveness of companies (Altamirano-Benítez et al., 2018). Experts have been interviewed and observation files have been developed that allowed the analysis of the subject to be carried out.

The observation sheets were made in order to analyze the advertising strategies used bythe Forestea brand on Facebook during the investigation period, which is six years (2013-2018). The specific objectives are to analyze the communicational products of the Forestea company, from its inception in 2013 to December 2018 on Facebook, and determine the tools, technical resources, strategies, and methods that the Forestea brand used to position its image on this social network.

Communication and marketing

Internet has made it possible to share products and information through social networks. Companies, institutions, and organizations have adapted to the forms of communication with both internal and external audiences. Social networks are a primary tool for marketing, generating the idea that, if today a company does not use social networks, it would be jeopardizing its success, facing failure (Linares-Cazola & Pozzo- Rezcala, 2018, p 158). With this, digital communication strategies have been created and adapted to segment or diversify their audiences.

Marketing allows companies to know their audiences and create sale strategies and consumption of services. Marketing thanks to social networks has become a fundamental aspect for companies when communicating with their customers (Jiménez-Marín & Pérez-Curiel, 2021, p. 17). We understand that communication not only informs, but it must also reach the consumer generating a reaction; "in this sense, the process should conclude with obtaining a favorable response from the recipient of the message, which ultimately consists of buying or not buying the product" (Monferrer, 2013, p.152).

This premise of Monferrer (2013) is sustained with the thoughts of Cardozo-Valesca (2007, p.199) who affirms that: "communication can be considered as a means to motivate, persuade, convince, compromise ideas, facilitate processes, harmonize points of view".

The objective is to induce an idea of acceptance of the received message. This is the result that marketing seeks for its customers. Marketing encompasses a process in which companies establish relationships with their potential customers, in order to achieve sales of products or services. It involves an exchange of values between the seller and consumer, a situation in which both gain. These definitions coincide with the theorists Kotler and Armstrong (2003, p. 4) who affirm that: "The double goal of marketing consists, on the one hand, in attracting new customers by promising them a superior value and, on the other, maintaining and growing to current customers by delivering satisfaction".

Marketing development occurs every time a company generates an exchange of value with another social unit. This is why the purpose of marketing is exchange (Monferrer, 2013). This exchange allows a process where both parties end the event with a transaction. This means that the company exchanges its product or service for customer satisfaction, becoming a repetitive cycle, where other economic or social factors may intervene. The use of social networks as a marketing tool has increased in recent years (Jiménez-Marín & Pérez-Curiel, 2021, p. 14).

With the advent of the Internet, greater ease has been achieved in the interaction and communication of people to the point that communication through a physical medium is no longer necessary. Within this scenario enters digital marketing. Selman (2017) defines it as the sales strategies created from a website. The important thing is to get the user to enter the page, explore it and conclude the action of buying or selecting a service.

One tool that has contributed to the evolution of digital marketing is Web 2.0. It is a platform that contains data generated by users that allows transmitting "viral advertising to many people individually and through social networks which help to spread messages for private or advertising purposes among users" (García, 2011, p. 41).

With tools such as Web 2.0 or Web 3.0:

> Marketing on the Internet is proving to be an efficient tool to segment markets and get to know customers better, in order to achieve their loyalty, enabling companies the possibility of achieving a more direct relationship with their customers. (Camejo et al., 2020, p. 82)

Social networks have transcended personal interaction, due to easy access, low cost, and its reach, which is greater than that of conventional media, to open the way to a space for business interaction. Hütt-Herrera (2012, p. 124) calls these social network profiles in which organizations or companies are immersed, "professional networks" that have the capacity to develop a wide list of professional contacts to maintain communication, interaction, and commercial exchanges between people accessible and where users can communicate with each other, according to their needs, tastes, expectations, and preferences.

Currently Facebook is one of the most used social networks among Internet users and its popularity is due to the ease of communicating and interacting with other people around the world. Companies have found in this social network a space that allows them to position their brands, through direct contact with potential consumers (Jackler et al., 2019; Pérez-Dasilva et al., 2013; Gálvez-Clavijo, 2016; Zeler -Pighin, 2017).

Large and medium-sized companies in Latin America maintain a consolidated digital identity in their social networks. Sforzin (2016) considers that Internet access is unequal between the richest and poorest households in Latin America. 60 % of companies in Ecuador have designated Facebook as their main platform (Jiménez, 2016, p. 306). For Boyeras et al. (2019) interactions on Facebook went from "like", as a single reaction, to as of 2016

"I love it", "I care", "It amuses me", "It amazes me", "It saddens me", " it makes me angry", and to a series of emojis and sharing options, such as chat, group creation, and business options.

The company Forestea

In 2013 they launched the Forestea drink to the local public. The slogan with which the commercialization of this product began is to provide the local, national and international sector with a healthy, good-tasting drink that contributes to the health of consumers. Hence, its mission is: "To produce and deliver nutritious, natural and healthy food to our consumers, contributing positively to society in their health and well-being". And consider as a vision to be:

> A young company whose efforts are oriented towards innovation in the food industry. Our goal is to meet the demands of a society that prefers healthy and socially responsible products, creating a commitment to our shareholders, employees, and consumers. (http://www.forestea.com.ec/)

In the course of five years, the Induloja company has managed to introduce the Forestea product in markets such as the United States, Chile, and Colombia. They produce five different flavors based on the original product. Currently, they distribute: Forestea Horchata, Forestea Mandarina, Forestea Fresa-Limón, Forestea Green Apple and Forestea Tropical Fruits.

Image 1
Flavors of Forestea

Source: https://www.facebook.com/foresteaecu

Forestea was born in 2011 from a entrepreneurship and new business ideas contest, convened for Zone 7 of Ecuador by the Prendho Entrepreneurship Incubator of the Private Technical University of Loja (UTPL) and the Ministry of Industries and Productivity (MIPRO).

The results of the market study allowed the creation of the formula for the Forestea horchata, which was patented after a year and a half of its creation, at the National Agency for Health Regulation, Control, and Surveillance (ARCSA). According to the founders of the company, it took that long because Forestea was a new formula and there was no patent that includes similar components, the medicinal properties of the product had to be tested. For this reason, the study of the chemical components of the herbs took longer than expected. Horchata is a traditional Ecuadorian drink (Armijos et al., 2020) with medicinal properties (Guevara et al., 2020; Guevara et al., 2019; Ríos et al., 2017).

Forestea went on the market in 2013. In the beginning, it marketed itself as a handmade product, explains Santiago Torres, manager of the company, "we were our own sales and distribution force". In 2015, they partnered with Family Foods in a strategic alliance with distributors in the United States, as a result of this alliance, the drink began to be marketed in the United States.

COPADE (Trade for Development), in 2018, recognized Forestea for meeting the requirements established by the World Fair Trade Organization, as a company that exercises fair, responsible, and equitable trade. Endorsement that makes Forestea a socially responsible company.

Forestea's advertising strategies reflect an evolution in digital marketing. This is reflected in the number of followers that Forestea has accumulated over the years. Overall, on Facebook, where it maintains a number of 45,000 followers, around 4,000 followers on Instagram, and approximately 400 followers on Twitter. The brand's digital strategy has focused on Facebook, where it accumulates the largest number of followers.

The Forestea company currently publishes, in 2021, an average of one publication every two days on Facebook. There are times when the publications are daily, even publishing two posts per day. Forestea per month generates approximately 25 to 35 publications.

Methodology

The research was carried out based on the postulates of quantitative and qualitative methods, a methodology that tries to "identify the deep nature of realities, their system of relationships, and their dynamic structure" (Pita-Fernández & Pértegas-Díaz, 2002, p. 76). It tries to determine all the factors that influence a reality in order to analyze its behavior with all the elements that intervene. The qualitative methodology helps to analyze the data and observable variables present in the reality of the Forestea company and thus define conclusions based on the obtained results.

Qualitative methodology is defined as "research that produces descriptive data, such as: people's words, spoken or written, and observable behavior" (Castaño-Garrido & Quecedo-Lecanda, 2003, p. 7). Qualitative research contributes to the satisfactory completion of the objectives set at the beginning of the research (Marín-Gutiérrez et al., 2016).

This method was used to obtain theoretical data and new knowledge that would allow the research to be carried out. It was possible to determine the necessary steps and instruments in the proposed research, taking into account the objectives. The qualitative method was used to describe the facts and situations that were observed during the research and study period.. It was possible to describe the behavior or state of the research variables, specifically in the observable results of the analysis of the communicative products present on Facebook. The application of the qualitative method contributed to the elaboration of the observation files, the results, and the conclusions (Marín-Gutiérrez, 2020).

As part of the qualitative method, information sources such as texts, books, magazines, and specialized web pages were taken. The preparation of a review of information sources "tests the judgment capacity and the reading and writing skills of the students" (Peña, 2010, p. 1). A comprehensive and analytical reading of the obtained texts was carried out. We analyzed the publications made by Forestea on Facebook from 2013 to 2018. To do this, we segmented the sample three months per year. The analyzed communicational products correspond to January, June, and December of each year, from 2013 to 2018, present on Facebook on its official Forestea page (https://www.facebook.com/foresteaecu).

The quantitative technique was also used through an observation form that had to be completed for each analyzed Facebook ad. In order to carry out the analysis first, we prepared a file in which the number of products published on Facebook was counted. The count was made of products published in January, June, and December 2013, 2014, 2015, 2016, 2017, and 2018. It was evidenced that the sales of the product have an increase of 45 % in the national and international market in the month of January. In December, sales were down 50 %. And in June the percentages of sales remain balanced. This allows us to evaluate the posts and images that were shared in months in which the production increases, decreases, or was maintained.

The stored data were summarized in four tables per year. A total of 24 observation files resulted throughout the investigation. On July 25, 2013, Forestea started its digital marketing strategy and until 2018 had made a total of 831 publications on its Facebook account. Therefore, we proceeded to calculate the required sample. The universe is 831 publications, the heterogeneity was 50 %, the margin of error was ± 5 % and the confidence level was 90 %. The result was acquired from analyzing 205 publications during the six years. Observation sheets were applied to a sample of 209 publications (four more than necessary), resulting in Table 1.

Table 1
Total posts on Facebook from the Forestea account

Year	Sample	Total quantity
2013	8	32
2014	7	28
2015	4	16
2016	67	263
2017	77	308
2018	46	184
Total 209		831

Source: Own elaboration.

Interviews

The interview is a technique that is used in qualitative research to be able to obtain data and realities necessary for the development of the research. "It is defined as a conversation that has a specific purpose other than the simple act of talking" (Días et al., 2013, p. 163). It is intended that the information obtained through this technique is as accurate as possible and then is transcribed to later interpret it faithfully to reality.

The type of interview that was conducted is categorized as a semi-structured interview, which "offers an acceptable degree of flexibility while maintaining sufficient uniformity to achieve interpretations consistent with the purposes of the study" (Días et al., 2013, p. 163). Semi-structured interviews are based on planned questions that can be adapted to the interviewees and in this way clarify issues that have not been clear.

Santiago Torres, general manager of Forestea, was interviewed and he provided information on the history and creation of the Forestea drink. The interview served to get an idea of what Forestea's social media management is like. An interview was conducted with Francisco Vicuña, coordinator of the Prendho UTPL incubator, who supported the company in order to be able to be created and grow in the way it has been doing. He helped clear up doubts about the support provided to entrepreneurs for the creation of Forestea, and also served to contrast and compare the data obtained from the interview with Santiago Torres.

Results

In 2013, Forestea posted a total of eight publications. Of these, five were only text, and three contained images. Four publications promoted the product and the other four made mention of the brand. In Forestea's communication products, the colors red, black, green, and white appear alternately in the eight publications, one is blue. The brand's logo appears three times on the right and once on the left and once in the center of the frame. Of the six publications that have text, in three the typography varies between black and red. The location of the logo used in three publications was placed in the center of the product and at the top left of the product. The same goes for the location of the product. In the communication pieces, the product was placed in the upper part on two occasions, and the central part on one occasion.

Four publications maintained the direct message of consuming the Forestea drink. The only hashtag used was: #DescansaChucho, in reference to the death of the Ecuadorian soccer player Christian Benítez. The most used colors were red, black, green, and white. Regarding the level of response from the followers, we gathered that all the publications reached the number of 133 "likes", and a total of seven comments. The first year the digital strategy was carried out by the owners of the company. This is evident in the low amount of interaction by the followers of the company.

In 2014, seven products were analyzed on Facebook, of which six were made by the company and only one was shared from another page. Seven different hashtags were used during the three months of the study period. Which were: #SUPERMAXI #TIA #FIBECA #MegustaForestea #Forestea #Naturaleza #ForesteaConLaSeleccion. And regarding the number of interactions, the number of 1104 "likes" and a positive comment were achieved.

In the 2014 sample, it can be seen that the type of content used in all the products was digitally treated images. Most products are self-authored. Regarding the type of message that was presented in the sample, it is evident that the drink had greater weight, along with festive themes such as Christmas. The Christmas season was used to promote the products and reach more people. In the case of the colors used, red, green, and white stand out. Which are colors that identify the brand. These are followed by yellow, blue, and black.

The point of interest in which the logo was located was in the upper left part of the post on three occasions, in the upper center part on two occasions, and in the upper right part on one occasion, which indicates that there was not a clear criterion for the location of the logo. The same happens with the location of the product in the image frame; in four images it was placed in the lower-left part and in two publications in the center, we consider that this was done with the intention that it didn't impede the visibility of the entire art.

Within the use of typography, and its color, and with the analysis of the art, it can be determined that the letter is located in the central part of the post, where colors such as red prevails in seven publications, followed by black, and then the white. Although colors such as green and yellow were also used but to a much lesser extent.

In 2015, the four analyzed publications were images and only one hashtag was used: #Forestea. The messages of the publications were directed to the consumption of the Forestea drink and a number of 887 "likes" were obtained, and a total of 24 comments; seven positive and 17 neutral comments.

Most of the products that were disseminated throughout the year were digitally processed images. The Forestea product had a greater role in the message of the advertising pieces. The colors red and white were the most used for advertising products, in three of the four publications. Since the beginning of the marketing strategy on Facebook, these colors have been the ones that have prevailed in the palette used for post.

The location of the logo remains variable whether, in the upper left, upper right, or in the center of the frame. Products in which the logo was not present were also used. Regarding the presence of the Forestea drink, it can be determined that the product was located in the lower-left part of the advertising post on three occasions. This was done with the intent of generating greater visual weight to the context of the message, taking the leading role away from the drink.

The black font in the images of Forestea's products was the one that predominated in most of the products. This was followed by colors such as white and red, then blue appears to a lesser extent and brown was included for the first time. The black color predominates because the background of the image had a greater proportion of white, something that would technically be a possible explanation of why these colors were used.

2016 was a year of notable growth in followers for Forestea, this is evidenced in the data obtained in the observation files. In 2016, 67 posts were analyzed, of which 64 posts were images, and three posts were GIFS. The following hashtags were used: #ActitudForestea, #sentelatradicion, #Forestealovers, #CarrieFisher. The context of the message of the publications is mostly the consumption of the drink and this year there is a notable growth and evolution of the brand, reaching more than 12,628 "likes", 204 "I love it", 36 "It amuses me", 6 "amazes me", 12 "saddens me", 1 "annoys me" and accumulating the amount of 129 comments and 379 shares of the publications. In 2016, a greater amount of feedback was given by the public.

The subject on which the message was based for the dissemination of content was that of the product. An interesting fact at this stage is that festivities such as Christmas, New Year or international holidays were already being used more frequently.

All the advertising products have harmony in the composition in terms of colors, and red and blue were used the most. Followed by green, orange, and white. Although colors such as brown, yellow, black, purple, and gray were also used, but in smaller proportions. The brand does not have a set color for the publications, it varies depending on the context of the product message.

Regarding the location of the Forestea drink logo, it can be determined that most of the time it was located in the lower-left in 53 advertising posts. We can see that the location of the elements in the image frame begins to standardize. White typography was the most used in 22 publications regarding the brand's communication products. It is evident that red, yellow, blue, white, purple, and black appear, but in lower frequency. Being the central part in which the text was most often located.

In 2017, 77 publications were analyzed, of which 67 were images, six were GIFS, and the remaining four were short videos. The following hashtags were used: #Actitudforestea, # DeténElMundo, #ChristmasFacts, #PrideDay, #DiamundialDelaEducacionAmbiental. The message of the publications has the same intention as the previous years, it invites the consumption of the Forestea drink. In this year, around 18,113 "likes" were obtained, 413 "I love it", 6,395 "it amuses me", 47 "it amazes me", 78 "it saddens me" and 26 "it annoys me". Becoming the year with the highest level of interaction on the social network. In 2017 there are differences in the disseminated content. Although the most published products are still images. In 2017, other types of products were also used, such as videos, four in total, which have an average duration of 13.25 seconds.

The themes have the same focus as the previous year, the drink was the focus of most of the publications, followed by festivities, such as Christmas or New Year. At this point, it is evident that memes occupy a space within the first positions, and then topics such as: deaths of famous people or important news, as well as contests that the brand carried out to generate greater interactivity with the audience.

Among the most used colors in 2017 were: white with 34 times, followed by orange with 33, then blue and green with 32 and 30 times respectively. Red got 26, black 25, yellow 19, pink 12, and finally brown, gray, and purple were counted six times each. Thus, reflecting that the brand is not identified with a specific color for its publications, but that it varies according to the type of message that is disseminated.

Regarding the location of the logo, the lower left part in 45 publications is still the preferred location, but on 22 occasions it was located at the center of the image.

The drink in the central part of the advertising piece was the most used location for brand publications, followed by lower part. This was done in order to generate or capture the greatest possible attention. The white topography was used in those posts, with the purpose that the text stands out among the colors of the background.

In 2018, 46 publications were analyzed, all of them images. The following hashtags were used: #ActitudForestea, #SinSorbetePorFavor, #ParadojaSabado, #Forestea, #LlénateDeCosasBuenas, #LlénateDeForestea, and #Sabiduría. They obtained around 49,621 "likes", 200 "I love it", 4000 "It amuses me", 25 "It amazes me", 10 "It saddens me" and 6 "It annoys me".

For 2018 it has been possible to determine that the majority of advertising pieces on Facebook were based on the theme of promoting Forestea. The theme of festivities (Christmas, New Year, etc…) continued to be used. Added to this is the use of memes to reach a wider audience in this social network.

The red color was the one that had priority at the time of spreading messages by the company. Also, the white and blue colors had also a presence. which are colors that were used since the beginning of the digital marketing of the company. It has been determined that their use is very varied and they maintain a certain uniformity in terms of the use of colors.

Regarding the location of the logo, the upper left part stood out among all the other options, although the central part of the frame was also widely used. In most advertising pieces, the drink was placed in the central part in order to give it that prominence that the drink deserves in relation to the other information in the publications.

Table 2
Total number of "likes" analyzed by years on the Forestea Facebook page

Year	No. of "likes"
2013	133
2014	1104
2015	887
2016	12 628
2017	18 113
2018	49 621

Source: Own elaboration

Discussion

In order to determine the type of strategies that Forestea used on its official Facebook page, we carried out an analysis based on qualitative variables, observable in the communication products present in the social network. The importance of an effective advertising campaign for the positioning of Forestea on Facebook can be determined.

A variation of content in the publications of the Forestea company is necessary to refresh the content and generate greater interaction and feedback with the followers of the page. Since the brand's strategy is based on images and the type of publications has not changed. It is considered repetitive and it is necessary to vary the way in which a message is issued, even if in all publications the message is the same.

It was observed that Forestea's digital strategy is based on an advertising campaign where the main message of the communicational products is about the drink. They also run different contests for their followers and their interactions bring about the desired results. This strategy seeks to generate interest and the idea of consumption of the product. Thus, Forestea is correctly complying with the use of the strategies that are reflected in its publications. Forestea remains with the digital strategy of continuing to generate valuable content for its followers and in this way practice a good use of digital marketing on its official Facebook page.

It should be noted that Forestea maintains its digital success due to the correct use of technical aspects in each publication. Forestea has been generating products with many colorimetric variants and perhaps, in this way, it has not been possible to identify and retain customers using a well-defined range of colors.

The use of the hashtag is important and should be maintained throughout the entire advertising campaign. It is a tool used to communicate something specific. It shouldn't have a lot of changes. Forestea uses this tool under different theoretical criteria since they have several hashtags and variants that do not generate the same message.

Conclusion

Most of Forestea's posts on Facebook are images. Thus, the type of publication does not vary and the nature of the brand remains somewhat informal. This generates good results in terms of Forestea's Facebook followers. The reactions and interactions have increased year after year. Posts that are categorized as memes have the most reactions and interactions from followers. The technical resources used by the brand in its publications are general panning shots of people in a context where the existence of the product and close-ups of tit are evident. Using lighting to highlight it from the rest of the elements.

The tool most used by the brand is the photomontage where Forestea horchata is shown in different settings, accompanied by the implicit message of consuming the drink. The context of the analyzed products does not vary. The published content has the same persuasive line and the same style, including the type of message. Most of the time, the brand name and product are present and visible.

The hashtags used by the company are many and are not related to each other. This tool generates good results in the feedback loop of the messages. The most used colors by the company for publications are: red, green, blue, black, and yellow. Which allows a process of identification and appropriation by the followers of the brand.

Forestea maintains a very active visual advertising strategy on Facebook where images and illustration are given prominence. A strategy that Forestea uses to be able to directly reach its clients and potential clients on the social network.

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REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
NIVERSITAS

https://doi.org/10.17163/uni.n35.2021.04

Semiotic and discourse analysis of the children's program *PJ Mask* or *Héroes en pijamas*

Análisis semiótico y de discurso del programa infantil PJ Mask o Héroes en pijamas

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Received: 21/03/2021 **Revised:** 28/04/2021 **Accepted:** 18/05/2021 **Published:** 01/09/2021

Abstract
This investigative work analyzes the discourse of the children's series PJ Masks. The objective of our study is to determine the visual and linguistic resources used in the construction of the message. This analysis will allow us to recognize the recurring discursive characteristics, regarding the language used and the elements of visual semiotics, which allow a positive response from the children's audience. A qualitative methodology was proposed through observation cards and discourse analysis, the linguistic and graphic characteristics present in two seasons of the children's series were identified. In the series we recognize a simple language, words and phrases that are repeated in all episodes. The message revolves around a problem that one of the heroes must face, the conflicts that this creates for him and how with the support of his friends he overcomes it. The visual semiotic part reinforces the speech, allows the children to identify the colors of the costumes and the special places. The discursive strategies used in the PJ Mask series respond to a series of messages that seek to reinforce values in children, through the formula of continuous repetition of a message, changing the negative to the positive. With regard to the semiotic, saturated and intense colors, unique locations and symbols that identify each character are worked, each hero has a color and a symbol.

Keywords
Cartoons, children's program, speech, series, characters, message, audiovisual.

Suggested citation: Vega-Barriga, B. D., & Maldonado-Espinosa, M. (2021). Semiotic and discourse analysis of the children's program PJ Mask or Héroes en pijamas. *Universitas-XXI, 35*, pp. 81-99. https://doi.org/10.17163/uni.n35.2021.04

Resumen
Este trabajo investigativo analiza el discurso de la serie infantil *PJ Masks* o *Héroes en pijamas*. El objetivo de nuestro estudio es determinar los recursos visuales y lingüísticos utilizados en la construcción del mensaje. Este análisis nos permitirá reconocer las características discursivas recurrentes, respecto al lenguaje utilizado y los elementos de la semiótica visual, que permiten una respuesta positiva del público infantil. Se propuso una metodología cualitativa a través de fichas de observación y análisis de discurso y se identificaron las características lingüísticas y gráficas presentes en las dos temporadas de la serie infantil. En la serie reconocemos un lenguaje sencillo, palabras y frases que se repiten en todos los episodios. El mensaje gira en relación con un problema que debe enfrentar uno de los héroes, los conflictos que este le crean y cómo con el apoyo de sus amigos lo supera. La parte semiótica visual refuerza el discurso, permite que las niñas y los niños identifiquen los colores del vestuario y los lugares especiales. Las estrategias discursivas empleadas en la serie *PJ Mask* responden a una serie de mensajes que buscan reforzar valores en las niñas y los niños, a través de la fórmula de repetición continua de un mensaje cambiando lo negativo a positivo. Con respecto a lo semiótico se trabajan colores saturados e intensos, locaciones únicas y símbolos que identifican a cada personaje, cada héroe tiene un color y un símbolo.

Palabras clave
Dibujos animados, programa infantil, discurso, series, personajes, mensaje, audiovisual.

Introduction

There are several studies on the influence of cinema and television on audiences (Lozano, 2008; Álvarez, 2020). The theory of the hypodermic needle, the theory of framing, the analysis of content, and that of messages have gained importance in the way in which they reach and affect audiences (Paiz-Malespín, 2016; Díaz-Bohórquez & Moreno-Acero, 2021). Incidence that helps advertising and the growth of audiences (Álvarez-San Román, 2012).

Content is always under study and new topics such as media competence (Caldeiro-Pedreira et al., 2017), gender (Arredondo-Trapero et al., 2016), machismo (Quintas-Froufe & Vázquez- Gestal, 2020), violence (Ortega-Vázquez, 2020), racism (Maeda-González, 2020), discrimination or the role of women are being studied today (Rosero- Ortega & Guerrero-Barros, 2019). We consider that the semiotic codes, visual codes, and discursive strategies used in children's programs are linked to the message they want to transmit to boys and girls (De los Reyes-Lozano, 2015; Sánchez, 2015). These messages can be linked to the learning processes and childhood experiences in each of their stages of maturity and growth (Ramírez-Blázquez & Sánchez-Cárdenas, 2019).

The Pj Masks show is aimed at children between the ages of three and five. To date, there have been two seasons, with episodes of 23 minutes in length and with a sample of nine episodes from the first and second seasons, which contain two episodes. The sample is determined as 18 episodes per season. Considering that the discourse and visual semiotics used in each episode revolves around a value or overcoming fears and conflicts of the protagonists (Fielbaum-Schnitzler & Portales-González, 2010; Uscanga-Castillo, 2020).

We set ourselves as a general objective to carry out a semiotic and discursive analysis of the children's series Pj Masks, to determine what visual resources they use in the construction of the image of the series and how through discourse they reach their children audience (Hidalgo-Rodríguez & Pertíñez-López, 2005).

From this objective three secondary objectives arise that will allow us to reinforce the analysis: analyze the children's animation series Pj Masks o and determine its visual resources and how they are used in the construction of the image. Determine through discursive analysis the message of the children's series Pj Masks and what are the linguistic elements used in the construction of the message.

Children's animation first appeared through filmed cartoons (Jiménez-Sánchez et al., 2019; Castro & Sánchez, 1999). The first work was titled Humorous phases of funny faces, it was born at the hands of James Stuart Blackton in 1906, it did not have an established plot and it lasted three minutes. It consisted on drawings that changed expression on a blackboard (Greenberg, 2018; Marín, 2009). In 1913, John R. Bray and Raoul Barré developed the cartoon on acetates technique, in this way the task of drawing the entire frame was avoided, the background could be separated from the characters and included the manual use of color (Smith, 1977).

In reference to the still frame, Valdivieso (2014) highlights the work of Walter Lanz, creator of *Buggs Bunny*, Goul and Harrison who were the creators of *Krazy Kat*, Otto Messmer and Pat Sulivan creators of *Felix the Cat* or

Max Fleischer creator of *Betty Boop*. He mentions the fortitude of Walt Disney for creating "his own animation production company and fragmenting the work into different phases which were done by different work groups" (Valdivieso, 2014, p. 93). Disney not only turned animation into a production line but also invented the multi-shot shooting machine or multiplane camera, thus generating the illusion of depth (Vaquerizo-Domínguez, 2020; Porto-Pedrosa, 2014).

With the advent of new technologies, John Whitney created Motion Graphics Inc. producing, in 1960, computer-generated light effects (Betancourt, 2020). In 1982 the first commercial digital animation film appeared; its name was *Tron*. It was produced by Disney and directed by Steven Lisberger (Gómez de la Muñoza, 2020). In 1993, a television series created with a computer appeared. Reboot was produced in Canada by the Mainframe Entertainment company and created by Ian Pearson, Gavin Blair, Phil Mitchell, and Jhon Grace (Sawicki & Moody, 2020). Research in animation techniques that simulate reality, came with Pixar and the movie Toy Story in 1995, revolutionizing 3D animation (Al-Jbouri & Pomerantz, 2020).

Pj Masks: Heroes in Pajamas

This children's television series tells the adventures of two boys and a girl: Greg, Connor, and Amaia, who during the night become Gecko, Catboy, and Ululette to save the day (Godsave, 2018). Based on the books 'Les Pajamasques' by the French author Romuald Racioppo (Sardo, 2018). Produced by Frog Box, France Télévisions, Walt Disney Television, and Entertainment One, under the direction of Christian De Vita, Merle Ann Ridley, Wilson Dos Santos. In 2018 it was nominated at the Annie Awards for Best Preschool Animated TV Production (Grimmer, 2019).

Methodology

For our research, seasons 1 and 2 were analyzed, taking a balanced sample from each season. PJ Masks' (2015) first season was launched in September 2016 in Latin America and ended on April 14, 2017. To analyze each season, three episodes were chosen from the beginning, three from the middle, and three from the end. Regarding the image, the semiotic, artistic, literary codes; symbolic, and the morphology of the story were analyzed. Also were analyzed the logic codes such as paralinguistics, signal gestures, epistemological programs, and divinatory arts; as well as social codes as identity, courtesy, nature, protocol, rituals, fashion, and games (Cargnin, 2019).

Regarding the discourse, three strategies were used: discursive strategies; the strategies of persuasion and manipulation of the theory of critical discourse analysis proposed by van Dijk (2003); and, the semantic macrostrategies of cognitive linguistic theory (Delicia, 2011).

There were three investigation phases. The first was the exploratory-descriptive phase, which corresponds to the observation of visual and text elements. Data such as camera movements, scenery, costumes, icons, symbols, and colors of the most representative scenes of the series, in its two seasons, were collected. The characteristics of the protagonists were exposed, with their respective alter egos. Regarding the discourse, data such as repetitive phrases, the main characters' own words, lexicon, and the themes and messages of the episodes were gathered (Ortega-Mohedano et al., 2018). The second phase of the analytical research corresponds to the correlation of data and its analysis based on semiotic codes, visual codes, and discursive strategies.

The third phase was synthesis. In it, all the factors derived from semiotic and discourse analysis were related and integrated. With the aim that they respond to the objectives set out in the research, regarding the purposes of semiotic study and discursive analysis.

For the observation, the characters, scenery, camera movements, shots, colorimetry, costumes, props, icons, symbols, episode synthesis, lexicon, repetitive words and phrases, the message of each episode, and name of the superpowers were taken into account. Two general aspects were tabulated: the semiotic, where, according to each episode, the scenery, characters, costumes, props, colors, symbols, icons, shots, and camera movements were located. And the discursive aspect, synthesis, message, frequent phrases, lexicon, and phrases of superpowers were also located. With these results, the data were counted in two phases: on the repetitive words, and on the relationship between the episode's message and its repetitive words or phrases. The analyzes were integrated in order to identify the characters in relation to the observed variables and to respond to the construction of the message, as proposed in the research objectives.

Results

Semiotic analysis by scenes

Each episode has been divided into four scenes: start, morph, combat and solution. The opening scene is where the story begins. Here the characters and the problem to be solved are presented. The morphing scene shows the transformation of the main characters into superheroes. In the combat scene, the superheroes fight with the villains until they reach the solution to the problems. And in the solution scene, the main characters leave their role as superheroes to enjoy the solution of the conflict with their friends.

The morphosis of the characters appears in the opening scenes in 35 episodes of the 36 that make up the sample of the first and second seasons. The combat scene appears in all 36 episodes and the solution scene appears in 22 episodes. We decided to make an interpretation according to these four main scenes and collected the information in seven variables: the scenery, the characters, the costumes, the props, the colors, the symbols, and the icons.

General analysis of the start scene block

The visual discourse of the opening block is based on the use of two scenographies, such as the school and the museum, referring to the scenarios in which the characters and the problem are presented. The main characters are Connor, Greg, and Amaya, who are classmates and are also neighbors. The relationship of friendship and companionship is patent.

Regarding the costumes, the main and supporting characters wear sports shoes throughout the starting block, which indicates the comfort for the preschool age. As for the props, there are bracelets with the mask of the alter ego that each character represents, the same ones that are shown at the end of the starting block as a symbol of unity and teamwork. With regard to colors, white and green are the most used in this block because, in all the episodes, except one, the scenarios appear during daytime and are quite illuminated, the color green is shown in the largest quantity due to the presence of trees that exist both within the city and in the park, and in the forest. One of the main characters uses the color green in his clothes.

The most commonly used symbols are the lizard decal found on Gecko's clothing and other belongings, as are the stripes or lightning bolts that appear on Connor's belongings, indicating reptilian powers and speed power, respectively. Regarding icons, the predominant and established within the series as identifiers of the superheroes, are the masks of each of the main characters. The shots that were most used were the wide shots since, in the opening scene, the environment of the superheroes is contextualized, showing them together with classmates, teachers, or neighbors. Regarding the camera angles, the most used were high-angle shots, because the main characters are focused from above, either to observe what they carry in their hands, or to identify the elements of the environment. The camera movement used recurrently in this block was the zoom-out optical movement, which responds to the fact that the characters tend to observe attentively or concentrate on something, therefore this optical movement is used to oxygenate, showing a wider shot.

Morphing scenes

The visual discourse of the morphing block, in the 35 episodes of the 36 in total, focuses on the same scenery, characters, costumes, props, color, symbols, and icons. These elements respond to the scenography of rooms and city since each character appears in their respective room, with their pajamas, and then press on their bracelets for morphosis.

The colors that are most commonly used are blue and green, they predominate in the city and in the rooms where two of the main characters keep their costumes. The most used symbols are the owls in Ululette's room, as she has this type of animal carved out of wood. As for the icons, the most used are the masks, since they appear in the costumes and props of the characters, as well as in some sets.

The most used shot is the wide shot because it shows the pose of the superheroes before and after the transformation takes place. panning shots predominate because the camera sneakily focuses on the characters, who carry out common activities before going to sleep. Regarding camera movements, three physical or optical camera movements appear as the most used: panning, tilt up, and tilt down, these respond to the fact that the main characters must rise before the transformation and descend after it, and panning allows you to know their surroundings.

Combat scenes

The visual discourse of the combat block focuses on two sets: the city and the PJ Masks headquarters. In this block, the main characters are Catboy, Gekko, and Ululette. However, the villain that appears the most is Luna. As for the costumes, the characters use their full-length pajamas and the balaclava which are their superhero costumes. On the props, the most used is the tail, since it is used by Catboy, Gecko, and Armadiland. The most used color is black since all scenarios and all situations occur at night, where many objects are not seen or appear in the shadows. Regarding symbols, the most used are the feathers and scales since the feathers appear in Ululette's costume and her different belongings. While the scales appear on Gecko's suit and his belongings, as well as on Armadiland's suit, who is another minor character. The icons that is used the most are the masks of each of the main superheroes.

Among the recorded shots, the wide shot predominates, since it allows to observe and identify the characters, both in their costumes and props and in their body movements, it is also used in fighting poses or to show nervousness. The camera angles used were angled shots, because superheroes and villains climb or fly at some point, therefore they see their adversaries or dangerous situations from above.

One of the most used physical or optical movements is the zoom-in, which responds to the need to focus on something specific, either because it attracts attention because it is an element of struggle, an object that one wants to recover, or a facial reaction of the character. This allows us to feel part of the actions that involve the characters in a personal manner.

Solution scenes

The solution block visual discourse focuses on various parallelisms with the starting block. Regarding the scenography, the most used is that of the stadium in which the characters usually enjoy having solved the problems. The characters that appear the most are Connor, Greg, and Amaya, the same ones who use sports shoes, as well as other secondary characters demonstrating the comfort of the school stage in life.

Regarding the props, Ululette's round glasses, the mask bracelets and the hairstyles of the three main characters appear prominently. With regard to color, red and navy blue are the most used due to the different components of the scenery and the costumes of two of the main characters. Regarding the symbols, the lizard decal and the stripes or stripes are the most used, since they appear in the different belongings, accessories, costumes, and scenery of the main characters, in this case, Greg and Connor. As for the icons, the most used are the masks of each of the main characters, which also appear in the costumes and props.

The most prominent shot is the wide shot, the reason being that, in the solution, the characters share activities with their friends, colleagues, or neighbors, as a way to enjoy the result of "saving the day", as they say. In the same way, the predominant are full shots, because it is common to observe how the characters behave as friends and enjoy what the villains wanted to take away from them, therefore, the camera allows us to observe them from the side.

The physical or optical movement predominantly used is the zoom out, since this block is a closing block, therefore, it seeks to oxygenate the frame and contextualize. At the end of the episode, the show uses this optical movement as a way of saying goodbye.

Discourse analysis

According to what has been observed, the words that are repeated the most are: heroes in pajamas, Luna, power, steal, Ninja, rock, and play. In the sample seasons, in the field of discourse, we have that the protagonism of the heroes in pajamas or PJ Mask. This name is repeated 38 times, corresponding to 6 %, taking into account that it is the phrase that the characters say before the fight and at the time of achieving the solution.

These series feature more episodes of the villainous Luna Girl and the Night Ninja. It is justified that "Luna" and "Ninja" are among the most repeated words, with 5 % and 3 % respectively. Luna has two technological gadgets with this word: lunar table and lunar magnet. Ninja has her henchmen called Ninjalinos. That is why they are more likely to repeat that name during the two seasons. "Play", "steal" and "power" have 3 %, 3 % and 5 %, respectively. These are repeated because, at the beginning or end of each episode, heroes are playing in the school, the stadium, the houses, or in the headquarters of the PJ Masks. All villains steal something, causing this word to be repeated constantly between villains and heroes. All villains want to have power: Luna wants to take over the Earth's satellite and dominate humans, Romeo wants power through his inventions, and the Night Ninjas want to have everything that the boys and girls of the city have, all this is reflected in the repetition of this word at the time of doing their misdeeds. "Rock" has 3 % repetitions, because there are two episodes dedicated to Gecko and his special rock and on mountains.

Relationship between the episode's message and its repetitive words or phrases

Among the repeated themes are teamwork, self-esteem, patience, giving opportunities, and perseverance. This series shows that the main value is teamwork, represented with 20 % of repetitions in the message of its episodes. This value is demonstrated in all episodes. Other messages also stand out such as self-esteem with 14 %, patience with 11 %, giving opportunities, and perseverance with 6 % of the total. The themes that are not repeated, but that are addressed in the remaining 44 %, are courage, forgiveness, caution, knowing how to take care of oneself, humility, consideration, responsibility, being orderly, solidarity, leadership, knowing how to listen, tolerance, exploring, innovating, be correct and trustworthy.

These values identify the characters because they are a team with superpowers, different abilities, and different personalities that must join forces to achieve the objectives and maintain their friendship (Rajadell et al., 2005).

Discussion

The children's show applied the strategy of Textual Construction, from the theory of Textual Linguistics. This strategy indicates that language allows meanings to be exchanged and expressed in textual construction. The exchanged meanings respond to a triadic relationship: name-power-vehicle.

The character of Catboy, exchanges meaning with the abilities of cats and their feline roots, such as: high frequency sensitive ear (feline ear), long claws (cat stripes), great agility (super speed), vigorous muscles (super feline jump). This character is male, its predominant colors are blue and black, and it represents the abilities of felines, especially cats. His superhero name is "Cat" "boy"; and, his real name is Connor, who wears a "C". Connor's clothes and his Catboy suit are predominantly blue and black.

He has a car called the Cat Car and a motorcycle in pajamas for his night character, while he has a skateboard and a bicycle for his boy character. Stripes that identify speed are found on his clothing and vehicles. His superhero costume has symbols such as a mask with ears and a cat's tail. Among his phrases, within the combats, are "gatastrophe" whose meaning is the same as catastrophe, and "because of my whiskers" as an exclamation when he couldn't find detect in time.

The Gecko character, which refers to the name of a type of lizard, exchanges its meaning with the abilities of this animal and its reptilian roots, such as excellent ability to adhere (super grip), arm and leg strength (super strength), ability to mimic colors from the environment (super camouflage), scales and armor (super shield), and his dexterity in the water (super lizard water run).

This character is the youngest, its predominant color is green, and it represents the abilities of reptiles, especially geckos (a type of lizard). His superhero name is Gecko, but his real name is Greg, which sounds similar to Gecko. Greg's clothes and his night suit are predominantly green, at night he has a crest and a lizard tail. On his clothing and vehicles, we find Gekko mask symbols, scales, and slip-resistant. He has a vehicle called the Gekko mobile and a motorcycle in pajamas for his night character, while he has a skateboard and a bicycle for his boy character. The Gekko mobile has caterpillar traction, it can go underwater because it has a tail for swimming and it can climb walls.

Among his representative phrases are: "grungy reptiles" which means that something causes a lot of problems, "cool chameleons" that refers to something incredible, "Slithering Serpents" or when he wants to express caution, "Gasping Gekkos" when something generates astonishment and "Leaping Lizards" when an episode requires a lot of jumping.

The character of Owlette, who alludes to this bird and its species, exchanges meanings with abilities such as developed eyesight (owl eyes), great speed of flight (Owl Wing Winds and owl feathers). This character is female, her predominant colors are red and pink, and represents the abilities of birds, especially owls.

Her real name is Amaya, who bears an "A", possibly for avian, but not related to owls. Amaya's clothes and her night costume are predominantly red and pink. On her clothes and her vehicles, we find mask symbols and owl feathers that identify her. In her costume, there is a cape and a feather mask. This character has a vehicle called an Owl-glider, with wings and bird legs for landing, and a motorcycle in pajamas for her night character, while she has a skateboard and a bicycle for her kid character. Among her catchphrases are "by all my feathers", to refer to something strange or exaggerated that happens and that is difficult to solve.

This strategy relates meanings that allow giving the audience a sense of belonging, in this case, a preschool-age audience. What we have is predominantly basic colors like blue, red, green, and black, which are more saturated in costumes that identify them as heroes and with soft tones when they are not heroes. Thus, the scenery, colors, props, and costumes give identity to the main characters, which seeks to generate belonging in the viewer.

Regarding the semiotic codes such as aesthetic ones, which were used in art and literature, they appear in the show as elements of Chinese culture and symbology of the Halloween festival; symbolic codes such as elements of Chinese culture; and, of the morphology of the story such as the cat and Catboy analogies, indicating their fear, owl, and Owlette, indicating their intelligence, and that of the lizard and Gecko, indicating the anti-slip patches for climbing.

With regard to logical codes, paralinguistic codes were used, since the show depicts actions that express emotions (kinesic), gestures that suggest authority or respect between classmates and teachers (proxemic), and gestures and intonation when speaking between characters (prosodic); of signs and programs, such as arrows and signs in the different scenographies; epistemological, as the central idea of the struggle between good and evil, through their powers or technological devices; and, of divinatory arts, such as The Legend of the Ring of Ninja ability, the symbols of the mysterious mountain and the Halloween party.

Social codes such as the identity signs, pajamas, and masks, ninja badges, the lunar table in the shape of the moon, the representative colors of superheroes and villains, the posters in the museum, school, zoo, and others, were used in the Heroes in pajamas; also courtesy, when gesturing and changing the tone of voice to address friends or adversaries and using signs such as the two fingers of "love and peace" to indicate friendship or truce; and, of nature, like the disorder in Greg's room, indicating that he must fulfill his responsibilities were used.

As part of the social codes, protocol codes were used, such as identifying a specific greeting when it is towards a classmate or towards an enemy or when using an invitation card; of rites, when the Ninjalinos perform joint poses before attacking; in fashion, when one of the children uses the Captain America costume to feel powerful in front of his friends and the night heroes; of game, like the pets and stuffed animals of the protagonists that show a social reality.

The visual codes reinforced the semiotic codes mentioned above. The perceptual codes strengthened the analogies of the morphology of the story, since the colors, costumes, props, and vehicles characteristic of superheroes are used. The superheroes' masks are recognition codes since these can be seen in the stages, changing rooms and vehicles, creating identity. The transmission codes, which determine the telecommunications radio spectrum as the broadcast channel for this television series. The tonal codes reinforce the paralinguistic codes. Iconic codes such as symbols on the touch screen and on the robot in pajamas. The iconographic codes, in which we speak of the masks as a representation of a character. The rhetorical codes, like the fingers in the gesture of "love and peace".

Regarding the first phase, the children's show PJ Masks applied the discursive strategies of Discourse Analysis proposed by Prieto (1999). We have about the sense of timing, for example, in the Catboy Nebula Crisis episode, where the villain, Luna, tells Catboy he is "scared kitty" because he's afraid of getting wet. This situation also happens with Romeo, the villain in the episode of Owllette's problem with the pterodactyl, where he calls the same protagonist a "scary kitten". This indicates the use of metaphors.

In this first phase, we see how analogical relationships are created in boys and girls between the skills, aptitudes, or characteristics of an animal with respect to a person. The messages use repetitive words to direct their message with a keyword that indicates what we want or not to be or do, therefore, "fearful" is repeated to indicate how someone acts when they feel fear and then propose a solution, in this case, being brave.

Regarding the second phase, the children's series PJ Masks applied the Long-term memory (LTM) strategy of the theory of Critical Discourse Analysis: persuasion and manipulation strategies, proposed by van Dijk (2006). The discourse is focused on three aspects: knowledge, which will allow the characters to value teamwork, to innovate in their planning, and explore new possibilities. Attitudes such as patience, perseverance, courage, forgiveness, self-esteem, caution, humility, consideration, responsibility, solidarity, order, tolerance, listening, self-care, trust, and being proper, which enable personal change and human development; and, the ideologies that, although there are no messages or words that allude to political, religious, sexual or economic ideologies. This show seeks to promote a culture of peace, where the good protect the defenseless and stop the bad, even promoting a change in their attitudes to be reintegrated into society.

The show applied the semantic macrostrategies of cognitive linguistic theory. Evidencing the relationship between repetitive words and phrases within the messages, we find the hyperonyms and their hyponyms: “vehicle”: train and planes, “animal”: cat, pterodactyl, ankylosaurus, diplodocus, and T-rex. The three types of synonymy: the conceptual one in words like anxious, impatient, hurried, swift, fast; the referential, in words like hurry, sorry; the connotation, in candies and sweets, bones and dinobones, mountain and Romemountain, mysterious and mystical; polysemy in Gekko, observatory, medallion, step, cup, plasma, star, doll, army, trap, painting, conceited and sweet; homonymy, within homographs such as Gekko, step, cup, lunar, fair and observatory; and, the antonym of complementarity in relationships such as friend-enemy, hero-villain, slow-fast, fearful-brave and good-bad.

In this second phase we see how the lexicon of children is enriched by using synonymy, antonymy, hyperonymy, and polysemy. Although children are unaware of the concepts, what they can do is replicate them as they develop. Therein lies the reason for the series to be repetitive. Antonyms are used to direct the message about what to avoid or how to act or not.

Conclusions

In the semiotic field, variables that are repetitive, such as clothing, locations, scenery were identified. Places such as the school, the museum, the stadium, and the barracks and the city are repeated, making the spaces easy to recognize, locate, internalize and associate them with each of the characters. Colors play an important role in differentiating the difference between the daily lives of boys and girls and that of heroes or villains. To do this, they use primary and saturated colors at night, colors that are easily perceived and allow images and movements, and actions to be clearly observed as they generate contrast. Which allows to correctly distinguish each of the characters and their characteristics and symbols. During the day the colors are bright, poorly saturated, creating a clear atmosphere that provides the greatest visual contrast with the night, which is where conflicts occur and are resolved.

Regarding the discourse in general, the strategies were applied according to the order of the parts of the discourse: starting strategies, specifically, that of staging. This allowed us to identify that, at the beginning of the episodes, conversations between the protagonists tend to occur, sometimes including extra characters such as teachers, classmates, or other villains. Through these conversations we learn about the preferences of the protagonists, their fears, and the problem they will have to solve during their night mission. On one occasion, an unknown starting strategy is evident, where we can see the main characters culminating a night mission, but already entering a conflict, which requires paying attention to the dialog to know what will happen. It is understood that the series seeks to generate analogical relationships between the skills, aptitudes, or characteristics of an animal with respect to a person. In the episodes, words are repeated to direct the message on a keyword that indicates what we want or not to be or to do.

Regarding dialog closure strategies, an unpredictable closure was found in all its episodes. That is to say, during combat, there are moments when it seems that they manage to solve everything, but it was not like that. This strategy generates tension and, although it is known that the heroes will win, it is interesting to see how or under what strategies. In addition, there are episodes where the final daytime scene, in which everyone enjoys the solution, is not shown but rather some episodes of the second season ended with the combat scene. Through the use of these strategies, we identify that the lexicon of boys and girls is influenced by the synonymy, antonymy, hyperonymy, and polysemy expressed repeatedly in the series, as a way to leave a permanent mark on the subconscious of the boy or girl.

The series applies the codes of the unconscious that are part of the visual codes. Through the different variables, presented in both heroes and villains, psychological situations are expressed, including jitters, impatience, fear, or selfishness. In the same way, it seeks to generate reactions such as the learning of values, the skills of animals (lizard, cat, and owl), the aptitudes of the ninjas, the importance of science and technological devices, the qualities of the moon, among other teachings.

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REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
UNIVERSITAS

https://doi.org/10.17163/uni.n35.2021.05

Punitive populism and far right in the Iberian space

Populismo punitivo y extrema derecha en el espacio ibérico

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Received: 30/03/2021 **Revised:** 23/04/2021 **Accepted:** 01/06/2021 **Published:** 01/09/2021

Abstract
The entry of extreme right-wing populist formations into the institutions of Spain and Portugal represents a qualitative change in their political systems. One relevant issue is the electoral use of the strategy of punitive populism, a tool already used extensively by other more veteran formations within this ideological family in Europe. The question addressed in this text is to what extent they have used this strategy, and whether they have made any particular modulation of it in their electoral manifestos in force during the elections for entry into the parliamentary chambers of each of the Iberian countries.

Keywords
Far right, punitive populism, Europe, Iberian Peninsula.

Suggested citation: López-Rodríguez, A. A., González-Gómez, A., & González-Quinzán, S. (2021). Punitive populism and far right in the Iberian space. *Universitas-XXI, 35*, pp. 101-123. https://doi.org/10.17163/uni.n35.2021.05

Resumen
La entrada de formaciones de extrema derecha populista en las instituciones de España y Portugal supone un cambio cualitativo de sus sistemas políticos. Una cuestión relevante es el uso electoralista de la estrategia del populismo punitivo, una herramienta ya utilizada de manera extensiva por otras formaciones más veteranas dentro de esa familia ideológica. La cuestión que aborda este texto es en qué grado han utilizado esta estrategia y si han realizado alguna modulación particular de la misma dentro de sus manifiestos electorales vigentes durante los comicios de entrada en las cámaras parlamentarias de cada uno de los países ibéricos.

Palabras clave
Extrema derecha, populismo punitivo, Europa, Península Ibérica.

Introduction and state of the art

On October 6, 2019, the end of Iberian exceptionalism was consummated (Simón, 2005). That is, the absence of far-right parties within the legislative chambers of Portugal and Spain, in contrast to what has become common in European countries since the late 1990s. Chega! obtains parliamentary representation in Portugal. In April of that same year, Vox, in Spain, had already entered the Lower House. In addition, in November it would obtain an increase in electoral support, allowing its entry into the Senate while increasing its presence in Congress. In that year 2019, two groups of the far right-wing populist (hereinafter FRP), experienced a qualitative leap, supported by new forms and strategies, both in communication and discourse, as well as in projects. Within this strategy, the presence of punitive populism is an outstanding element, due to the salience within the programs and public demonstrations of the aforementioned formations.

The objective of this text is to see to what extent these EDP formations have used the discourse of punitive populism within their campaigns and in what coordinates they have expressed it. This is relevant given that this type of practice has become common within formations of this nature (Hough, 2008; Stojarová, 2018). Similarly, it is pertinent insofar as the aforementioned formations enjoy institutional representation and public visibility that, to a certain extent, allows them to put issues on the political agenda.

As a necessary element, to achieve the proposed objective, it is appropriate to present each of the formations and the context in which they carry out their activity. In this way to, later, develop the concept of punitive populism and its fundamental constituent elements. For this purpose, FRP Iberian formations are briefly described.

Starting with the Spanish party, Vox, was born in 2013 as a split to the right of the ruling party at that time, the conservative Popular Party (hereinafter PP). Although in the first elections in which they participated, they obtained testimonial results, several factors throughout 2019 helped them making a qualitative leap. On the one hand, the impacts of the Great Recession (Nikolaus, 2010) in Spain and the measures of the Troika[1] caused unrest in broad sectors of the population across the entire ideological spectrum, although on the right side they took longer to manifest themselves politically and electorally. On the other hand, the ruling party faced triple wear and tear: that of carrying out government tasks in an adverse socioeconomic scenario, the crisis of the declaration of independence of Catalonia, and the cases of corruption that plague the formation. This partisan weathering, parallel to that of the leader of the formation and head of government, Mariano Rajoy, allowed Vox access to the fishing ground of voters previously monopolized by the PP.

For its part, the case of Chega! presents similarities, insofar as it was also born as a split from the hegemonic party of the Portuguese right the PSD[2]. The Portuguese case is relevant because the formation was established in April 2019 and in October of that same year it already obtained representation in the national legislative chamber. The appearance of the Portuguese FRP formation has similar reasons to the Spanish one. Portugal has also been a country punished by the Great Recession of 2008, having to receive an explicit rescue in 2011, during the PSD government. This caused a

1 The three bodies are known by this name: European Commission, European Central Bank, and International Monetary Fund. These, together, function as a decision-making group for the bailout policies of the member countries of the European Union, especially after the sovereign debt crises generated by the impact of the Great Recession in the region.

2 Acronym for the Social Democratic Party. It should be noted that the party is located, despite what the name indicates, in the ideological spectrum of the center-right.

high level of wear and tear for the Executive, over the following years, due to the high social costs of the measures imposed by the access to the financial rescue.

Thus, in 2015, the PSD candidate and head of government, Pedro Passos Coelho, led the most voted list, but he was not able to renew as Prime Minister, yielding to the government Antonio Costa of the Socialist Party. This fact caused a leadership crisis within the PSD, something that strongly affected this formation, given the weight of the leader and the charismatic character they usually have (Magone, 1998). In 2017 André Ventura, at that time the PSD candidate in the local elections, made some controversial statements about the Roma population (Martíns Carvalho, 2017). The allusions to minorities and the hardening of the penal code will be constant once he left the PSD and founded Chega!

It should be noted that this FRP training inherited the original model of its parent formation, because the weight of the leader is crucial. Partly because he is the only deputy represented, for the moment, in the Assembly of the Republic.

The discourses focused on punitive populism root the context of social unrest (Berman, 2019), in the case of the Iberian countries, have suffered a strong impact on their social and economic fabric with the Great Recession, followed by the euro crisis, and still suffer from its aftermath. The deconstruction of European social states within the hyper-globalized economic integration model (Rodrik, 2012) caused the expansion of social inequalities (Piketty, 2015). This process, both locally and globally, has led to a manifest dissatisfaction with globalization (Stiglitz, 2003).

The Great Recession of 2008 implied, for the countries of the European Union, the discovery of the limitations of the model in a unique way (Stiglitz, 2016; Chari et al., 2020). The deficiencies of the model put pressure on the peripheral economies of the area (such as the Iberian nations) to make an adjustment through internal devaluation (Rísquez, 2016). That is, by not being able to apply a monetary devaluation, people are devalued, more specifically wage income as a mechanism to gain competitiveness in national markets by promoting exports. It should be noted that both Spain and Portugal already had low salary levels compared to the European average. This, in turn, motivated social mobilizations of protest, together with an impoverishment and precariousness of living conditions, along with an increase in the situation of risk of poverty and social exclusion (Tejero-Pérez, 2017).

Likewise, this context will be severely aggravated by the health emergency of COVID-19, the Iberian countries are particularly fragile given their exposure to the global situation (which affects the flow of tourists) and the dependence of European markets in the commercial field. In the case of Spain, a substantial part of its economy depends on tourist activity, practically non-existent since the beginning of the pandemic (Picazo & Gil-Pareja, 2020). This situation has materialized in a growing job and economic insecurity causing the expansion of social groups within the dynamics of the excluding modernity. Both in the global context, as in the Old Continent, with the expansion of the category of the working poor (Marx, 2020). In addition, it is found that the increases in socioeconomic inequalities, the deficient network of the welfare state and the lack of job opportunities have caused a rebound in certain crimes related to property, especially robbery and theft.

These types of events, magnified by the media, form currents of opinion around insecurity and fear of victimization. This constitutes a context where, although within low crime rates, a climate of insecurity is generated for the so-called insiders.[3] In both countries, a framework has been solidifying, where a growing population becomes more and more excluded and with few opportunities for improvement, in front of them, strata of included or integrated, the population fear being victimized, that is, the fear of being victims of some kind of crime. It is in contexts of this type where discourses such as punitive populism function more effectively, as a promise or balm of recovery of law and order, through a hardened and expanded penal code, through the effect of typifying new crimes, or the aggravation of existing ones.

3 The insider/outsider dynamic (Carrabine et al., 2014, p. 346) is used in criminology as a line of distinction of the “we/them” type. In the context of this text, the English nomenclature and the same distinction are adopted. Distinguishing between insiders and outsiders refers to the criterion of normalized socialization and respect for both social and legal norms. In this way, it is understood that the insider citizen is inserted in society, integrated into it, and carries out an activity within the channels considered normal, with respect to both formal and informal norms. In addition, he maintains normal what is considered normal behavior within the social group of belonging. Instead, the outsider would be the person who, voluntarily or not, finds himself on the margins of society, not fully respecting the set of social and formal norms. Whether due to ignorance, incapacity, or of his own free will. In this way, it is possible to distinguish those people who are in a situation of social exclusion due to socioeconomic reasons (such as the lack of opportunities) and wish to normalize/integrate. On the other hand, there are those who voluntarily exclude themselves and may, in cases, be part of violent or criminal subcultures.

Towards a characterization of punitive populism

The birth of punitive populism appears in the 1980s, within the Anglo-Saxon sphere, linked to security and public order policies. It connects with a neoconservative or "actuarial" approach (McLaughlin & Muncie, 2011) of security policies that are based on some fundamental pillars. On the one hand, the hypothesis that the increase in penalties generates a deterrent effect on potential offenders. On the other, the idea that reinforced penalties, in turn, strengthen the majority moral consensus. In addition, the application of this type of measure results in an increase in electoral support. Implicit in all this reasoning is the dynamic between insiders versus outsiders (Carrabine, et al., 2014). Ultimately, this policy model seeks to unite the community of fully integrated people vis-à-vis groups that are considered to be on the margins of society, in situations of exclusion or self-exclusion. As David Garland (2005, p. 300) indicates, it is about constructing the image of a "dangerous other" and pointing them out as guilty or potentially guilty of the committed crimes, facilitating consensus for the increase in penalties. Consequently, insiders' sense of security is increased. It is, therefore, a policy model linked to the "Conservative Revolution" (Herrendorf, 1988; Huguet, 2005) and to the traditional parties in that area of the ideological spectrum.

Thus, from the 1980s onwards, the crime management model based on welfare was displaced in order to enter the warfare paradigm (Larrauri, 2018, p. 213), the objective of reintegration is substituted for the punishment and innocuoulization of the offender. Thus, in the field of criminal policies, the objectives of reintegration of criminals are abandoned as the norm within this type of public policy, becoming the exception. In addition, the search for the structural causes of criminal activities is postponed; be these marginalization, social exclusion, dysfunctional socialization, etc. It starts from understanding that the individual is a purely rational agent and that we are all criminals, if we have the opportunity, according to the paradigm of "broken windows" (McLaughlin & Muncie, 2011, p. 542). Therefore, crime emerges due to insufficient surveillance and social control, therefore police actions must be intensified and criminal codes hardened. The approach is based on understanding that there is a security deficit (in terms of public order) and it must be resolved decisively.

In this way, conservative proposals in terms of security are inhibited in the search for root causes of crime, adopting a preferably curative approach and postponing preventive measures. The offender is seen as a rational actor who limits himself to taking advantage of opportunities, consequently the solutions are not in the origins and dysfunctions of socialization, social exclusion, or the lack of opportunities, but in concrete measures that favor the deterrent of the criminal course of action. On the one hand, reinforce the rules, specifically with intimidating penalties in relation to the seriousness of the crime committed, so that the benefits of committing a criminal act are not direct, obvious, and advantageous. In addition to promoting measures that make it difficult to do it, with the aim that perpetrating the crime is deeply uneconomical within a cost-benefit balance.

As a result of this change in security policies, the penal code has become one more weapon in the struggles in the political arena. A growing instrumentalization of the penal code and security policies is seen as an asset for maximizing the vote in societies where social cohesion is lost and fear of victimization grows. In this way, we end up with a context where almost all political formations present their criminal policy project with different typifications for the crimes that they consider to be the most relevant, or that generate the greatest "moral panic" (Cohen, 2002) within their potential voters. Thus, a punitive populism finally takes hold on the supply side, which tries to capture the voters who demand greater security.

This trend, in principle linked to conservative political options, has spread throughout the spectrum of party systems, catching on particularly strongly among those on the extreme right (Liang, 2007). In addition, it should be noted (Mudde, 2019) that the ideology of law and order is framed within a strongly authoritarian context within the far-right movements. More specifically, since the beginning of the 21st century, but especially after the beginning of the economic crisis of 2008, an "ideology of law and order" has been established in the Old Continent, adapted, at first, by the political parties. traditional left and right (Díez-Ripollés, 2004). The aforementioned parties adopt an alarmist rhetoric with a populist matrix.

In this context, citizen security becomes, in Spain and Portugal, an electoral interest, having in principle a marginal importance, which, then, increases over time. Among the main causes pointed out by the Spanish parties at the beginning of the century are: the reduction of police resources and the lack of investments in the security field. Within this conjuncture, some of the elements inherent to punitive populism develop, such as expressive penalties and symbolic criminal legislation (Arrieta-Ruiz, 2018). Part of the tendency to generate an emotional criminal model, often linked to a disorderly and hasty modification of criminal offenses. This is motivated by the pressure of public opinion at the time in the face of some particularly sensitive current cases, involving a strong emotional component (García-Pablos, 2014). These currents of opinion press towards a repressive legislative change as a mechanism of electoral attraction. In this way, another foundational element of punitive populism appears: the return of the victim (Larrauri, 2018). Faced with the criminological proposals that start from the Enlightenment, the populist model recovers the protagonism of the victim who has to be compensated.

It is understood that the victim must be restored, feel redressed of the crime suffered, through an exemplary penalty to the offender. This penalty must not only be harsh but also stigmatizing since it must also represent redress for the community in which it took place and function as an element of collective cohesion.

In this way, a flight from guarantees criminal law towards a punitive escalation within a populist rhetoric as a productive electoral strategy is consummated. In Garland's (2005) opinion, this type of approach involves approaching the crime phenomenon solely from the symptoms but discarding the unraveling of the causes. Thus, building a model of quantitative containment, but not of qualitative resolution. That is, a preventive approach that operates on the causes. The mechanism for dealing with crime is the increase in police activity and the increase in criminal regressiveness, with the effects of classification and full compliance at the fore. The objective: to create a strong crime deterrent effect among outsiders (the other dangerous ones) and with the uncritical acquiescence of the insider.

In this way, a synchronous authoritarian cycle with the dismantling of the Welfare State takes place in Europe, culminating in the replacement of the welfare-preventive State by a residual-punitive State. This model aims to end crime in its most common and annoying expressions through strategies of police and judicial repression. However, it ignores other types, more socially damaging in the long term, with greater social damage and a high cost for the legitimacy of the political system. They are the criminal types linked to political and corporate corruption, tax crimes, or influence peddling, in short, those known as white-collar (Cuervo-García, 2019) usually perpetrated by social elites.

Both in the programs and in government practice, this punitive populism tends to abuse increasingly long prison sentences as a neutralizing element of crime. This mechanism, together with the police presence, seeks to generate a feeling of protection and security. All this within a scenario of solidarity with the victims, emotional protagonists of the crime. This implies a change in the very conception of the State, for the insider citizen is not an entity that threatens individual freedom, but an ally that defends him from the risks of an unstructured society. The State ends up becoming the companion and protector that avoids the victimization of integrated citizens, of those who occupy the right place in society.

In this way, punitive populism ends up crystallizing, not only in a discourse and policies linked to it, but also in an ideology of citizen security. It is, in short, a comprehensive strategy that brings together political discourse, public policies, and a way of understanding social phenomena related to security and crime. This paradigm implies, in a necessary way, the instrumentalization of the penal code as a tool that facilitates obtaining political and electoral advantages. Thus, the abandonment of said code is consummated as a mechanism for the resolution of social conflicts concerning the security of the citizen community. This is a factor that implies the risk of erosion of liberal principles typical of representative liberal systems or polyarchies (Mounk, 2019), or, at least, the emptying of their original content.

Criminal Law becomes a subordinate element of political pressure, becoming a mere technical instrument, with low costs, which allows to show an appearance of state efficiency. It allows to manufacture tranquility and calm the expectations of the population in relation to certain crimes, closely linked to common criminality. Thus, punitive populism ends up constituting, in the realm of events, not a model that facilitates objective security but rather seeks to create a subjective sense of security within a substantial part of the electorate.

It can be concluded that during the 21st century, issues related to citizen security and crime have been appropriated by FRP parties in Europe. This has occurred in such a way that it has ended up being one of the preferred themes or “clichés” (Davies & Jackson, 2008, p. 95) of this type of formation, along with the more classic ones such as immigration, identity, or the sovereignty. Especially relating immigration to “law and order” issues. All of the above motivates that its adoption and adaptation of punitive populism materializes in a discourse focused on the creation of repressive penal systems that are particularly burdensome for non-nationals.

Finally, a summary of the fundamental elements of punitive populism can be made in a table like the one below. In it, the key items of this type of political strategy are made explicit.

Table 1
Constitutive elements of punitive populism

Expressive penalty
Protagonism of the victim
Incapacitation of the offender
Aggravated and stigmatizing penalties
Electoralism
Fear of victimization
Criminalization of the "dangerous other"
Situational prevention (emphasis on police action and obstacles to crime)
Instrumentalization of the Penal Code (criminalization effect)

Source: Own elaboration based on Garland (2005), Carrabine et al. (2014) and Larrauri (2018).

The table above, in addition to a summary of the main elements that constitute the punitive populism model, will serve as a contrast parameter with the measures contemplated in the electoral manifestos of the two Iberian FRP parties. Once the presentation of the topic has been made, justifying its relevance, and after having described the situation where the object of study is registered and having defined the general theoretical framework, the methodological framework of the research is presented.

Materials and method

As fundamental material, that is, as an object of study, the analysis of the electoral manifestos of the studied formations has been chosen, assuming the paradigm of documentary analysis (Valles, 1999). More specifically, those that were in force in the entry elections in the legislative chambers of their respective countries. Thus, it will be possible to compare the similarities and divergences that, with respect to the adoption of the discourse of punitive populism, both cases present at the time of making the qualitative leap towards institutional representation.

In relation to the concrete method, given the nature of the object, a content analysis has been chosen that encompasses a quantification of the items in both manifestos as an evaluation of their content (Díaz-Herrera, 2018). The logic is framed within a sequence of three stages. First, a quantification of the independent thematic blocks, then a reorganization of them according to the criterion of similarity. Some general similarities and differences can be inferred from this first stage. This moment has the functionality of describing the general context where these manifestos are inserted.

The second step is the reordering into a homogeneous thematic block of the proposals of each of the manifestos, related to punitive populism. This step implies being able to discriminate those proposals that unequivocally belong to the relevant field of analysis, facilitating their comparison and relative weight.

Thus, in the third stage, a standardized comparison can be made in quantitative terms, being able to establish the weight, in relation to the rest of the proposals. In addition, the comparison in qualitative terms is facilitated by alluding to its statements and contents.

The final objective is to answer the main question: have the Iberian FRP formations used, or not, a proposal format typical of punitive populism. If so, the question remains as to whether they have made their own adaptation to their context or have remained in merely generic manifestations and proposals.

Analysis and results

As indicated in the previous section, the results are organized in a descriptive way by bringing together the main thematic axes for the manifestos of each of the political forces. In the case of Spanish Vox, we obtain following table. In it, the weight indicates the percentage of proposals with respect to the total of those contained within the manifest.

Table 2
Vox electoral manifesto

100 measures for Living Spain		
Block Name	**Weight**	**Main content**
Spain, unity and sovereignty	10.0 %	National unity and re-centralization
Electoral law and transparency	3.0 %	Elections and corruption
Immigration	9.0 %	Limit arrival, make it difficult to stay, and facilitate the expulsion of immigrants
Defense, security and borders	11.0 %	Increased investment and reinforcement of the border. Islamism as a problem
Economy and resources	21.0 %	Reduction of public spending and tax reform
Health	5.0 %	Re-centralization. Non-universality for immigrants
Education and culture	10.0 %	Promotion of Spanish values. Homogeneity of educational programs. School check and Parental PIN
Life and family	7.0 %	Pro-life. Antifeminism
Freedoms and Justice	14.0 %	Anti-terrorism. Hardening of the PC (Penal Code).
Europe and international	5.0 %	Euroscepticism. Recovery of national sovereignty

Source: Own elaboration based on Vox (2019).

In a merely descriptive framework, we can appreciate the strong presence of immigration, on the one hand, as an almost transversal theme that is typical of Spanish formation. Almost a quarter of the proposals are within the economy (21 %), which is explained by the socio-economic crisis that the country has been going through since 2008. Most of the measures are part of neoliberal orthodoxy policies, aimed at creating a residual welfare state (Esping-Andersen, 1996). Likewise, it should be noted that the presence of anti-terrorist measures and in defense of national unity and re-centralization. In particular, for the subject matter of this study, measures such as 87 stand out, which explicitly alludes to the disappeared terrorist group ETA. As in 84 and 85, in which it explicitly indicates the victims of said violent organization, they must be honored, keep their memory and dignity. This originates from the founding of the party by victims of terrorism from the aforementioned organization. In addition, its leader Santiago Abascal was threatened by the terrorist organization in the past. Likewise, said group had as its ultimate goal the independence of the Basque territories, which is a challenge to national unity, a supreme value for the formation of FRP. This explains the emphasis in the first block on the unity of the State and the policies of re-centralization. All of this goes in parallel with the criminalization and outright condemnation of any separatist path, in accordance with what was stated in point 2 "Illegalization of parties, associations or NGOs that pursue the destruction of the territorial unity of the Nation and its sovereignty" (Vox, 2019, p. 1).

Finally, a final part of little weight stands out (5.0 %) but where sovereignty is manifested vis-à-vis community institutions and a link with the groups of states most critical of the integration process. With regard to the Portuguese formation Chega!, their manifesto bears the name of "70 measures to rebuild Portugal."[4]

Table 3
Electoral manifesto Chega!

70 steps to rebuild Portugal		
Block Name	**Weight**	**Main content**
National identity and family	14.5 %	Portugal's position in the world, traditional family, anti-feminism
Education	5.7 %	Scholarships, teacher mobility, parental authorization for certain school contents
Justice	17.1 %	Hardening of the PC. Investment in police forces
Security	7.1 %	Unification of police forces, improvement of the defense of maritime borders
Economy	22.8 %	Deregulation, privatization, tax reforms
Healt	11.5 %	Not universality. New services. Geriatric residences
RR.II. and immigration	12.8 %	Immigration pact rejection. Euroscepticism. Limit arrival, hinder permanence, facilitate the expulsion of immigrants
Environment	8.5 %	Forest conservation. Hunting. Energy sufficiency

Source: Own elaboration from Chega! (2019).

4 We proceed to translate from Portuguese (original language) for the rest of the text.

Although with a different structure, the Portuguese manifesto presents very similar contents. It is worth highlighting the practically similar magnitude of the section on economic measures (22.8 %) that respond to an approach close to "market fundamentalism" (Stiglitz, 2016) and that configure a residual type Welfare State model as in the previous case. In fact, in the Portuguese proposal the stigmatizing nature of recourse to state provision is present, as stated in proposal 44:

> In compliance with the fundamental principle of subsidiarity, the entity "State" will be merely supplementary and/or complementary in the provision of services and the supply of products, and only after having exhausted all the private alternatives, the social alternatives, mutualists, or cooperatives for the provision of these services have been exhausted. (Chega !, 2019, p. 6)

Stigmatization would be materialized in proposal 46, since the perception of unemployment benefits is conditioned to the performance of community work, without specifying the nature of it. This proposal contravenes the logic of benefits of this type of rights, within passive labor policies, since it is conditioned to make a labor consideration.

An element of comparison that reveals similarities is the weight of economic issues, given that both countries suffered a severe crisis after the Great Recession. In the differences, it is appreciated, in the case of Spain, those that emerge from a structural element of its political system. That is, the center-periphery cleavage, absolutely absent in Portugal. The decentralized and multilevel nature of Spain, due to its internal diversity, implies that there are territories with their own personality. These, constitutionally recognized as historical nationalities, are viewed with hostility from a centralist political perspective that the Spanish FRP supports. In addition, the center-periphery conflict materializes in some parties that question the unity of the State (or, at least the distribution of political power within it), threatening the integrity of the State. However, this cleavage is also manifested in other phenomena such as the independence terrorism of ETA or the process of independence in Catalonia. Faced with this reality, Vox reacts within the criminalization of this type of process, together with a demand for national unity and state re-centralization. After a first contextual comparison, the standardization of the items of each corresponding manifesto with the dimensions that make up punitive populism is approached. To do this, an aggregated table is shown, first, indicating its weight on the total and the number corresponding to each proposal. It should be noted that in the Spanish case, proposals regarding terrorism have not been integrated since it is a purely endogenous element of the Spanish case, completely absent in the Portuguese case.

Table 4
Punitive populism block

Formation	Relative weight	Related proposals
Vox	19.0 %	11,15,16,17,18,19,23,24,25,26,30,31,32,86,89,90,91,92,94
Chega	18.5 %	19,20,21,22,23,24,25,30,31,57,58,59,61

Source: Own elaboration

A first notable element results from the greater dispersion of the items within the Vox program compared to that of Chega!. As well as representing a larger total volume. Anticipating what will be seen in the following table, one cause lies in the greater impact of terrorism in the country, both that of a separatist nature and that linked to Islamic fundamentalism. In any case, the weight with respect to the total of the manifesto is very similar, 19 % for the Spanish formation and 18.5 % for the Portuguese. The difference can be explained in some of the results that will be expressed in table 5. In it, as in the following, the proposals are organized in relation to the dimensions that make up punitive populism.

When appreciating the content of the proposal of the Spanish FRP formation with the nine dimensions of punitive populism, it is appreciated that they are present in their entirety. In the first place, proposal 89 should be highlighted, since its wording motivates its presence in two dimensions simultaneously. This is justified in that the wording affects both the presence of the victim as a leading element in the judicial process and, in a singular way, in the sentence. The latter links him deeply to the idea of an expressive penalty, essentially in terms of compensating and granting satisfaction to the victim. From a quantitative point of view, the item of criminalization stands out. This implies the idea of identifying a "dangerous other" as an antagonist or image of the outsider is the focus of the risks of victimization for the insiders. For the case that is analyzed, it is completely fixated with the figure of the immigrant, notably that of the Islamic creed. This is due both to the recent history of the country and to the migratory pressures to which the southern Spanish border has been exposed. The foregoing is linked to the dimension of situational prevention, which has two proposals that involve the control and reinforcement of external borders.

Table 5
Vox detailed punitive populism block

Block	Related proposals
Expressive penalty	• 89 * voice of the victim in the execution of the sentence • 91 judicial sovereignty not protected by European bodies
Victim protagonism	• 89* voice of the victim, present in all judicial phases
Inocuización	• 90 rigor of life imprisonment
Aggravated sentences	• 92 removal of prison privileges
Electoralism	• 18 persecution of peddling mafia
Temor a la victimización	• 86 promulgation of anti-occupation law, anti usury, legitimate defense
Criminalization	• 14 deportation of illegal immigrants • 15 deportation of immigrants with serious crimes or recidivism • 19 removal of rooting for the regulation of illegal immigrants • 23 ban on jihadist mosques • 24 persecution of Islamic fundamentalism • 25 prohibition of Islam in Education • 31Publication of nationality and origin of offenders
Situational prevention	• 26 reinforcement of borders (border wall, endowment to FCSE) • 33 denunciation of the Schengen Area
PC instrumentalization	• 16 review of the criminal offense against human trafficking activity • 30 introduction of the crimes against authority • 94 criminalization of public squandering

Source: Own elaboration

In this sense, it should be noted that the scope of construction of that "dangerous other" centered on the almost exclusive criminalization of the immigrant has an electoral nuance, related to the migratory crises that occur on the Spanish borders and that serve as a constant source for political conflict and social scaremongering. In the dimension of expressive penalty, in addition to the role of the victim in the sentence, it is appreciated that of avoiding the protection of criminals before international institutions. This judicial sovereignty is claimed for particularly sensitive crimes such as terrorism, rape, or murder (Vox, 2019). Likewise, in the area of annulment of the offender, rigor is chosen in the fulfillment of the penalties, especially for serious crimes, contemplating life imprisonment. For its part, the dimension of aggravated penalties has as its most related item proposal 92, as it affects the elimination of prison privileges, this measure, it should be noted, would be applied to those convicted of terrorism and illegal immigrants.

With regard to electoralism, this is concentrated in the measures against street vendors, which, being a problem of little social salience, had a presence on the media agenda of the moment. In addition, it serves to reinforce the criminalization of the immigrant as an element of risk and necessarily associate it with criminal activities.

In relation to the fear of being victimized, proposal 86 refers to the regulation of areas that generate social unrest. This is present in the case of the occupation of houses, and those that have an effect on situations of defenselessness such as usury or in particular the possibility of resistance or defense. These are measures that strongly appeal to the feeling of security of the insider population within the general collective of citizens.

Regarding the dimension of criminalization, it has two different elements. One, which implies an association of the immigrant with an irregular situation and therefore his relationship with the role of a criminal. The other is the association of professing the Muslim creed with radical and ultimately terrorist activities. The item related to proposal 31 has the purpose of directly associating the foreigner with the offender in an almost categorical manner.

Finally, the instrumentalization of the Penal Code focuses on three items. The first focused on proposal 16, which aims to aggravate the sentence for human trafficking, and is indirectly linked to the entry of people in an irregular situation. Another is the one that refers to 30, with the definition of the crime against authority to protect public officials in the exercise of their functions. Lastly, to introduce "public waste" as a crime, this measure could fit into electoralist measures, given that corruption is a problem felt as relevant by Spanish citizens. In addition, it should not be forgotten that the parent party from which Vox spun off was immersed in legal proceedings for corruption at that time.

Table 6 shows the results for the case of Chega! A noteworthy element is that within the literality of his proposals there is no protagonism of the victim as such. Although the word appears three times throughout the manifesto, it does not fit within the coordinates with which it is understood within punitive populism. In spite of everything, the program of the Portuguese party covers (in full) eight of the nine constitutive dimensions of punitive populism. Furthermore, the remarkable parallels with respect to its Spanish counterpart are noteworthy.

Table 6
Chega!' Detailed punitive populism block

Block	Related proposals
Expressive penalty	• 19 * chemical castration as a cumulative penalty
Victim protagonism	
Inocuización	• 20 effective prison
Aggravated sentences	• 23 elimmination of prison benefits • 24 institution of prison work.
Electoralism	• 25 seizures of criminal assets to finance police forces
Fear of victimization	• 31 regulation of legitimate defense
Criminalization	• 22 publication of nationality and origin of offenders • 58 deportation of irregular immigrants • 59 immigrant in an illegal situation within the country will not be able to regularize 61 loss of nationality for immigrants when committing a crime
Situational prevention	• 30 provision of means for the surveillance and control of territorial waters • 57 rethinking border policy in the EU
PC instrumentalization	• 19 * chemical castration, aggressor registration • 21 introduction of life imprisonment for serious crimes

Source: Own elaboration

In relation to the expressive penalty, one of the notable items is chemical castration for those convicted of crimes of a sexual nature, which also appears as a cumulative penalty. This type of crime unleashes a strong emotional current and is particularly sensitive to public opinion. Regarding the innocuation of offenders, the most associated item is the one that advocates full compliance with the penalties for the crimes of rape. This is linked to the following dimension, where two items stand out, on the one hand, the removal of prison benefits and, on the other, the establishment of prison work as a mechanism for the inmate to finance his stay in prison.

The dimension of electoralism focuses, especially, on the item that implies the seizure of illicit assets and the use of that income to finance agents who have been injured or with sequelae during the performance of their duty. As stated textually:

> Modify the legislation to allow the classification of assets and values that are accumulated for the State in criminal cases, for the constitution of a permanent fund managed by the representatives of the police force in order to finance those agents who have been physically injured in the fight against crime, or to the direct relatives of said officials. (Chega!, 2019, p. 4)

This measure is incorporated as a mechanism to solve the situations of lack of financing and solvency that the Portuguese police forces are going through.

For the dimension of fear of victimization, the item is similar to the same that appears in the case of Vox, focused on the legalization and regulation of the legitimate defense of people who are in situations of victimization. In the dimension of criminalization, the construction of the dangerous other is generally parallel to the one that has been presented for the Spanish FRP formation. It focuses on the figure of the immigrant, especially in a situation of irregularity, from there to illegality and, therefore, to the status of criminal. In parallel, the dimension of situational prevention involves two items, one focused on the necessary equipment for border surveillance, in this case maritime. On the other, a rethinking of border and immigration policy within the European Union, very close, again, to Vox's approach.

Finally, as elements of instrumentalization of the penal code, there is the classification of chemical castration, which has been previously alluded to. In addition, it highlights the introduction of life imprisonment for particularly serious crimes.

In closing this comparison, it remains to be noted the existence of several very strong parallels between the two proposals. Proposals 90 by Vox and 21 by Chega! are practically identical, claiming life imprisonment for particularly sensitive crimes. On the other hand, proposal 31 of the Spanish formation is identical to 22 of the Portuguese, alluding to the explicitness of the nationality and origin of the offenders in the criminal statistics. The same occurs in the cases of measure 23 of Chega! and Vox 92, which are practically the same, when requesting the removal of prison benefits for terrorists and illegal immigrants, the literal statement is identical. The same is true of proposals 58 (deportation of immigrants) and 59 (prohibition of regulation) of Chega! which are parallel to those of Vox 14 and 15, for the first, and 20 for the second. All this only points to the deep concordances between the two formations. This is not surprising given the socio-economic similarities of the two neighboring countries and the similar situation they have experienced after the Great Recession.

It is appropriate to end by stating that both parties have put into practice a strategy of punitive populism in light of their electoral manifestos. In both cases, with a marked anti-immigration bias. In the case of the Spanish party, it is even more striking and can be explained by the activity, in the past, of the terrorist group ETA and by the Islamist attacks that it has suffered in its territory. In both cases, the adoption by both formations of a strategy of punitive anti-immigration populism, or if you prefer, of a punitive nativist populism, is confirmed. This type of strategy deserves such a name, since the will to act as defenders of native citizens against delinquency and crime, preferably perpetrated by foreigners, to be precise, illegal immigrants, seems to be latent.

Discussion and conclusions

According to the results presented in the previous section, it only remains to point out that both FRP formations have used the strategy of punitive populism within the electoral manifestos analyzed. In addition, with the particularity that they have not only adopted it, they have also adapted it to the anti-immigration discourse, typical of parties of this nature within Europe.

Punitive nativist populism is present in both formations, being a nexus of union with the rest of the political forces of its ideological sphere in the Old Continent. In this way, both Iberian parties are inserted in the already consolidated traditions of the European far-right parties.

In any case, it should be noted several peculiarities. In the Spanish case, the role of the victim as the protagonist appears as a fully constructed and explicit dimension. One explanation is the long-standing terrorism activity in the country, as well as the Islamist attacks in its most recent history. On the contrary, in the Portuguese case, where this type of phenomenon has not occurred, the role of the victim is ignored, it remains implicit, remaining more like a latent dimension. The insider citizen is conceptualized as a potential victim who must be protected, but the victim's protagonism, as such, is not claimed. However, in both cases, with the exception of the aforementioned role of the victim, all the constituent dimensions of punitive populism, as a strategy, are present and fully developed. The most striking bieng the complete model of Vox, since it has present and developed all the items or dimensions that make up punitive populism.

Finally, it should be noted, for both cases, that the crucial element is found in the construction of a "dangerous other" (dimension of criminalization), with an absolute role of the immigrant as the focus of risk. Therefore, the nativist bias expressed in the idea of protecting native insiders from immigrant outsiders is a constant element in the construction and adoption of the strategy of punitive populism. Given the electoral growth of both forces, it does not seem likely that in the future they will abandon this strategy within the proposals for security and public order policies, rather the opposite. This is so given that it is a strategy that, from nativist coordinates, has worked well, regarding elections, in the rest of the European countries and it seems that it presents the same result in the Iberian Peninsula. Therefore, the strategy of nativist punitive populism seems to be consolidated and adapted in FRP formations within the Iberian space.

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MISCELLANEOUS

MISCELÁNEA

REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
NIVERSITAS

https://doi.org/10.17163/uni.n35.2021.06

Social capital and political participation of Facebook users

Capital social y participación política de usuarios de Facebook

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Received: 22/04/2021 **Revised:** 05/06/2021 **Accepted:** 25/06/2021 **Published:** 01/09/2021

Abstract
Mexico has witnessed some social movements initiated in social networks, which foster connections that enable social capital, the latter being closely related to political participation. This citizen power linked to democracy can have repercussions on institutions and economic development. In this context, this research has as its objective to determine the relationship of the social capital of Facebook users with their political participation. This investigation uses a quantitative approach through a survey applied to 389 Facebook users in the city of Culiacán, Sinaloa, as it is one of the Mexican cities with the highest percentage of internet users in Mexico in order to explain the phenomenon supported in a statistical analysis of correlations and linear regressions from data captured in Likert scales. The findings show that social capital in its online bonding dimension, as well as its online bridging and traditional dimensions through political participation online of Facebook users, significantly influence their traditional political participation, in other words, social capital of Facebook users affects political participation offline. It is concluded that social media social capital represents an opportunity to increase political participation, online and offline, and therefore pressure the authorities to meet the needs of their population.

Keywords
Social capital, social media, political participation, internet, democracy, participatory development.

Suggested citation: Noriega-Carrasco, E. I., & Izábal de la Garza, E. de J. (2021). Capital social y participación política de usuarios de Facebook. *Universitas-XXI, 35*, pp. 127-147. https://doi.org/10.17163/uni.n35.2021.06

Resumen

México ha sido testigo de algunos movimientos sociales iniciados en las redes sociales, que fomentan conexiones que posibilitan el capital social, este último estrechamente relacionado con la participación política. Este poder ciudadano ligado a la democracia puede repercutir en las instituciones y el desarrollo económico. En este contexto, la investigación tiene como objetivo determinar la relación del capital social de los usuarios de Facebook con su participación política. Se realizó con un enfoque cuantitativo mediante una encuesta a 389 usuarios de Facebook del municipio de Culiacán, Sinaloa, por ser una de las ciudades mexicanas con un porcentaje mayor de usuarios de internet en el país con la finalidad de explicar el fenómeno sustentado en un análisis estadístico de correlaciones y regresiones lineales a partir de datos plasmados en escalas de Likert. Los hallazgos muestran que el capital social tradicional y en línea, en sus dimensiones *bonding y bridging*, a través de la participación política en línea de los usuarios de Facebook, influye significativamente en su participación política tradicional, esto es, se demostró que el capital social de usuarios de Facebook incide en la participación política fuera de línea. Se concluye que el capital social en redes sociales se constituye como una oportunidad para incrementar la participación política, en su forma tradicional o en línea, y con ello presionar a las autoridades a cumplir con las necesidades de la población.

Palabras clave

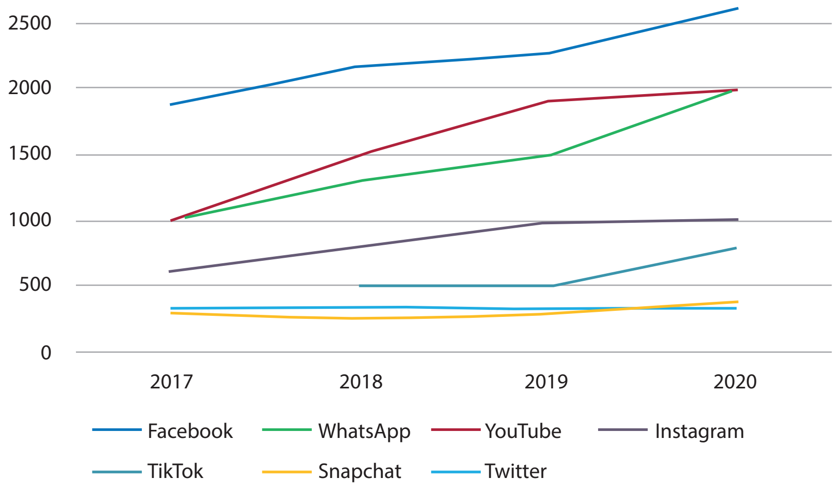
Capital social, medios sociales, participación política, internet, democracia, desarrollo participativo.

Introduction and state of the art

Online social networks have taken scientific relevance since the beginning of the year 2000 (Kümpel et al., 2015) with movements that followed the Arab Spring such as occupy Wall Street, the indignados and the cacerolazos revolution (Knight, 2014), as well as the Obama campaigns in 2008 and 2012, giving greater interest in civic and political life (Boulianne, 2015). Mexico has also witnessed similar movements such as the Zapatista movement, #YoSoy132, the ABC nursery, the 43 students from Ayotzinapa, to mention some of the most relevant (Cano, 2018).

Online social networks are part of the daily life of this 21st century, their variety allows their use for work, academia, romantic relationships, connecting common interests, etc. (Ellison et al., 2007); Facebook has had the highest number of users since before 2015 followed by YouTube, WhatsApp, Instagram, recently by TikTok, in addition to Snapchat and Twitter (see Figure 1).

Figure 1
Millions of users worldwide per year on social networks



Source: Own elaboration with data obtained from each social network (DataReportal, 2020; Facebook, 2020; Instagram, 2020; Snap Inc, 2020; YouTube, 2020).

Regarding Mexico, in 2018, 99 % of Internet users in the country said they use these social networks, where Facebook represented the majority with 98 % (Asociación de Internet.MX, 2018), a considerable number of citizens since the number of internet users in the country exceeds 71 million, equivalent to more than 60 % of the population (INEGI, 2019); These sites are enabled as a new means of transmission for political information as well as other websites and traditional media (Bode, 2016) with the distinction that it allows information to be shared with acquaintances and strangers, being implicitly exposed to political content, enabling the generation of knowledge on these topics.

As their name suggests, these sites foster social ties, either by maintaining existing ones or generating new connections that make it possible to strengthen social capital (Ellison et al., 2007) by allowing the existence of digital communities where physical presence is not necessary (Gil de Zúñiga et al., 2012). Social capital is the reflection of the reciprocal relationship between civic commitment and interpersonal trust that derives in institutions and participation (Brehm & Rahn, 1997), it is closely related to political participation (Skoric et al., 2009).

Now, citizen participation is fundamental for democracy (Arnstein, 1969; Valenzuela et al., 2016), in politics it seeks to influence government actions by affecting decision-making (Park, 2013). Based on this premise, this document contains the information derived from an investigation carried out on the behavior of Internet users who are part of the social network Facebook and how this affects political actions, both online and offline.

The support of this research lies in the relevance of citizen participation and its link with democracy (Arnstein, 1969) today. It seeks the involvement of society to avoid being passive, in order to maintain civic and political commitment (Irvin, 2004; King, 1998).

The findings of this research offer political and/or public institutions, even outside of Mexico, the elements to understand that today's society is in a transition in terms of citizen e-participation, which will allow them to redefine their policies and practices to promote this bidirectional collaboration for the sake of strengthening democracy.

Finally, studying the case in the city of Culiacán in the state of Sinaloa is justified by being one of the Mexican cities with the highest percentage of internet users among its inhabitants (INEGI, 2019) and by having limited political participation, being one of the municipalities with less participation in electoral processes and by virtue of being in a federal entity that is below the national average in said indicator. Based on the above, this research aims to determine the relationship between social capital in users of social networks and their political participation. The research was limited to the social network Facebook, because it is the most used in Mexico (98 %), and because it is one of the two social networks that are most frequently associated with social movements.

Social capital and citizen participation in social networks

Social capital refers to the connections between individuals; their social networks, their norms of reciprocity and trust (Putnam, 2001). At the individual level, it is an investment in social relationships with expected returns, there are interactions and networks are formed to produce benefits (Lin, 1999), generally referred to as resources (Coleman, 1988). Those who rely on this investment have a greater sense of belonging to their communities and take a more active role (Shah et al., 2002). The definition of social capital by Bordieu and Wacquant (1992) adds to these resources that their characteristics can be physical or virtual as they have a long-lasting network of relationships of mutual recognition (Ellison et al, 2007).

An abundant reserve of social capital supposes the production of a dense civil society, which is seen as a necessary condition for modern liberal democracy (Fukuyama, 2001); produces political consequences promoting democratic processes, the aforementioned relationship between education and political participation in the interior section can be caused by social capital (La Due Lake & Huckfeldt, 1998). Politically relevant social capital is measured in terms of communication about politics within the recurring networks of social interaction of the individual (La Due Lake & Huckfeldt, 1998).

Whether it is exercised in its direct or representative form, participation is a fundamental part of democracy (Arnstein, 1969; Bakker & de Vreese, 2011; Valenzuela et al., 2016). Without participation, democratic politics and government are not possible (Darin, 2005), it is the elixir of life for democracy (van Deth, 2014).

Political participation happens with involvement in politics and government (Putnam, 2001), it refers to any action that seeks to influence the decisions of the governing officials or the policies that they create and implement, from the vote, collaborating in political campaigns, writing letters to politicians or being part of a protest (Verba et al., 2000), citizen activities that affect politics (van Deth, 2014). It is carried out by people in their role as citizens and not politicians or professional lobbyists, it must be voluntary and not required by law, rules, or threats; it involves the government, politics, or the State (Theocharis & van Deth, 2018; van Deth, 2014).

On the other hand, since the mid-90s of the last century, e-government and e-participation have become central tools of public administration and political interaction (Kneuer & Harnisch, 2016), contacting local governments, state or federal, signing a petition, writing to an editor, communicating with a political or community group, or with its members, and making political contributions are participatory actions that can be done online and offline. These activities are associated with each other, in a way, that those who participate online are very likely to do so offline and vice versa (Schlozman et al., 2010). The ways in which one can participate online create a new and different mode of participation, which conforms to the general taxonomy of political participation (Theocharis & van Deth, 2018).

Social media can provide other forms of political exposure to non-interested parties without looking for it because political stakeholders often share information with their networks on sites like Facebook and Twitter. If they operate like traditional social networks, stimulation is expected that it generates conversations and exchange of information (Graber & Dunaway, 2015). Online expressive activity may be more influential and public than its offline counterpart, as posting comments on a blog or social media page provides them with a wider audience and providing a more interactive experience than wearing a pin. or sending a letter to the editor of a newspaper (Gibson & Cantijoch, 2013).

"Likes" (or equivalent mechanisms within other social media platforms) and commenting on political content on social media requires commitment and mobilization, can be a gateway behavior to think or act on politics in other areas, and requires very little in terms of resources as it has no monetary cost (Bode, 2017). By repeatedly interacting, the probability of seeing contacts getting involved in political activities and in turn following that action increases (Halpern et al, 2017).

In this context, social capital allows the spread of political information and is essential for movements of a social nature, and in turn, these generate social capital by fostering new identities and expanding social networks (Putnam, 2001). A social capital approach deals with their individual characteristics, with the power of their social connections, friends with prestigious occupations, or acquaintances with instrumental resources such as providing assistance, influence, and information (Villalonga-Olives & Kawachi, 2015). Another approach is analyzed from the collective, that is, the resources embedded in the social structure that facilitate the actions of its members (Villalonga-Olives & Kawachi, 2015).

There are various ways of categorizing social capital, one of them refers to the existence of two types of social capital: the horizontal one that reflects the ties that exist between groups of equal or almost equal individuals; and the vertical (or linking) that derives from hierarchical or unequal relationships due to differences in power or resource base and status (Islam et al., 2006). This research is approached from horizontal social capital, which has two basic forms according to Putnam: bonding and bridging. The first describes the benefits of close personal relationships, which may include emotional support, physical relief, or other large benefits (such as a willingness to lend a substantial amount of money); while the second describes the benefits derived from casual relationships and contacts, it can also lead to tangible results, such as novel information from distant connections and broader worldviews (Ellison et al., 2011). Bonding consists of dense ties in a group, while bridging refers to the strength of weak ties within a broader civil society (Purdue, 2007).

Social ties play a crucial role in informing the public about politics (Bode, 2016). The lack of social networks and ties to the community makes participation undesirable and difficult (McLeod et al., 1999). While discussing politics with family and friends is considered an important factor for participation (Bakker & de Vreese, 2011). Politically relevant social capital is generated in networks of social relationships due to their size and by those who discuss politics frequently and with experience (La Due Lake & Huckfeldt, 1998). However, it cannot be expected that in a society whose civic culture is based on mistrust towards politics and politicians, a social network will suddenly become the scenario of democratic debates (Meneses, 2015).

Materials and method

This research seeks to measure the incidence between the variables: social capital in its traditional modality (offline or offline social capital) and online in its bridging and bonding dimensions, and political participation in its traditional format (offline political participation outside) and online.

Specifically, the online bridging dimension is expected to influence online (H1) and traditional (H2) political participation, as well as the online bonding dimension (H3 and H4 respectively). In the case of traditional social capital, the theory tends to link it to traditional political participation, which is why a significant relationship is expected between them (H5) in addition to influencing online political participation (H6).

To obtain correlations in order to explain the phenomenon supported by a statistical analysis of correlations and linear regressions from data captured on Likert scales, the perceptions and motivations of the population in the municipality of Culiacán, Sinaloa were required.

Information was collected through a survey made up of control variables, independent variables related to social capital in its traditional and online modalities in its bridging and bonding dimensions, and as dependent variables political participation in its traditional format and in line.

The information was collected through a survey made up of control variables, independent variables related to social capital in its traditional and online modalities in its bridging and bonding dimensions, and as dependent variables political participation in its traditional format and in line.

A composite instrument was designed divided into categories equivalent to the variables involved in the study. One of the categories measures the concept of social capital in an index used by Gil de Zúñiga et al. In 2012 (Gil de Zúñiga et al., 2012, 2017) based on the Williams scale (2006) who already considered its aspect on and offline under the terms bridging and bonding of Putnam (1995) and the weak and strong ties of Granovetter (1973), these last dimensions have been adapted in another index for different application locations, ranging from educational institutions to virtual spaces (Ellison et al., 2007; Lee et al., 2014; Pang, 2018; Phua et al., 2017; Shane-Simpson et al., 2018; Vanden Abeele et al., 2018; You & Hon, 2019), which, are also taken up in this research.

The next category is political participation divided into traditional and online. It is measured by the frequency of participation in political activities in both modalities and was taken from Gil de Zúñiga et al. due to its repeated appearance in various articles proving its validity (Gil de Zúñiga et al., 2012, 2014, 2017).

To confirm the validity of the instrument reflected in the pilot test, a reliability analysis was performed with the total sample. The instrument, in general, showed a Cronbach's α of 0.92. As in the pilot test, the α was obtained for each category, where the highest consistencies were in traditional social capital (0.89) and online political participation (0.89) (see Table 1).

Table 1
Reliability analysis by category of the applied instrument

Category	Cronbach α
Traditional social capital	0.89
Social capital online bridging	0.86
Social capital online bonding	0.82
Traditional political participation	0.86
Online political participation	0.89

Source: Own elaboration (2020).

The three measures of social capital were factorially analyzed to ensure that there was a distinction in their dimensions: traditional social capital, bridging online social capital, and bonding online social capital, explaining 65.6 % of the variance (see Table 2).

Table 2
Result of factor analysis for social capital items

	Factorial weight		
	Traditional SC	**SC online *bridging***	**SC online *bonding***
Traditional social capital			
In my community, people help each other when there is a problem	**.827**		
In my community, people take care of each other.	**.861**		
In my community, we talk about community problems	**.781**		
I believe that values are shared in my community	**.838**		
I feel as a family with the people of my community	**.787**		
Social capital online bridging			
I feel part of the Facebook community		**.674**	
I'm interested in what happens to my Facebook friends		**.781**	
I feel close to my friends on Facebook		**.809**	
Interacting on Facebook motivates me to try new things		**.759**	
Interacting on Facebook makes me feel like I am part of a larger community		**.723**	
On Facebook I get in touch with new people frequently		**.509**	.437
Social capital online bonding			
I know people on Facebook who can help me solve my problems			**.599**
I know people on Facebook who I can ask for an emergency loan			**.787**
There are people on Facebook who I can talk to when I'm lonely			**.816**
Is there someone on Facebook I can turn to for advice		.441	**.816**

Factor analysis of the main components with varimax rotation explaining 65.6 % of the variance, factorials below 0.40 are not shown.
Source: Own elaboration (2020).

This factorial analysis was also carried out on the political participation items to ensure the distinction of dimensions in their traditional and online categories, explaining 68.3 % of the variance (Table 3).

Table 3
Factor analysis result for political participation items

	Factorial weight	
	Online PP	**Traditional PP**
Online political participation		
How often do you use the internet and social media to...		
Sign or share a petition online	**.664**	
Create an online petition	**.770**	
Write to a politician or government official	**.826**	
Write to newspaper editors	**.799**	
Volunteer for political causes	**.682**	.432
Start a political group or social media page with political causes	**.696**	.462
Traditional political participation		
How often…		
Write letters for newsgroups	.459	
Communicates by letter, call or in person with officials		**.607**
Post political ads as pins... donate money to political causes or campaigns		**.598**
Attend hearings or town hall meetings		**.788**
Attend political rallies, forums, or debates		**.851**
Attend protests or marches		**.678**
Participate in political groups or campaigns		**.790**

Factorial analysis of the main components with varimax rotation explaining 68.3 % of the variance, factorials below 0.40 are not shown.
Source: Own elaboration (2020).

The survey was applied entirely online, promoting it as Facebook advertising from September 24 to November 25, 2019, in the city of Culiacán to people 18 years old and older, 416 surveys were obtained from people without distinction of sex, educational level, employment situation or marital status. Of the total, 23 records whose age indicated to be under 18 years old were eliminated, and four more which were duplicates were also discarded, ending up with a total of 389.

The data to obtain the results were processed with the IBM SPSS Statistics version 19 software where the variables are measured from the categories described above in a way that allows visualizing the existing correlations and determining if the theoretical approximations are congruent with the results.

Analysis and results

Of the social capital items, scaled to three and by dimensions, the dimension with the highest score was in its traditional form (m = 2.14, s = 0.76), followed by online bridging (m = 2.12, s = 0.69) and the lowest was its online bonding dimension (m = 1.84, s = 0.88) (see Table 4). This does not imply that they are high averages, only that the first two indicate greater incidences of medium-high level.

Table 4
Statistical of items in the categories of social capital

	Mean	Standard deviation	Maximum
Traditional social capital	**2.14**	**0.76**	**3**
In my community, people help each other when there is a problem	2.97	0.97	4
In my community people take care of each other	2.65	0.93	4
In my community, we talk about community problems	2.40	0.99	4
I believe that values are shared in my community	2.56	0.93	4
I feel as a family with the people of my community	2.25	0.96	4
Online social capital bridging	**2.12**	**0.69**	3
I feel part of the Facebook community	2.27	0.92	4
I'm interested in what happens to my Facebook friends	2.60	0.92	4
I feel close to my Facebook friends	2.40	0.93	4
Interacting on Facebook motivates me to try new things	2.17	0.95	4
Interacting on Facebook makes me feel like I am part of a larger community	2.12	0.98	4
On Facebook I get in touch with new people frequently	1.83	0.98	4
Online social capital bonding	**1.84**	**0.88**	**3**
I know people on Facebook who can help me solve my problems	1.69	0.94	4
I know people on Facebook who I can ask for an emergency loan	1.40	0.82	4
There are people on Facebook who I can talk to when I'm lonely	1.80	0.99	4
Is there someone on Facebook I can turn to for advice	1.70	0.99	4

Source: Own elaboration (2020).

For its part, the category of traditional political participation shows the lowest level of the study (m = 1.33, s = 0.64), and in a highly contrasting way the online modality has the highest (m = 2.27, 2 = 0.45) (see Table 5).

Table 5
Statistical of items in the categories of political participation

	Mean	Standard deviation	Maximum
Traditional political participation	**1.33**	**0.64**	**3**
How often do you …			
Write letters for newsgroups	1.19	0.53	4
Communicate by letter, call or in person with officials	1.31	0.67	4
Post political ads like pins or stickers, or donate money to political causes or campaigns	1.24	0.64	4
Attend hearings or town hall meetings	1.28	0.64	4
Attend political rallies, forums, or debates	1.49	0.85	4
Attend protests or marches	1.54	0.87	4
Participate in political groups or campaigns	1.51	0.94	4
Online Political participation	**2.27**	**0.45**	**3**
How often do you use the internet and Facebook to...			
Sign or share a petition online	2.05	1.00	4
Create an online petition	1.59	0.87	4
Write to a politician or government official	1.55	0.87	4
Write to newspaper editors	1.38	0.74	4
Volunteer for political causes	1.38	0.80	4
Start a political group or social media page with political causes	1.35	0.77	4

Source: Own elaboration (2020).

In order to fulfill the proposed hypotheses, it was necessary to find relationships between the study variables, which could not simply be identified with the descriptive statistics and therefore the Spearman rho between the categories were calculated.

A relationship between social capital and political participation was suggested, for this reason, the categories of three dimensions of social capital were taken with the two modalities of political participation in order to observe their correlations.

When talking about online communities and online activities, it was anticipated to obtain the best relationship between online political participation and the dimensions of online social capital, mainly bridging ($\varrho = 0.27$; $p < 0.01$) (H1) followed by bonding ($\varrho = 0.26$; $p < 0.01$) (H4). As for traditional political participation, it only showed a moderate relationship with online bonding social capital ($\varrho = 0.17$; $p < 0.01$) (H3).

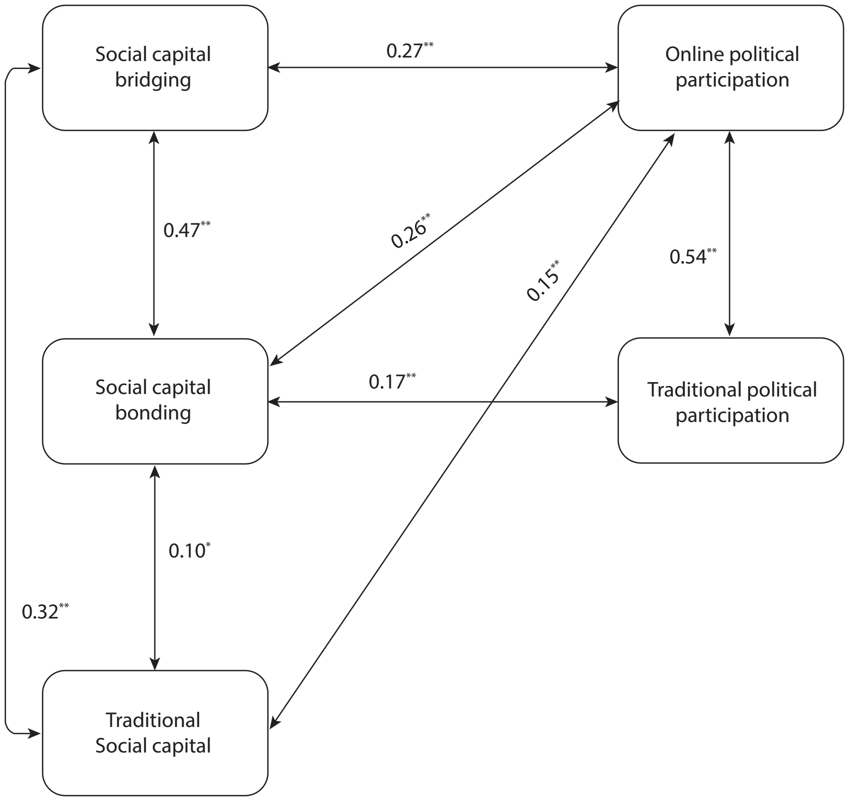
That is, the online bridging social capital did not show to be significant for traditional political participation (H2). Nor was a significant relationship found between social capital and political participation in its traditional forms ($\varrho = 0.07$; $p > 0.05$) (H5). Traditional social capital was only moderately related to online political participation ($\varrho = 0.15$; $p < 0.01$) (H6).

It is worth mentioning that the relationship between the two types of political participation (traditional and online) is good ($\varrho = 0.54$; $p < 0.01$), allowing the traditional to be influenced indirectly through online. Even greater were those found among the social capital dimensions, where the highest was between the bridging and bonding online dimensions ($\varrho = 0.47$; $p < 0.01$), followed by bridging and traditional ($\varrho = 0.32$; $p < 0.01$; regarding traditional social capital and the bonding dimension, although significant, the relationship was lower ($\varrho = 0.10$; $p < 0.05$) (see Figure 2).

Linear regressions not only show a correlation between variables, but also try to predict the influence of one variable on another. Therefore, the calculations were made to complement the approval of the aforementioned hypotheses.

Bridging online social capital was the most influential variable in the study for online political participation ($\beta = 0.17$, $p < 0.01$) (H1), although it did not show to be significant for traditional participation ($\beta = 0.09$, $p > 0.05$) (H2). In the case of the other dimension of social capital, bonding was significant both for online participation ($\beta = 0.13$, $p < 0.01$) (H3), and for traditional participation ($\beta = 0.13$, $p < 0.01$) (H4).

Figure 2
Diagram of correlations between variables of social capital and political participation



The numerical data correspond to Spearman's rho correlation coefficients (ϱ) obtained by bilateral correlations. ** p ≤ 0.01; * p ≤ 0.05
Source: Own elaboration (2020)

Regarding traditional social capital, it was not influential for traditional political participation ($\beta = 0.06$, $p > 0.05$) (H5), but it was for online political participation ($\beta = 0.09$, $p < 0.01$) (H6) (see Table 6).

Table 6
Prediction of political participation based on social capital

Independent variables	Dependent variables	
	Political participation	
	Traditional	Online
Traditional social capital	0.06	0.09**
ΔR^2 (%)	0.5	2.2
Online social capital by bridging	0.09	0.17**
ΔR^2 (%)	0.9	7.1
Online social capital by bonding	0.13**	0.13**
ΔR^2 (%)	3.3	6.8
Total of R^2 (%)	4.7	16.1

The data contained in the cells correspond to the Beta (β) coefficients obtained by ordinary least squares regression. ** $p \leq 0.01$; * $p \leq 0.05$.
Source: Own elaboration (2020)

Discussion and conclusions

The results suggest that as the citizens of Culiacán learn about public affairs, either through shared publications or by participating in calls that arise from Facebook, as an example of a social network, optimal decisions will be made for their own benefit and despite not being a formal participation mechanism, interacting on social networks can pressure political institutions to make decisions that they might not otherwise make. It should be remembered that political participation in social networks, even without having a physical form, complies with being a voluntary act carried out by people who do not belong to the political sphere, but are located in it, which qualifies said activities as a valid form of participation.

The social capital analysis considered three dimensions, the traditional and online by bonding and bridging, these dimensions were shown to be related to each other, this correlation between online and offline had already been found in other investigations (Gil de Zúñiga et al., 2017) although it did not consider the bridging and bonding dimensions.

Regarding its relationship with traditional political participation, and in contrast to what is regularly established in the social sciences, no significant relationship was found with traditional social capital (Gil de Zúñiga et al. 2017). A strong correlation was found between both modalities of political participation (Bakker & de Vreese, 2011), those who usually do or do not participate in the traditional format also participate or not online, this correlation was the one that presented the greatest strength.

Specifically, it was found that the variable that most influences traditional political participation is its online modality. This online political participation is mainly influenced by online bridging social capital, and this, in turn, by online bonding social capital. In other words, online relationships with familiar people, those with greater trust, influence people to politically participate, but this influence increases with the existence of casual online relationships in the case of the use of Facebook.

These findings also translate into the fact that the information published and shared on social networks such as Facebook by family and friends, but especially by indirect relationships, influence the motivation to participate politically online, which makes the individual prone to repeat that face-to-face behavior, that is, online forms of participation are influencing a new form of political participation (Theocharis & van Deth, 2018).

The research fulfills its objective by demonstrating that social capital, in its traditional dimensions, online bridging and online bonding (by socializing information, which may contain public issues), affects traditional political participation. Mainly for the activities that are carried out online.

The traditional concept of social capital was not predominant in the correlations as commonly indicated by theories, which may be due to the low level of face-to-face participation and which can be explained by the differences in effort with respect to online activities.

As political participation increases, whether in its traditional form or online, the authorities are pressured to meet the needs of the population, with local institutions being the most prone and, in turn, those indicated to make decisions that differ, perhaps, with federal guidelines and allow endogenous development, or that contribute to the creation of public policies that are adequately adjusted to the locality.

This study manages to guide the introduction of new lines of research that include other variables that seek to explain, for example, if those who do not participate are disoriented by the phenomenon of fake news, or if factors such as the perception of corruption or violence cause this effect since Culiacán has a stigma related to drug trafficking. Not only in participation but also its effect on social capital, as well as deepening through virtual ethnography methods, also called digital ethnography.

Among the limitations of the study, it should be noted that the results are based on Facebook users since it was the platform used to advertise it and that presented the largest number of users, it would be pertinent to know if different correlations are presented in other social networks and in other more participatory states. The existing and exercised participation mechanisms in the place where they are applied can be used to support the study information to strengthen the data and not only conclude with citizen perceptions, which, despite not having been collected at electoral times, can be influenced by some expectation on the part of the respondents of being perceived as good citizens.

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REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
UNIVERSITAS

https://doi.org/10.17163/uni.n35.2021.07

Non-Gubernamental Organizations and Gender Violence: Case Nuevo Leon, Mexico

Organizaciones no gubernamentales y violencia de género: Caso Nuevo León, México

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Recibido: 26/04/2021 **Revisado:** 11/06/2021 **Aceptado:** 30/06/2021 **Publicado:** 01/09/2021

Abstract
This paper addresses the role of non-governmental organizations, providing solidarity support and disinterested in the problem of violence against women. In Mexico this social problem has been difficult to solve, because it has social and cultural roots. The stage is presented in the national framework and we also see government structuring such as the non-governmental organization through civil society that hosts this social eventuality in Nuevo Leon. A descriptive methodology was used and qualitative representation, reports and documents were accessed, that allowed us to delimit the object of study. Nuevo León's scenario repeats social situation and violence that persists in Mexico. Nuevo Leon has 4.3 % of the country's women, violence persists in 59.3 % of them. First cause was in a communal way, following the one imposed by his partner. Government structure provides legal and care services. However, civil society has organized to address this contingency, and in Nuevo León there are organizations that 4.87 % are related to women's care in these cases. They perform care functions, human rights, self care, education and guidance, mental health services, capacity building and social reintegration.

Keywords
Civil society, non-governmental organizations, care, violence, gender, women

Suggested citation: Cantú-Martínez, P. C. (2021). Non-Gubernamental Organizations and Gender Violence: Case Nuevo Leon, Mexico. *Universitas-XXI, 35*, pp. 148-162. https://doi.org/10.17163/uni.n35.2021.07

Resumen
Este artículo plantea el análisis de la actuación de las organizaciones no gubernamentales, que brindan apoyo solidario y desinteresado ante la problemática subsistente de violencia en contra de la mujer. En México, este problema social ha sido difícil de atender, ya que cuenta con arraigo social como cultural. El escenario se presenta en el marco nacional y adicionalmente se observa la estructuración gubernamental y la organización no gubernamental mediante la sociedad civil que acoge esta eventualidad social en Nuevo León. Se empleó una metodología de carácter descriptivo y de representación cualitativa, se accedió a informes y documentos, lo que permitió acotar el objeto de estudio. El escenario de Nuevo León recrea la situación social y de violencia que en México subsiste. Para Nuevo León, que aglomera el 4.3 % de las mujeres del país, la violencia persiste en el 59.3 % de ellas. Principalmente esta fue perpetrada de manera comunitaria, siguiéndole la impuesta por su pareja. La estructura gubernamental cuenta con un tejido administrativo que presta servicios jurídicos y asistenciales. Sin embargo, la sociedad civil se ha organizado para atender esta contingencia, y en Nuevo León existe una red de organizaciones las cuales 4.87 % están relacionadas con la atención de la mujer en estos casos. Las mismas cumplen funciones asistenciales, de derechos humanos, de autocuidado, de educación y orientación, de servicios de salud mental, de formación de capacidades y reinserción social.

Palabras clave
Sociedad civil, organizaciones no gubernamentales, atención, violencia, género, mujeres.

Introduction

At present, there is a large presence of groups, as well as organizations and non-governmental organizations (NGOs) that have emerged both in the international and national spheres in different countries. In this sense, Gómez-Quintero (2014, p. 360) comments that this event "has been called by some as the global civil society […] and it emerged as some kind of global associational revolution […] or a true explosion of society civil".

The NGOs constitute what some authors such as Pérez et al. (2011) have called the Third Sector, which gives completeness to society since it is structured together with the other two sectors that are recognized as the State and the Productive sectors. In such a way that in the framework of the 21st century, these non-governmental entities are now a very active component in the social context.

This flourishing has emerged societally, as Weber (1964) comments, from interpersonal relationships, of an individual or group nature, which concur with a common purpose. And which also seek to transcend through their activities, whose ultimate goal is to influence the socio-environmental context in which they subsist (Escobar, 2010).

Consequently, according to Luciano Tomassini (cited by Pérez, 2010), NGOs allow us to identify how civil society is organized —at the same time it is configured in different groups and/or associations— and that they increasingly take a leading role in matters that concern and interest the community. Consequently, their interventions also have to do with aspects that concern —not only those of local or national order but also incur their actions in matters of the international sphere.

Many are the fields of action of these NGOs, among which we can mention environmental aspects, in relation to human rights, social problems, as well as assistance and health, among others, that is to say, they are dedicated to a constellation of varied activities. But whose particularities that stand out in all NGOs are subsidiarity, solidarity, selfless support, as well as the common good.

Within this aforementioned framework, this research aims to characterize the NGOs that provide social strength and have influence in addressing the problem of gender violence, in the context of the community structure of the State of Nuevo León, Mexico.

Conceptual framework

At present, gender violence has been one of the most relevant and difficult social problems to address, since it has its entrails in the sociocultural elements that have given men the idea of a condition of superiority which, in turn, has conceived an absurd social asymmetry between women and men (Expósito, 2011). This heterosexuality, in the words of Suárez (2010), when it is built through constructs and particular interests, whether of a social or cultural nature, originates violence that can begin figuratively and later be shown through real events.

What is violence? Particularly in the framework of Declaration 48/104 promulgated by the United Nations General Assembly on the Elimination of Violence against Women, is typified as:

> Any act of violence based on gender difference that results or may result in physical, sexual, or psychological harm or suffering for the woman, including threats of such acts, coercion, or arbitrary deprivation of liberty, whether they are carried out in public and private life. (Rico, 1996, p. 12)

This international stance made it possible, in the last years of the last century, to highlight the violence exercised against women and essentially those violations of their human rights. Thus, the social invisibility of this event was shown and the unfortunate specificity it has, just because of being a woman (Yugueros, 2014).

During this same period of time, particularly in 1993, the Pan American Health Organization (PAHO) ruled —through the Committee on Women, Health, and Development— that it was extremely relevant and pertinent to develop a work plan to address the issue of violence against women, considering it as a public health problem that afflicted society in general and in turn invited immediate action (Sagot & Carcedo, 2000).

This happened, given the explicit prevalence of violence against women that persisted, essentially because it constituted a fact that, when consummated, resulted in disability or death among young women and wives of reproductive age. This knowledge prompted government authorities, as well as civil society, to take care of training health personnel, and with this, there was an additional strengthening of legal frameworks and public policies, essentially those that had an impact on social development as well as in the protection of women and girls (Velzeboer et al., 2003).

Gender-based violence, according to Osborne (2009), has different factors that range from direct oppression to a scenario of indirect abuse and domination over women. Sagot and Carcedo (2000) mention that regardless of how explicitly physical violence against women is manifested, it should be remembered that the psychological consequences are those with the most serious consequences due to their prolonged effects over time.

The World Health Organization (2017), points out, in its publication on data and figures related to gender violence, some very eloquent particularities in this regard, which indicate that a third of women in the world —at some point in their lives— have suffered violence, the expression of which can be physical and sexual, and this has its genesis in their partner or comes from someone other than her. Likewise, this international organization adds that 38 % of homicides perpetrated in the world against women are committed by their male partner.

These internationally documented events against women constitute flagrant actions of exclusion and social submission, due to the fact that they are a woman, thus constantly violating their human rights (Alvarado & Guerra, 2012). However, Vega et al. (2011) cite that even gender-based violence can arise even before birth, when fathers and mothers in search of the birth of a boy, can coercively exert women to selectively perform abortions.

Methodology

The methodology that was developed for this review is within the framework of that classified as descriptive and qualitative in nature, since it focuses on a documentary exploration of both governmental and non-governmental information, to answer the following questions; What is the existing problem of violence against women? As well as, what NGOs are involved in addressing this social setback and what kind of support do they provide in the State of Nuevo León? To answer these questions, we investigated primary and secondary sources that come from the RedALyC Scientific Information System, Biblat-Latin American Bibliography portal of the CLASE and PERIÓDICA databases, Digital Academic Repository of the Autonomous University of Nuevo León, of the National Institute of Statistics and Geography in Mexico, from the State Institute of Women in Nuevo León and Secretary of Social Development of the State of Nuevo León; carrying out a search with the following descriptors: gender violence, Mexico, Nuevo León, civil organizations, non-governmental organizations. Subsequently, we proceeded with reading the contents, making a critical analysis that allowed us to take in the object of study to be treated. This paper briefly reviews the national context and the case of the Federative Entity of Nuevo León (Mexico), to account for the organized civil structure that addresses the problem of gender violence.

Findings

Situation in Mexico

According to Casique (2017, p. 8) in Mexico, notable efforts have been made to recognize and prevent this social problem related to violence against women, for this, the signatures and adherence to different international agreements such as the following are reported:

> The First International Conference on Women held in Mexico in 1975, the Convention for the Elimination of All Forms of Violence against Women (CEDAW) in 1979, the Fourth International Conference on Women held in Beijing in 1995 and the Inter-American Convention to Prevent, Punish and Eradicate Violence Against Women of Belem do Pará [in 1994].

For this reason, in Mexico, the General Law of Access of Women to a Life Free of Violence was erected in 2007, which in article 5 of section IV establishes that violence against women is legally classified as "any action or omission, based on their gender, that causes them psychological, physical, patrimonial, economic, sexual harm or suffering or death in both the private and public spheres".

However, the legal framework that accounts for gender violence, in our country according to Ramírez (2015), this legal precept has not transcended sufficiently in the social conscience, despite the fact that within the framework of the norms and Legal tools there are arguments that counteract discrimination based on gender. This prevails due to the social stereotypes that have been configured around the female figure, representing her with a high level of fidelity, abnegation, but particularly obedience and even enduring violence against her person. This means that this situation has become a public order problem that has included death, injuries, and a manifest devaluation of the quality of life just because of being a woman (Díaz, 2009).

In this sense, according to the National Survey on the Dynamics of Household Relationships (ENDIREH) carried out by the National Institute of Statistics and Geography-INEGI (2016), 66.1 of Mexican women aged 15 or over have suffered at least one event of violence, where emotional violence stands out in 49 % of cases, sexual violence continuing in 41.3 %, later physical violence in 34 % and finally that relating to economic discrimination or at work at 29 %.

In addition, it documents that gender violence is not confined only to one area but also occurs in other social spaces. Thus, in Mexico during 2016, according to the ENDIREH, the prevalence of violence against women was perpetrated in 43.9 % of cases by their partner, 38.7 % in a community manner, 26.6 % in the workplace, 25.3 % in the school environment, and 10.3 % by a family member, also reporting that 78.6 % did not request any support from any institution or filed a complaint after being subject to violence.

On the other hand, Mellissa Galván in 2019, mentions in her journalistic investigation, data that account for violence in Mexico against women, noting that nine women are murdered daily in the country, therefore, in the period from 2015 to 2019 there were 3,200 femicides in the national territory. To the above, she adds that Veracruz is the State where 104 femicides have occurred during the first semester of 2019, for which she places it as the most dangerous for women, followed by the State of Mexico with 42 cases, while the City of Mexico, in this same period of time, had already accumulated 18 femicides.

On the other hand, this same journalistic information reveals that, in the period from January to August 2019, 292 women were sexually assaulted in Mexico City, where 1.4 % of these were rapes of a tumultuous order. This behavior is preceded by a rate of sexual crimes —in 2017— against women that reached the figure of 2,733 victims per 100,000 women.

In addition, Galván (2019) mentions in his analysis that in a period of six years —2013 to 2018— the perception of insecurity by women increased by 7.4 % —from 74.7 % to 82.1 %— regardless of whether it is a public or private place, having mentioned mainly places such as ATMs (87 %), when approaching public transport (74.2 %), when traveling on the street (72.9 %), among others as dangerous spaces. While intimate partner violence comes mainly from her husband or ex-husband, as well as from the exfiancées, classifying these actions as severe to very severe in 64 % of the events. Here it is worth mentioning that in Mexico, 19.4 % of women aged 15 years and over report having suffered at least one act of violence by their partners, which constitutes physical aggression, strangulation, sexual abuse, and threats with firearms.

Likewise, this study adds that in the State of Mexico, Mexico City, and the Federative Entity of Aguascalientes violence of an emotional, economic, physical, and sexual nature is practiced against women mainly by their partner, accounting for figures of 53.3 %, 52.6 % and 49.8 % —respectively— of the cases reported by the victims.

Among the consequences that emanate from these acts, it has been documented that, in 2016, 29.7 days of salaried work were lost by each victimized woman. Along with the aforementioned information, Galván (2019) cites that 33 % of women arrested by police have reported having been sexually assaulted by members of these police groups and finally asserts that violence is exacerbated when it comes to transgender, lesbian or bisexual women since the physical constitution of their bodies does not adhere to the assumed characteristics of the feminine body.

In accordance with the above, the NGOs that attend to these situations and provide services to women have been established in Mexican society with the aim of exercising an action that influences and makes this social problem visible to government institutions. Although these NGOs do not solve the complication, they do contribute by occupying the voided spaces of social care due to the lack of activities and/or interest by government structures (Olvera, 2015).

Nuevo Leon case

The sociodemographic structure of women in the State of Nuevo León brings together 4.3 % of women in the country, and these represent 50.3 % of the population that this federative entity has, and 37.3 % of these constitute part of the economically active population (EAP). The level of education held by economically active women is 4 % did not complete primary education, 14 % completed primary, 51 % complete secondary, and higher 31 % (INEGI, 2015).

The women of the EAP according to their marital status: 43 % are married, 34 % single, 9 % are domestic partners, 7 % are separated, 4 % are widows and 3 % are divorced. In particular, women who are in the EAP, 85.8 % of them also perform household chores, 7.2 % only work, 5.4 % additionally study, and 1.6 % report providing financial support to the home. In relation to the headship of households, 24 % are headed by women (INEGI, 2015).

However, the State of Nuevo León, as it happens in the national scenario, has very similar behavior, and according to ENDIREH (INEGI, 2016) violence against women from Nuevo León was reported at 59.3 %. 35.7 % was consummated in a community manner, 32.2 % by their partner, 23 % in the workplace, and 18.4 % in the school environment. Along the same discursive line, we can also add the trend regarding the prevalence of violence against women in Nuevo León which has increased; conceiving it as a crime that affects a woman. In 2010 there were 22,899 cases per 100,000 inhabitants and in 2018 there were 24,553 cases per 100,000 inhabitants, that is, it increased by 6.7 % (INEGI, 2019).

For this reason, currently the State of Nuevo León, through its government, has an administrative network that provides both care and guidance without any financial cost to women who are in a context of violence (Gobierno de Nuevo León, 2019). Among the services they provide are legal advice, psychological care, and social assistance, through public ministry agencies, family justice centers, centers for care and prevention of family violence, family care centers through the State Institute of Women.

In this case, we highlight the instance of the State Institute for Women (2019), which has within the framework of its responsibilities to promote public policies that contribute and guarantee actions that are based on non-discrimination and social exclusion of women and also affirm full respect for women's human rights. Another feature of this administrative structure of a governmental nature is that they promote the Alert of Gender Violence against Women (AVGM), which is the device determined in the General Law of Access for Women to a Life Free of Violence, to guarantee the legal security for both women and girls.

Notwithstanding the foregoing, civil society, when observing the current problem, has organized itself in a structured way to support, in a genuine act of governance, the attention to women who have been victims and to contribute to the social support that is required in these cases. It is necessary to emphasize that governance is conceived as that interaction that arises between government entities and civil society to address social problems (Canto, 2008). In this way, there were 595 NGOs inscribed in the registry of civil organizations of the Government of the State of Nuevo León during 2019 that are particularly focused on social development; of which 4.87 % (f = 29) are related to care for women.

We were able to characterize these 29 NGOs after a review of their purposes and according to their purposes in eight routes that they mainly follow. Next, we refer to these lines of action detected in the framework of the NGOs' pronouncements:

- *Attention to women subject to violence*: they promote prevention, protection and provide multidisciplinary services to women who coexist under the yoke of family violence. They represent 24.1 % of the institutions. wthey are: Alternativas Pacíficas, A.C.; Asociación de Salud Integral y Desarrollo Personal, A.C.; Family Research Center, A.C.; Explora-T, A.C.; Instituto de Mujer Restaurada, A.C.;

Leaders with a Vision of Ayudar y Transformar, A.C.; Mujeres de Valor, A.B.P.; 7) Viccali, A.C.

- *They attend to the human rights of women*: they carry out an analysis of current legal frameworks and public policies in order to make proposals for solutions, within the framework of human rights, to this social phenomenon. They personify 17.2 % of the institutions and we find NGOs such as 1) Agrupación Política Femenina, A.C.; Arthemisas por la Equidad, A.C.; 3) Asociación de Sororidad Tanatológica Ana Sulivan, A.C.; Mariposas de la Felicidad, A.C.; Mujer en Plenitud, A.B.P.
- *They promote self-care among women*: they provide guidance to make women aware of their self-care in medical, legal, and psychological aspects and thus being able to face the difficulties of a violent environment, seeking that they manage to preserve their dignity and thus strengthen their empowerment. They constitute 13.7 % of the institutions: Asociación Mujer Saludable, A.C.; Centro de Ayuda para la Mujer Latinoamericana, A.C.; Centro de Orientación Familiar Jahdiel, A.C.; Ellas en Movimiento, A.C.
- *They intervene socially with education and orientation programs for women*: they raise awareness and educate women about the aspects that gender violence interferes with within the framework of making people's dignity flourish again. They make up 13.7 % of the institutions and we note: Grupo Interdisciplinario para Asuntos de la Mujer, A.C.; Sendas de Victoria, A.C.; 3) Tranvida A.C.; Tejedoras de Cambio, A.C.
- *They provide mental health services to women victims of violence*: they provide therapeutic care to stop the trauma and cycles of suffering caused by violence against women. They make up 10.3 % of the institutions: Asociación Mexicana para Ayuda Mental en Crisis, A.C.; Asociación Psicoanalítica de Orientación Lancaniana, A.C.; Asociación Regiomontana de Psicoanálisis, A.C.
- *They offer training and skill development to women*: they support women subjected to violence through an opportunity for technical and professional improvement so that they can become independent and take up a new life project. They make up 10.3 % of the institutions and we noticed Instituto de Educación Preescolar, A.C.; Centro Pedagógico Cumbres; Promesa Femenina, A.C.

- *Social assistance to women who suffer from violence*: they contribute through assistance work to cover the deficiencies in the living conditions in which women and their families also subsist. They represent 6.8 % of the institutions: Vida y Familia Monterrey, A.C.; Mujeres Que Saben Creer, A.C.
- *The social reintegration of women who have suffered assault*: they offer a space for lodging and food that allows women who have been subjected to violence to regain control of their lives and gradually integrate into a social and productive life. They represent 3.4 % of the institution: Fundación Lamentos Escuchados, A.C.

As evidenced in the NGOs, the social network that allows women subjected to violence to have protection through the framework of human rights is consolidated, where they are educated and oriented towards their self-care. But, in addition, they receive mental health services in order to restore their dignity and social skills, receiving social assistance during these periods and, finally, having a new opportunity to reintegrate into the social nucleus, in order to recover the course of their life.

Discussion

During this analysis, we have been able to notice the relationship that subsists in Nuevo León between the government and society, which favors citizen participation, which strengthens, on the one hand, its intervention in social processes and situations that imply care. It should be added that in this way, civil society in an organized manner affects the administrative structures of governmental order and consequently in the application of public policies (Quintero-Castellanos, 2017).

On the other hand, the NGOs incur, in accordance with their purposes and missions, in a reading of their socio-environmental environment, which allows them to detect collective issues that violate or satisfy the social and governmental order, and their actions are centralized to modify or sustain the prevailing social context, within the framework that assists them as active participants in a democratic society, of recognition and respect for people's rights. In this way, they are inserted into the sphere of public decisions and actions (Canto, 2008).

Thus, the NGOs in Nuevo León hat attend to the issue of gender violence and care for women who subsist in an environment of violence is demarcated from the perspective of governance by structured civil organizations and by an understanding of the existing problem, in which they show expressions of an exercise of public power (Aguilar, 2011). Additionally, this highlights a horizontal interaction between public agencies, private institutions, and the community (Brower, 2016).

Although governance explicitly seen through NGOs may arise in an environment characterized by demands and tensions due to their connection with the realities of society, such as in this case the attention to violence in which women subsist, It should be emphasized that the actions that emerge in an organized way in civil society are always linked to the great social agreements that are embodied in public policies and in the performance of governments (De Sousa Santos, 2004).

From our position of analysis, the NGOs in a general way, but in particular to the object of study that we are analyzing, which deals with the groups that help in the care of women who are subjected to violence in Nuevo León, these organizations stand as actors that legitimately articulate the needs of society emanating from this problem and join them to the solution guidelines of governmental order, with the purpose of impacting socially in the cultural sphere as well as in the structural part of society. This is achieved by sensitizing and intervening in the social collective, where violence as a result of social interactions has its genesis, and where it is also experienced and transcribed in the social fabric (Martínez, 2008).

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REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
NIVERSITAS

https://doi.org/10.17163/uni.n35.2021.08

Access to information and processing of personal data. Visions from the academy

Tratamiento de datos personales y acceso a la información. Visiones a partir de la academia

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Recibido: 09/03/2021 **Revisado:** 08/05/2021 **Aceptado:** 16/06/2021 **Publicado:** 01/09/2021

Abstract
Currently, the access and use of data rank high in any human activity. People, organizations, and countries pay attention no only to their use, but also to the need of studying how they are obtained, shared, protected, both at the personal and institutional level as social communication is magnified and occupies a higher place in the human behavior, not only face-to-face but also in social networks. This article summarizes a research accomplished in the academic environment of a Mexican university aiming to reflect the behavior of a sample of over 300 students relating to the access to information and data management, highlighting the most significant concerns they have on these topics. An analysis of the results of the survey and research technique used is presented. The main result obtained was that the students granted great importance to have rights on the personal data and, specially, to be able to oppose or annul that these can be obtained or used. On the other hand, they are not very cautious with the privacy of the data as most of them share personal information with friends and acquaintances. This means that this type of behavior towards data management is little congruent

Keywords
Open data, personal data, data processing, data privacy, data security, data regulations.

Suggested citation: Nieves-Lahaba, Y., & Ponjuan-Dante, G. (2021). Access to information and processing of personal data. Visions from the academy. *Universitas-XXI, 35*, pp. 163-181. https://doi.org/10.17163/uni.n35.2021.08

Resumen
Hoy en día, el acceso y uso de datos ocupa un lugar destacado en cualquier actividad humana. Cada vez hay más atención no solo a su uso, sino también a la necesidad de estudiar cómo se obtienen, cómo se comparten, cómo se protegen, tanto en el plano personal como en lo institucional, ya que la comunicación social se magnifica y ocupa un altísimo lugar en el comportamiento humano empleando no solo lo presencial. Este trabajo sintetiza una investigación realizada en la Facultad de Filosofía y Letras de la Universidad Autónoma de Nuevo León en México con el objetivo de describir el comportamiento de una muestra de más de 300 estudiantes en relación con el tratamiento de los datos personales destacando las preocupaciones más significativas que tienen sobre estos temas. Se presenta el análisis de los resultados de la encuesta, técnica de investigación empleada. El principal resultado fue que los estudiantes conceden gran importancia a tener derechos sobre los datos personales y en especial a poder oponerse o cancelar que estos se obtengan o se usen, pero por otra parte no son muy cuidadosos con la privacidad de estos pues comparten en su mayoría datos personales con amigos y conocidos. Se concluye que este tipo de comportamiento hacia el tratamiento de los datos es poco congruente, lo que advierte de la necesidad de un mejor y mayor conocimiento sobre el tratamiento de los datos personales.

Palabras clave
Datos abiertos, datos personales, procesamiento de datos, privacidad de datos, seguridad de los datos, normatividad de datos.

Introduction

At present, different approaches are being developed that allow strengthening the individual action of different segments of society regarding the access and use of data and information, in such a way as to be able to elevate and improve the behavior of different groups. The specialized literature reports isolated experiences that address the treatment of data with different scopes, developed mainly in educational contexts, in order to know behaviors, propose scenarios and mechanisms that facilitate the capture, storage, and dissemination of data and information that are used in different moments of individual activity. (Barreau, 1995, 2008, 2009; Cotino et al., 2020). Ferran-Ferrer and Pérez-Montoro (2009) investigated individual behavior in a sample of students at a university in Barcelona. The study took into account variables such as: access to information (needs/sources/forms of access-subscriptions.), Information management (treatment and integration/recovery and preservation/selection criteria/satisfaction criteria), information uses (creation/integration/communication channels/information sharing/collaborative ways of working), informational skills (expert/non-expert), among others. The advances that are reported in the social sciences, locate in a prominent place everything related to the management of personal data. Contemporary society gives priority to communication in all its manifestations, giving special attention to communication in digital environments in order to facilitate different activities and responsibilities of the community and where the processing of personal data is of great interest to everyone (Arellano & Ochoa, 2013). However, the study of the perception of university students about the processing of personal data has not been widely approached in such a way as to allow the exploration of qualitative or quantitative data to account for generalized behaviors: therefore, this study aims to contribute to the formation of ideas around the theme. Much progress must be made even in terms of technological means having elements that contribute to the respect of these rights and that facilitate a flow of quality data and information. It is the era of truth, and it is an obligation that the messages and data that are transmitted through various channels carry information and not disinformation.

Data management and information security

Informational self-determination is an essential right to take into account in the design and operation of information systems, whether automated or not, therefore data processing must not only comply with regulations, but must also contribute to the Citizens' literacy in this matter, so that they are informed about the rights of the owner of the data and, at the same time, the principle of data quality is maintained (Sánchez-Castañeda & Márquez, 2017; Hernández & Zavala, 2018; Garriga, 2009; Porcelli, 2019; Domínguez, 2016).

A few decades ago, Páez (1992) expressed: "in ancient times, Western man wanted to be wise; then modern man wanted to be knowledgeable; contemporary man seems to be content with being informed (and possibly future man is not interested in anything other than having data)" (p. 10).

The data allow us to represent facts, concepts, dimensions and are part of our language, of our management, they also make it possible to establish relationships to determine behaviors in different processes. Information is generated, distributed, and used from the data.

In recent years, projects and experiences have been presented in relation to data management, not only for research, but for any personal activity. The volume of electronic data and its exchange through different channels are increasing rapidly. Being such a vital aspect for different facets of civic life, it is to be expected that studies will be developed around it, and policies that lead to its protection are generated since erroneous data when multiplied, can lead to falsehoods, and it continues to grow and multiply in inappropriate applications. Public policies in relation to data management have emerged, although unfortunately there are still examples of non-compliance and mishandling, intentional or not, of personal data (Ortega, 2015).

The exercise of rights over personal data, in legal matters, has been the object of observation from different angles and at different times (González, 2019; Requena & Sánchez, 2014; Araujo, 2016). Its scope and significance have been gradually modified to show policies that strive to strengthen collective guarantees (Aparicio & Pastrana; 2017, Hernández, 2006). In Mexico, Article 6 of the Mexican Constitution has been modified at different times, currently, it not only expresses the right of freedom of expression but also the right to access information. Article 16, modified on June 1, 2009, is specific when it mentions that everyone has the right to protect their personal data. This right is ratified and established (Feregrino, 2012), in the regulatory body of the Federal Law on Protection of Personal Data Held by Private Parties (Chamber of Deputies of the H. Congress of the Union, 2010) approved by the Congress of the Union in 2010, through the ARCO rights that have to do with access, rectification or correction of personal data obtained from individuals, as well as the right to object to their being collected (ARCO Rights: Access, Rectification, Cancellation or Opposition).

In addition to these rights, the regulation attached to this law (Chamber of Deputies of the H. Congress of the Union, 2011) addresses eight guiding principles for the protection of personal data, these are: legality, consent, information, quality, purpose, loyalty, proportionality, and responsibility.

By interrelating these principles with the context of the informational phenomenon, Ozmen-Ertekin and Ozbay (2012) present their vision about data quality, through the accessibility and security dimensions. They consider accessibility as the ease and breadth of access to information and security with respect to whether or not there is protection against unauthorized access. Quality dimensions refer to the set of quality attributes to which consumers consistently react. (Wang et al., 2001; Portilla-Romero, 2017). Other more enlightening elements are provided by Páez (1992) when he offers a series of parameters to evaluate the quality of the data, these are: "volatility, comparability, timeliness, reasonableness, sensitivity, functionality" (p. 104).

Mendoza (2018) emphasizes its importance within the domain of companies when he states:

> It is important to know the dimension of the regulation of the right to protection of personal data in possession of the service companies established in Mexico, through the normative logical reasoning that allows analyzing the principles and the fulfillment of obligations and duties in the matter, according to the characteristics of this human right. (p. 269)

There is no doubt that the value of data has increased both from an economic and social point of view (Mendoza, 2018; Monsalve, 2017).

> Currently, personal data has an economic value, comparable to certain intangible assets, such as software or the commercial value of domain names. This has led to consider them as the oil of the information and knowledge society. (Mendoza, 2018, p. 269)

The information as a result of the logical combination of the data, which shows a reasoned significance, is an essential asset for the performance of the organizations "the security of said information and the systems that process it is a first-level objective" (Orrego, 2013, p. 21).

The relevance of the relationship between data and information, "does not lie in the data itself, but in the treatment, association with other data and the utility that it is given" (Mendoza, 2018, p. 269). Organizations must carry out security processes (Meraz, 2018, Hernández, 2006, Galvis & Pesca, 2019, Chamber of Deputies of the H. Congress of the Union, 2017) and "implement a system that addresses this task in a methodological, documented way and based on clear security objectives and an accurate assessment of the risks to which the organization's information is subjected" (Orrego, 2013, p. 21).

Materials and methods

The objective of this research was to explore the behavior of university students towards the processing of personal data. The methodology was based on the analysis of documents on the subject, definition of variables, definition of the technique to be applied, survey design, survey pilot test, survey application, data standardization, analysis results, and communication results. The spatial limit was made up of the undergraduate students of the Faculty of Philosophy and Letters of the Autonomous University of Nuevo León. The selected population was of the intentional type, as it was a population that we had access to. The population size was 5000 students. A sample of 420 students was randomly taken from this population. The data was obtained through a survey, which was applied online, with the support of the electronic tool QuestionPro. Of the 420 surveys, 383 were valid. 91.73 % of the respondents were between 18 and 30 years old.

The variables are described below:

- Rights on personal data: Refers to the rights to access, rectify, correct or oppose the collection of personal data (ARCO Rights in Mexico).
- Personal data security: It refers to the routines to protect personal data in digital environments, as well as with whom the personal data is shared
- Privacy of personal data: It refers to the types of consequences of losing personal data Regulations in Mexico: It refers to the regulatory instruments that exist in Mexico to protect personal data and guarantee access to information

Analysis and results

Rights over personal data

This variable was addressed using a Likert scale (very important, not very important, and not at all important). The situations that were included are related to the exercise of ARCO rights that exist in Mexico.

The operationalized results can be observed in the following table 1. The high percentage of responses in the very important indicator points to the positive recognition of those surveyed in situations related to ARCO rights.

Table 1
Distribution of responses on ARCO rights for the indicator "Very important"

Situations that exemplify the rights over personal data	Response percentage Very important
Request the cancellation of personal data when they are being used improperly.	98 %
Oppose the processing of your personal data if they have been collected without your consent.	96 %
Have access to the privacy notice to which the processing of my data is subject.	94 %
That your personal data can be deleted when, for example, you cancel your bank account.	94 %
Know the treatment of which my personal data is subject, as well as the transfers made.	94 %
Know where I can rectify my personal data.	94 %
Request and be informed about your personal data, its origin.	93 %
Know the means by which organizations provide information on the use of your personal data.	90 %
Request the rectification of your personal data when they are inaccurate.	89 %
Oppose the processing or collection of personal data when this is not carried out by a public entity.	89 %

In the context of educational institutions, especially universities, these rights are very significant because they establish a culture that must prevail in all actions of students during their responsibilities and future actions.

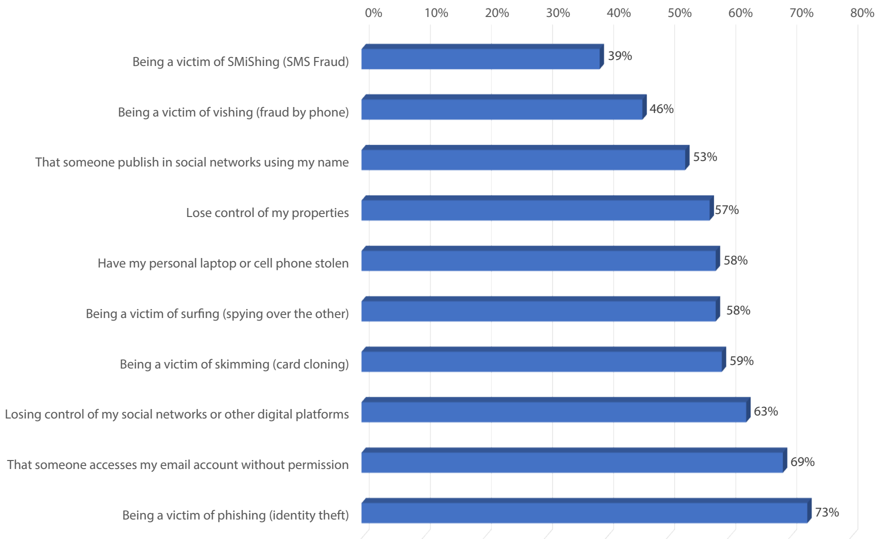
Data privacy

Data privacy was addressed by asking who is personal data shared with on social media, as well as the consequences of losing it.

Another aspect to analyze in relation to data privacy is the one that addresses the consequences in the event of it being violated. Respondents were presented with some of these consequences and asked to reveal which ones they were most concerned about. Figure 1 shows the results in order of greatly to least concern.

The consequence that most worries respondents is being a victim of phishing (identity theft, 73 %), and the least they worry about (39 %) is being a victim of SMiShing (SMS Fraud).

Figure 1
Distribution of consequences when the privacy of personal data is violated



When linking the previous results with the gender variable, convergences and divergences in opinions are observed (see table 2).

Both for the male gender (13.82 %) and for the other gender (25.00 %), someone accessing their email account without permission is what concerns them the most with regard to the privacy of their data. However, for the female gender, this aspect occupies second place (11.41 %).

What worries women the most is being a victim of phishing (identity theft, 12.83 %). In this case, this aspect, both for the male gender (11.98 %) and for the other gender (16.67 %), this aspect occupies the second place of importance.

The third most neuralgic aspect regarding data privacy behaves as follows: the male gender is concerned about three situations: being a victim of skimming (card cloning, 10.83 %), losing control of social networks or other digital platforms (10.83 %), in this case, it shares this third place with the female gender (11.07 %) and lose control of the properties that it shares with the other gender (16.67 %).

Table 2
Distribution of crossover between
the data privacy variable and the gender variable

Consequences	Male	Female	Other
That someone accesses my email account without permission	13.82 %	11.41 %	25.00 %
Have my personal laptop or cell phone stolen	9.68 %	10.11 %	8.33 %
That someone publish in social networks using my name	9.45 %	9.09 %	8.33 %
Being a victim of surfing (spying over the other)	9.45 %	10.34 %	8.33 %
Being a victim of phishing (identity theft)	11.98 %	12.83 %	16.67 %
Being a victim of SMiShing (SMS Fraud)	6.45 %	6.81 %	0.00 %
Being a victim of skimming (card cloning)	10.83 %	10.16 %	8.33 %
Being a victim of vishing (fraud by phone)	6.68 %	8.46 %	0.00 %
Losing control of my social networks or other digital platforms	10.83 %	11.07 %	8.33 %
Lose control of my properties	10.83 %	9.71 %	16.67 %
Total	19.66 %	79.79 %	0.54 %

The concern about the loss of personal data when being a victim of identity theft, or when losing control of social networks, digital platforms, or card cloning, to be specific in the case of this study, involves at least two aspects; the fear of the people towards the loss of their privacy and the interference in their privacy, both infringe on the exercise of people's rights, by people not having control of their personal information, the unauthorized use of bank funds that result in debts damaging the financial situation and credit history of the person, as well as repercussions on public image by damaging the reputation of the person affected by these circumstances.

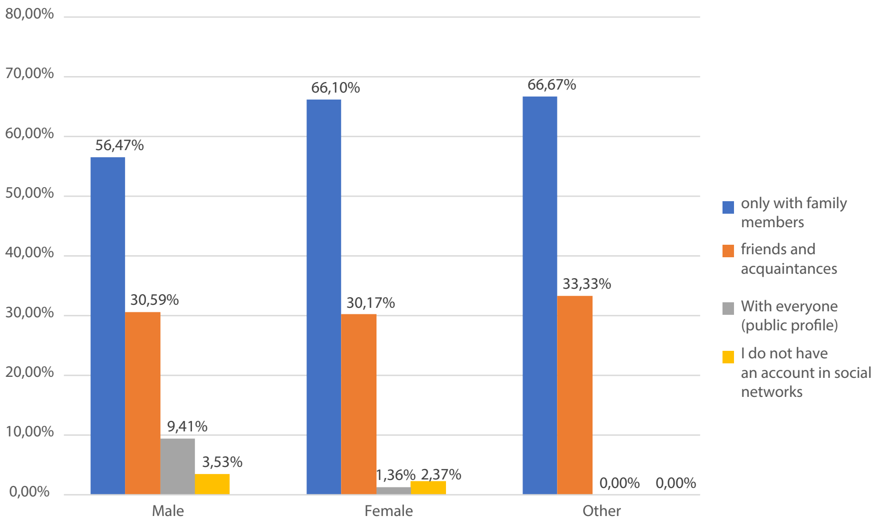
Personal data security

The security of personal data was investigated from the routines used to protect personal data in web environments, as well as with whom data is shared on social networks.

When addressing with whom personal data is shared, 64 % responded that they share data with friends and acquaintances, 30 % only with family members, and 3 % with everyone. Only 3 % responded that they do not have social networks.

When delving into the analysis and relating these results to the gender variable, the results indicate that Male, Female, and Other respond in a similar way when it comes to sharing information with family, friends, and acquaintances, or when making the decision not to have social networks (Figure 2).

Figure 1
Distribution of crossover between the data privacy variable (data sharing) and the gender variable



However, the distance increases —that is— there is no longer so much similarity when it comes to sharing data publicly. In this case, the male gender tends significantly and mainly to carry out this practice (see table 4).

When examining how data protection is carried out, in this case, the responses were, in the first place, the elaboration of a complicated password (81 %), in second place, to avoid publishing data on social networks (64 %), as well as not downloading from suspicious sites and thirdly to avoid chatting with strangers (57 %) (see table 3).

Table 3
Distribution of routines to protect personal data in web environments

Routines to protect personal data	Percentage
Create a complicated password	81 %
Do not publish my data on social networks	64 %
Don't download from suspicious sites	64 %
Don't chat with strangers	57 %
Check emails if they invite you to click on a link	49 %
Change my password every so often	36 %
Use security or two-step filters on my accounts	36 %
Browse incognito window	29 %
Use ad blocker	26 %
Call my financial institution in case of suspicion of interference	17 %
Publish with false information	17 %

The routines that respondents use the least to protect their accounts correspond to publishing with false data (17 %) or calling a financial institution in case of suspicion of intrusion (17 %).

It is possible to corroborate the previous data (table 4) by relating them to the results of Figure 2. Creating a complicated password is the most commonly used routine.

Table 4
Relationship between routines to protect personal data and with whom data is shared in web environments

Indicators	Friends and acquaintances	Family	I do not have an account in social networks	With everyone (public profile)
Create a complicated password	18.12 %	14.93 %	13.11 %	22.45 %
Change my password every so often	7.21 %	7.99 %	9.84 %	10.20 %
Call my financial institution in case of suspicion	3.61 %	3.82 %	4.92 %	2.04 %
Do not publish my data on social networks	13.72 %	14.76 %	11.49 %	6.12 %
Publish with false information	2.55 %	4.86 %	8.19 %	4.08 %
Use ad blocker	5.54 %	4.69 %	6.56 %	8.16 %
Browse incognito window	5.80 %	6.77 %	4.92 %	4.08 %
Don't download from suspicious sites	13.19 %	12.67 %	11.48 %	16.33 %
Check emails if they invite you to click on a link	10.38 %	9.72 %	9.84 %	12.24 %
Use security or two-step filters on my accounts	7.74 %	7.47 %	6.56 %	8.16 %
Don't chat with strangers	12.14 %	12.33 %	13.11 %	6.12 %
Total	62.37 %	31.60 %	3.35 %	2.69 %

The routine of not publishing data on social networks is in second place regarding the preferences for the security of personal data in web environments, both for those who share with friends and acquaintances and for those who share with relatives. However, for those with a public profile, second place corresponds to avoid downloading from suspicious sites.

This same routine is the third place for the remaining groups. For those in the group that shares information publicly, the third preferred routine for data security is to verify the security of emails which invite you to click on a link.

These results reveal that respondents are aware of the basic issues regarding the security of their personal data in web environments. However, issues of the more advanced users such as browsing in an incognito window or using an ad blocker were not among the most selected by the respondents. Although these actions are not an absolute guarantee for the security of personal data, they do indicate that the use of routines that have to do with so-called *cookies* is not taken into account.

Users a little more experienced in digital environments carry out actions such as warning the financial entities with which they conduct financial services, verify emails with links, as well as using ad blockers in conjunction with reviewing the policies for the use of cookies to be aware that type of data is collected and choose whether or not to allow its use. Understanding the functions of cookies, the types or levels that exist, the processes for their management, or the types of data they collect, is part of contemporary literacy. Cookies, small text files that allow to navigate the website and make use of its functions, as well as having information and differentiating site visitors can also, depending on the category, collect data and personal information. A website can use its own and/or third-party cookies or it can also use anonymous cookies, protecting users so that their activity is not tracked when browsing other websites.

Regulations in Mexico

In relation to the regulatory instruments that exist in Mexico for the protection of personal data and guarantee access to information, the results give an indication of the need for education and training in regulatory matters as one of the ways to promote a coherent informational behavior and safe in digital environments.

In this case, the knowledge (through a Likert scale A lot, Little, Nothing) of laws and other normative instruments were investigated. Approximately only 7.5 % expressed knowing a lot: the Open Access Law, the Science and Technology Law, the Law of Transparency and Access to Public Information, and Articles 6, 7, and 8 of the National Constitution. A slightly higher percentage, but also not very significant, was that 15 % referred to being very familiar with the sites of national information transparency in which the university's transparency pages were included.

Discussion and conclusions

University students of social sciences and humanities consider the right to personal data very important. That they allow; access, rectify, correct, or oppose (ARCO rights) to its treatment. In this sense, they highlight the importance of the right to oppose or cancel personal data when they are being used improperly or collected without consent. This recognition not only notes not oly the importance they attach to it from a pragmatic point of view, but also to the concordance with the principle of informative self-determination (Sánchez-Castañeda & Márquez, 2017; Garriga, 2009).

Taking into account that personal data refers to what makes a natural person identifiable (Rivera, 2019; Remolina, 2013; García, 2007) and that when combined they become information that describes, characterizes, or differentiates individuals, it is necessary to have and know the right to the treatment to which these data are subjected to. In this sense, Ferrán-Ferrer and Pérez-Montoro (2009) mention the importance of:

> Having the exact information, in the right place, in the right format, at the right time, and sufficiently complete and of quality to satisfy all the information needs that arise in the different areas of daily life. (p. 366)

Data privacy is an aspect that reflected the concerns of university students, in relation to the consequences of their data being exposed. This situation must be addressed from different spheres, either from the different levels of formal education or informally by the government institutions in charge of monitoring and protecting personal data so that this uneasiness is not an element that limits freedom and the effectiveness of their rights. The use of digital environments and technologies should not limit the scope of freedom and data protection (García, 2007; Castellanos, 2020), however, as they develop, new ways to infringe on privacy appear. The findings indicate that the people surveyed are concerned about being a victim of phishing (identity theft), that someone accesses their email account without permission or to lose control of social networks or other digital platforms and it is to be expected since, in Mexico, identity fraud is a growing problem. In 2015 it ranked eighth worldwide in this crime, in that same year 100,000 complaints were received throughout the financial system, with this figure, complaints had increased more than 500 % compared to 2011 (Juárez, 2016).

However, the findings indicate that the actions carried out to secure personal data, in digital environments, are basic. Respondents protect themselves mainly by creating a complicated password. Although there are at least three specific routines that are also used: do not post data on social media, do not download from suspicious sites, and do not chat with strangers, these underscore the basic nature of the employed routines. The need for education on data protection and informational behavior is noted, something that Swigon (2013) proposes as personal knowledge and information management or what Gray et al. (2012) called data literacy. This proposal not only refers to the management of personal information but to the development of informational competencies that are essential to increase the level of competencies that enable reaching this objective. The finding also coincides with the study carried out by the Federal Institute of Telecommunications in Mexico (2019), which advocates for the need for public and private actions to expand the skills of the population in the use of ICT with special focus on adolescents.

This study suggests that little is known about the regulations for the treatment and protection of personal data existing in Mexico. It is evident that this time requires public policies that regulate everything related to data and information (Araujo, 2016; Requena & Sánchez, 2014) and that said regulations to be known by all social groups that in turn, aware of their rights, behave in accordance with what is regulated and established and also contribute to its dissemination and compliance. This finding makes us reflect on the performance of government organizations in the education of the population, if one takes into account that among the generic obligations of the general law of transparency and access to public information in Mexico, it is stated in article 66 that It is an obligation to establish the technological conditions and to use means of disseminating information to develop the knowledge of the population in matters of transparency and protection of personal data (Sánchez-Castañeda & Márquez, 2017; Chamber of Deputies of the H. Congress of the Union, 2020).

On the other hand, the fact that the best-known regulations by the respondents are those related to the university's transparency pages, corresponds to the role of public universities in establishing and publicizing an open data model that is useful for their community (Domínguez, 2016; Islas 2017).

The results achieved by this research provide an opportunity to set new goals and objectives that allow other generations to master these issues and act accordingly. A true information society requires that its components be educated, becoming literate in everything related to the handling of data, information, and knowledge, but that they also master policies, rights, and obligations.

A limitation of the study is that no studies were found with which broad comparisons could be made. Another limitation is the fact that in Mexico the subject has been only relatively recently approached outside the business sphere.

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REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
NIVERSITAS

https://doi.org/10.17163/uni.n35.2021.09

Consequences of structural adjustment policies in southern Europe

Consecuencias de las políticas de ajuste estructural en el sur de Europa

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Abstract

This paper analyzes the changes occurred in Italy and Spain on the initial decades of the 21st century. Through a transdisciplinary study on social sciences and the analysis of statistical information collected in official reports and databases, the aim of this work is to gather empirical evidence about the political transformations occurred in the job markets of both countries as a result of the spread of the neoliberal ideology and the implementation of structural adjustment programs. This research covers the implementation of neoliberal policies since the late 1980s as well as its social consequences, intensified from the second half of the 2010s. One of the main conclusions found in this study states that the different policies conducted by national governments, under the aegis of Structural Adjustment Programs decreed by institutions such as the International Monetary Fund, led a country like Spain to a severe situation where the lack of adequate employment and the structural political limitations prevented most of the working population from accessing to employment in fair conditions and critically restricted their life expectations, forcing ample sectors of the population to migrate abroad. The article addresses the contradictions between neoliberal policies and precapitalist structures existing in Italy and Spain, with the purpose of outlining questions that contribute to find political alternatives in favor of a greater social and economic democratization.

Keywords
Unemployment, Europe, migration, youth, poverty, neoliberalism.

Suggested citation: García-Martínez, J. M. (2021). Consequences of structural adjustment policies in southern Europe. *Universitas-XXI, 35*, pp. 183-202. https://doi.org/10.17163/uni.n35.2021.09

Resumen
Este trabajo analiza los cambios operados en España e Italia en las primeras décadas del siglo XXI. Mediante un estudio transdisciplinar en ciencias sociales y el análisis de información recopilada en informes y bases de datos oficiales, se pretende reunir evidencia empírica de las transformaciones políticas operadas en los mercados de trabajo de ambos países a consecuencia de la difusión de la ideología neoliberal y la aplicación de políticas de ajuste estructural. El trabajo abarca tanto la implementación de políticas neoliberales desde finales de la década de 1980 como sus consecuencias sociales, intensificadas a partir de la segunda mitad de la década de 2010. Una de las principales conclusiones obtenidas en este estudio radica en que estas políticas monetaristas, aplicadas por los gobiernos nacionales bajo la batuta de instituciones como el Fondo Monetario Internacional, han conducido a un país como España a una grave situación donde la falta de empleos adecuados y las limitaciones políticas estructurales de acceso al empleo restringen gravemente las expectativas vitales para la mayoría de la población trabajadora, obligando a amplios sectores sociales a migrar a otros países. El artículo aborda las contradicciones entre las políticas neoliberales y las estructuras precapitalistas existentes en Italia y España, con el fin de plantear interrogantes que contribuyan a buscar alternativas políticas en favor de una mayor democratización social y económica.

Palabras clave
Desempleo, Europa, migración, jóvenes, pobreza, neoliberalismo.

Introduction

The statistics of youth unemployment in Spain point out that it affected 32.6 % of the workforce between 15 and 24 years of age in 2019. These high numbers were above 55 % in 2013 (St. Louis Fed, 2021a). From a total of 317 000 part-time employees between 25 and 29 years of age registered in the fourth semester of 2020, more than 216 000 young people stated that they were not able to find a full-time job (National Statistics Institute, 2021d). Beyond simplistically attributing that this situation is due to the consequences of the COVID-19 pandemics, when analyzing unemployment causes and consequences it should be taken into account the structural characteristics of the job market and the transformations it has undergone over the course of the neoliberal globalization period initiated in the 1970s. Various legislative changes have led to a decrease in the recruitment costs and to an increase in the "flexibility" of male and female workers. According to Carrillo:

> There obsessively persists a trend to replace the scientific analysis of the underlying causes, the study of the historic change, by the simplicity of tautologically discussing about the symptoms that constantly emerge on the social surface, when really causes, symptoms and consequences must be organically analyzed, as a contradictory unit. (Carrillo, 2020b, p. 148)

Many countries in the European periphery, such as Greece, Portugal, Spain and South Italy, are characterized by high unemployment figures. The reasons that explain these employment issues cannot be considered solely from a short-term prism, but their study must be inserted in the context of the historic evolution of these territories, considering its insertion in the neoliberal governance of the European Union under the single currency. According to Wolfgang Streeck, "an integrated monetary regime for highly uneven economies such as a north of Europe based on the supply and a south of Europe based on the demand cannot work equally well for both parts" (Streeck, 2017, p. 209).

The analysis of the social consequences of these policies on the local structures may shed light on how these global processes have impact on the daily life of the people that reside in many peripheral regions, and how some outdated political structures have shown to be largely unable to resolve the demands and needs of the majority of the people.

Methodology

In this paper we will carry out an analysis of the political transformations that have occurred in the context of southern Europe, through a transdisciplinary approach in social sciences. The changes observed in the job markets have largely been the result of the application of structural adjustment policies by governments and supranational institutions such as the International Monetary Fund, consisting of decrease of salaries, reduction of the load and financing of the public sector, and legislative changes oriented to promote foreign investment (Davis, 2006; Harvey, 2020).

This analysis has been carried out through a literature review of the research conducted around the economy and society of southern European countries. This work addresses these problems in a dialectic manner, using scientific disciplines such as history, economy, sociology and geography, together with a critical review of the information available in the Eurostat database, official database of the National Statistics Institute in Spain, or in the St. Louis Fed database. The study of these sources together with the analysis of the information obtained from official reports and databases enable gathering empirical evidence of the social transformations occurred in the job markets in Spain and Italy, with the purpose of contributing to a better understanding of the important changes that have taken place in the societies of southern Europe in the 21st century, studying how these policies in favor of the market have led to a significant deterioration of the living conditions of the majority of the people in southern Europe.

Analysis and results

When studying a social problem such as unemployment, it should be taken into account that it affects youth population and adult people in an uneven manner. Some sectors of male and female workers, thanks to their experience, have the capability of reinserting in the job market. Nevertheless, specifically in the case of Spain, the structural conditions of the economy and the years of experience required by companies prevent many young people to start their journey in the job market, leaving them stuck in informal jobs for long periods of time. In a classical work, the sociologist James Petras pointed out the problems stated by the transition from the dictatorship developmental model to the liberalization that took place during the presidency of Felipe González (1982-1996) (Petras, 2018).

It is necessary to analyze these structural obstacles that prevent a large part of male and female workers from accessing to formal employment, such as the political clientelism rooted in some regions, which hampers equal access to jobs, favoring those sectors of the population with family and friendship connections with dominant political and economic sectors in a particular place. Various research works conducted decades ago have pointed out the strength of traditional family ties in southern Europe (Narotzki, 1997). Wolfgang Streeck has written that:

> The south of Italy illustrates in an exemplary manner how programs for regional development may fail due to social and political circumstances (…),

> the aids for development granted by the Italian State were absorbed by local power structures and used to consolidate local relations of traditional dominance, characterized by clientelism. (Streeck, 2016, p. 133)

This fact continues to have political implications, because the dominant classes who own the big companies and the means of production in these regions, together with various sectors of male and female state workers and agents benefitted by economic growth processes, have an evident interest in the conservation of this *status quo*, which enables the beneficiary collectives to preserve their privileged position in the structure of these societies, while pushing the rest of the population to a forced migration or to poverty.

The dynamics of regional development caused by neoliberal globalization and migration has deeply affected a peripheric region such as Murcia (Spain). This local territory has been inserted in the international division of labor, created in the context of contemporary globalization, as an exporter of raw products, mainly fruits and vegetables, intended to the world markets. The application of a series of structural adjustment policies by national dominant classes and by local leaders has led to important transformations both in daily life and in job markets, that may be observed in the new dynamics of economic development, in the job market and in the situation for the whole society from the second half of the 2010s.

The region has rearticulated in the global economy as a work force exporter territory (Delgado-Wise, 2013), both qualified and non-qualified, that cannot find an appropriate framing in the economic structure of the region. Capital accumulation is sustained on a high extraction of excess value from the work performed by migrants coming from the north of Africa, Latin America and other European countries such as Romania, as well as in activities related to tourism, hotel business and games of chance, which has led to protests by young people from Murcia, a collective considerably affected by these policies that privilege obtaining economic benefits at the expense of health (Peñalver, 2019).

The population born abroad and registered in the 2020 census in the region include 253683 people (National Statistics Institute, 2020), a number that, however, does not reflect the whole collective, specifically those people that due to different reasons could not or did not want to carry out this administrative procedure. Many of these workers are undocumented that do not have the freedom to exercise many of their rights (Schierup et al., 2018) and are forced to accept precarious conditions both in the jobs and in the households where they live, frequently in old flats and in overcrowding conditions, or cannot denounce the problems they face in the daily relations with their employers, often carrying out jobs of important hazard and physical effort.

The reduced salaries earned by male and female migrant workers in Murcia, employed in the agro-industrial sector, reflect these work relations unfavorable for the migrant population that lives in the region (Calvo, 2020). It is added to the unemployment typical of environments where the production is based on the extraction and sale of raw materials, the additional job losses produced in countries specialized in exporting services such as tourism, searching for the income coming from tourists from most prosperous zones such as Germany, France, United States and Canada. An additional "Dutch syndrome" observed by José Gabriel Palma explains the persistence of high unemployment in these places (Palma, 2019). It is important to remember, with Carrillo, that we are far from this being the "curse of natural resources", but that "this is about a premeditated conduction of the economic policy" (Carrillo, 2018, p.184).

This emigration of population, in many cases with high qualifications funded by the states and taxpayers of the European periphery, are hired by capital intensive companies in Northern countries, such as Spanish engineers and biochemists that work in big chemical and automotive manufacturing industries located in Germany, who obtain qualified and highly productive work force without having to invest in their training, which entails "new modes of uneven exchange" (Delgado-Wise, 2013, p. 30).

At the beginning of the twentieth century Antonio Gramsci already warned about the conditions that prevented southern Italy from achieving an economic development that benefitted its whole population, due to the structural characteristics of the capitalist development process in southern Italy and to the resistance of important organic intellectuals that contributed to extend a persistent hegemony favorable to the state of affairs, such as the Church in the nineteenth century. The analysis by Gramsci revealed that "in the national territory stay the old people, the women, the children and the invalids, i.e., the passive part of the population that charges on the working population" (Gramsci, 2013, p. 158). The presence of organic intellectuals favorable to the *status quo*, which may be observed in many societies of the periphery, is analyzed by García-Bonafe, who wrote that:

> From the point of view of the social role, the southern intellectual reflects the outdated agricultural structure and finds in the state and local administration and not in industry, an escape valve, hence exercising the function of intermediary between the farmer and the administration in general, and thus becoming a decisive factor in containing the pressure exerted by farmers. (García-Bonafe, 1975, p. 290)

These factors contribute to extend an "hegemony", as called by Gramsci, which in alternative doses of consent (the common sense created and extended by communication media and by a large part of the same population) and coercion (by means of different regulations and the legislation, backed by the power of the State) seeks to get an acceptance of the established order among the majority of the population (Gramsci, 2013, p. 370).

The capture of administration mechanisms and of local power by dominant sectors is not only limited to the job market, but it can be also observed in the vaccination process against coronavirus, where the vaccination of high-level positions has been privileged in regions such as Murcia and Extremadura (EFE Agency, 2021), which entails a democratic outrage in front of the whole population, since it has not been taken into account the weakest and mostly affected collectives such as old people and healthcare workers. The Murcian government has been limited to creating the conditions for continuing the economic development process that favors the most prominent businessmen and businesswomen, as well as capital owners, and has not made a correct distribution of the benefits of economic growth.

The explosive contradictions experienced in Spain politics in 2021 as a consequence of the motion of censure stated by the opposition to the governing Popular Party, which has exercised a complete hegemony in the Murcian region for decades, has led to the buying of various politicians from the opposition by granting them positions and other privileges, in the face of perspectives that the motion of censure would lead to a change of government that would put at risk the clientelist structures of domination present in the region. The capture of the best job positions and the habitual links interwoven between the political and economic establishment, the most prosperous companies in these local environments, such as the canning industries and agricultural products manufacturing companies, and the political representatives favorable to the demands of businessmen and businesswomen and of the most privileged population hinder many male and female workers to find decent job positions and pushes them to different forms of forced migration or, in worst cases, to mental illness and begging. In 2014, 37.2 % of the population of the Murcia region was living in poverty, a value which was reduced to 27.7 % in 2019, mainly due to the important migratory movement that has taken a large part of the population abroad, to work both in qualified jobs (those who hold a university degree) and on jobs that do not require a university qualification. A good sample of the social consequences caused by structural adjustment policies may be observed in the drastic increase of forced migration since the systematic crisis occurred in 2008. The statistics of Spanish population living abroad records that the number of Murcian men and women that live outside of Spain has doubled, going from twenty thousand people in 2009 to more than 44 thousand in 2021, which does not mean that this is the total number, because it is possible that many people that work abroad has not done the registration process (National Statistics Institute, 2021a; 2021b).

The legislation inspired by the neoliberal ideology, such as the labor reform enacted by the Popular Party (PP) in 2012, aimed at reducing the burden of contributions from the corporate sector has had counterproductive effects: without any type of regulation that prevents these practices, companies are in total freedom to search for lower salary costs hiring workers that live nearby workplaces, which eliminates the need to pay employees a salary that enables them to rent a household or a room, since the social reproduction costs are covered by the work of their families; or resorting to hire unemployed people who are registered in the employment offices, choosing only those male and female workers that have official disability certificates. The freedom of companies to take advantage of the Social Security bonuses through these recruitment models leaves many people with very few options to be able to work. In order to understand this irrationality, we should take into account, as written by Hobsbawn, that “the rational election of the companies that only seek their own benefit consists in: a) reducing as much as possible the number of employees, since people are more expensive than computers, and b) cut the social security taxes (or any other type of taxes) as much as possible” (Hobsbawm, 2012, pp. 565-566), without taking into account other considerations of more social nature.

The growth of the “global police state” in the words of William Robinson, is combined with the “deregulation” of the job market, understood as the suppression or modification of state regulations that protect workers, with the purpose of taking care of requirements of the capital for a workforce which is more flexible and has lower salaries; therefore, the operation of this system leaves very few options to the large majority of the people (Robinson, 2014).

It should be taken into account the different measures taken by Spanish governments from PP and PSOE in recent decades, since the constitutional approval of the external debt payment during the period of Rodríguez Zapatero (2004-211), the aforementioned labor reform in 2012 and the enactment of the Law of Citizen Security in 2015, popularly known as Gag Rule, by the government led by Mariano Rajoy (2011-2018), together with the successive structural adjustment programs applied by national governments under the aegis of the International Monetary Fund and with the endorsement of chancellor Angela Merkel (Fontana, 2013). Extreme individualism instigated by the neoliberal cultural counterrevolution (Carrillo, 2018) leaves no alternative for helping the most vulnerable population except for the weakened public services and the social institutions, both religious and civil, created by the own citizens, which are very deteriorated after years of tax cuts, and the weak pre-capitalist relations, such as the family, that still supports the social reproduction of many people, many of them replaced by capitalist relations (let us think about the care of grandsons and granddaughters by grandmothers and grandfathers in the case of female workers that resort to their relatives, while many other families choose to hire migrant women paying them low salaries for performing these social reproduction tasks, or to invest in the purchase, often financed through credits, of technological advances aimed to save work at home, such as robot vacuum cleaners, kitchen robots, etcetera). Important changes have taken place in the production and social reproduction spheres that need to be analyzed (Katz, 2001).

Resorting to credit (Carrillo, 2020a) largely sustains consumption in contemporary economies, since the reduction of salaries and the unemployment hinder many families from having enough income for buying, which also affects economic growth of these regions. A sample of the irrationality of the neoliberal adjustment policies is their intended objective of driving economic growth.

The public sector, particularly the recruitment in public institutions such as universities, experiences important problems due to the requirements for certifications and the characteristic limitations of a "feudal university" in the words of Gonzalo Pontón (Nerín, 2019), that only enables to start their journey in the job market to those with contacts in the university, pushing the rest to unemployment and to the world of informal economy, which has increased dramatically as a consequence of political factors such as the disappearance of workers unions from power. The result is a university workforce affected by a severe temporality, with the proliferation of standby contracts and with salaries that in many cases do not exceed 500 euros (Sánchez, 2021).

It should be pointed out, as an example of the social consequences of these policies, the requirements of many companies for transferring social security costs to the State and to the own workers through the figure of the *false self-employed person*, or the requirement by many businessmen and businesswomen that working people bring their own laptop computer when beginning in the job, which entails a wear and tear on this tool that is not borne by the capitalist. Recalling the classical formula of the value of the goods Constant Capital + Variable Capital + Added Value (Harvey, 2018), we reach a situation in which the businessman or businesswoman does not provide any constant capital to produce the good or service, just a reduced variable capital in the form of salaries, and the working population is obliged to supply the fixed capital necessary to carry out the activity, together with their working force, which creates the added value that remains in possession of the company. Despite all this appearance of "autonomy", who performs the work is the independent professional that will collect the amount received from the company, often in the form of an invoice, which means that the excess value will remain in possession of the company to whom he/she provides his/her services, free of withstanding social security charges (Mesas, 2021).

All this has given rise to novel forms of informal hiring. The contemporary extension of new technologies enables that a company in China has available false self-employed male and female workers in Spain, who will create a higher value with their work without the company needing to provide any type of capital, not even the computer in which the work activity should be carried out. The instant messaging applications enable businessmen and businesswomen in other countries to control any aspect in the working performance and assigning tasks to its employees at any time. As an example of these changes in the production relations, we may point out that unlike the traditional pizza delivery person who delivers in a moped owned by the company, the riders or delivery people from platforms such as Glovo provide their own fixed capital that will enable carrying out the activity (since they work with their own smartphones and bicycles). A research work reveals that "the platforms often establish the price of the service and define the terms and conditions of the service, or enable customers to define the terms (but not to the workers)" (Berg & De Stefano, 2017, s.p.).

The weakest part of this relation is also affected in its constitution, since "the responsibility of constantly updating his/her abilities falls on the independent worker, who has less access to training and an imperfect knowledge of the necessary abilities required for progressing" (Escobari & Fernandez, 2018, s.p.). These workers lose income due to the depreciation of these means of production necessary to carry out their activity, while the intermediary company (whether a catering or a language teaching company) receives a significant percentage from revenues. As pointed out by Carrillo:

> By acting as simple working intermediaries, thanks to its prodigious innovative app, they may perceive 20 % of the transactions performed, or even more. Could we refer to such form of rent extraction using the deliberatively ambiguous term of collaborative economy? (Carrillo, 2020a, p. 88)

It should not only be considered this loss of income, but that "even when works demand a busy period of some hours or some days, the worker needs to be constantly searching for a new job". Notwithstanding the above, authors remark that "many people were already working seven days a week and 50 % indicated that they had worked for more than ten hours during at least one day in the past month" (Berg & De Stefano, 2017, s.p.). Christian Fuchs has pointed out that:

> A basic guaranteed income financed by taxes to the capital that guarantee a living salary may empower salaried workers and female domestic workers: the salaried female workers may reject jobs that are precarious in some sense, which empowers their position in front of the capital. (Fuchs, 2018, s.p.)

In the words of Chris Hedges:

> The corporate capitalism is establishing a neo-feudal servitude in numerous occupations, a condition in which there are no labor laws, there is no minimum salary, there is no social security and there are no regulations. Desperate and impoverished workers, forced to withstand working days of 16 hours, are aggressively confronted with each other. (Hedges, 2018, s.p.)

As pointed out by Mike Davis, one of the particularities of the informal job markets is the "urban involution", this is, the obligation of many male and female workers to work even more hours given the massive existing offer of people with university degrees, forcing them as a result of the competitiveness to work harder or to reduce the hourly rate they charge for their services (Davis, 2006, pp. 182-183).

Many of these jobs are performed with no contract nor support from social security, and the only guarantee for the collective of young male and female informal workers is the good faith that employers will fulfill their part of the agreement, which not always happens. This situation, that affects both native unemployed men and women and migrant population, enables companies and capital owners that require it to access to an extremely adaptable and docile workforce, without negotiation capacity, without contract nor social security, and which will not have the possibility to choose to abide by the demands of those who hire them. In this way, this collective of working class subject to structural unemployment, and in many cases aggravated by the lack of residency documentation, is left in a vulnerable situation, exposed in many cases to extortions and condemnable practices by other unscrupulous agents, becoming a mass of male and female workers without rights from which the most prosperous collectives can benefit. A report of the International Labor Organization has revealed that "more than 85 percent of the temporary workers in Spain have a temporary work because it was impossible for them to find a permanent job" (ILO, 2019, p. 50).

The long-term problems stated by unemployment are well-known. As remarked by Fontana:

> To lose the job, something that may easily happen in the current conditions of labor defenselessness, may imply the beginning of a long calvary, since the long-term unemployment tends to perpetuate, because those who look for workers discriminate this type of unemployed, blaming them for their inactivity. (Fontana, 2017, p. 602)

Unemployment not only affects the income, but also the psychological well-being of working people and their families (Petras, 2003; Davies, 2011). It is not difficult to imagine that the situation caused by COVID-19 and the confinements increases violence, tensions and other problems within families, due to the confinement of many informal workers and many unemployed men and women. It is probable that the lack of employment and income caused by the economic crisis increases the malaise and leads to dramatic results, such as the increase of gender violence within households, since these families do not have available any alternative from the State but limited subsidies such as the minimum living income, that require complex paperwork to be requested.

As a conclusion

One of the reasons of the high unemployment and the important levels of forced migration in peripheric regions such as Murcia is found in the structural obstacles present in its economy and in the limitations of its productive system. David Harvey has pointed out, studying the case of Greece, that "low productivity economies intensive in workforce", such as those economies where there are no high fixed capital investments nor a production of good and services with high added value, such as advanced technological goods, are supported by the recruitment of a workforce with low salaries and on the benefits that such workforce may provide, and consequently the benefit rate of businessmen and businesswomen is not very high, even though an important excess value might be extracted from these workers (either because they work many hours or because they receive very low salaries). As written by Harvey:

> The problem for Greece is that they have a low productivity working regime. And this implies that no matter how hard they work, most of the value they create is going to be absorbed by Germany through free market mechanisms that tend to equalize the benefit rate. (Harvey, 2020, p. 169)

It would be necessary to become a capital-intensive economy such as Germany, a complicated objective when the same rules of the European Union, the single currency and the institutions of the International Monetary Fund limit the fields of action of national governments, recommending to lower salaries to improve the "productivity of the Spanish economy", i.e., to create incentives so that businesspeople invest through lower salary costs.

Official databases offer information that evidence this deterioration of the working conditions for the whole population. According to the statistics, the gross monthly salary for the most impoverished population decile decreased from an average salary of 495.94 euros in 2009 to 411.17 euros in 2014, and in 2017 it remained below the levels of 2009, with an average salary of 464.34 euros. The decile 2 also experienced a reduction of the average monthly salary from 875.93 in 2009 to 819.61 euros in 2014. In contrast, the wealthiest decile of the population increased their income from an average gross monthly salary of 4370.12 euros in 2009 to 4616.94 euros in 2014 (National Statistics Institute, 2021c). On the other hand, the Eurostat statistics show that while the labor costs (i.e., the salaries) increased from 19.4 euros in 2008 to 22.8 euros in 2020 in Spain and from 25.2 euros to 29.8 euros in Italy, these costs increased from 31.2 euros to 37.5 euros in France, and they increased from 27.9 euros to 36.6 euros in Germany in the same period (Eurostat, 2021).

This "internal devaluation" that implies stagnation or reduction of salaries has led to the transformation of many countries in "exporters of workforce", both directly through migration and indirectly through foreign investment, attracted by lower labor costs (Delgado-Wise, 2020). As explained by Michael Hudson:

> The emigration implies a loss of the capital that has been invested in raising, educating and training a workforce that is obliged to migrate to search for a job. What is leading the European workforce to migrate is the severe debt policy. (Hudson, 2018, p. 437)

The information collected by the St. Louis Fed points out that the debt of Spanish households increased from 59.7 % of the GDP in 2002 to 85.6 % of the GDP in 2006, decreasing to 61.6 % in 2019 (St. Louis Fed, 2020). This growth may be explained by the increase of credits to households for acquiring housings through mortgage contracts, that led wide population sectors and many companies to go into debt irresponsibly. However, it should not be forgotten that most of the Spanish debt has come from the socialization of the loses of the private sector, as shown by the fact that the public debt was 67.5 % of the GDP in 1996, decreasing to 35.8 % of the GDP in 2007 and, after the neoliberal bailout policies of the banking sector in 2008 started a vertiginous process of indebtedness that reached 100.7 % of the GDP in 2014 (St. Louis Fed, 2021c).

The reduced investment in R+D does not enable to count with large companies that produce vaccines or other goods necessary to become a capital-intensive economy. As it has already been pointed out, José Gabriel Palma has studied the problems stated by the "Dutch syndrome", the important increase of the unemployment, in addition to the unemployment caused by the deindustrialization underway from the end of the 20th century and the relocation of investments in factories to other countries, that takes place when a country experiences a surplus in services such as tourism, in contrast with seeking a surplus in the production of manufactured products, which incorporate more added value. In order to clarify it, it is enough to point out the sale price of a smartphone or a laptop produced in South Korea, and the sale price of a menu in a restaurant or a bottle of *eau de toilette* produced in Spain.

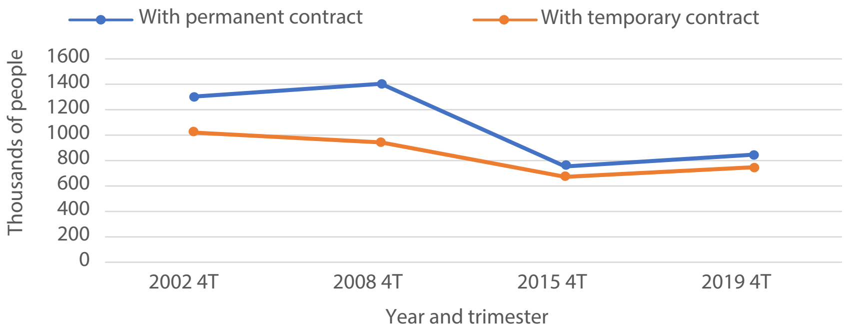
David Harvey claims that:

> The rapid degradation of the urban quality of life, as a consequence of the evictions, the persistence of the predatory practices in the housing market, the reduction in services and above all the lack of viable employment opportunities in the urban job markets. (Harvey, 2018, p. 363)

Statistics show an increase in prices since 2015, as well as a spectacular growth of unemployment between 2007 and 2013 (St. Louis Fed, 2021b; 2021d). The workforce survey reveals a severe decrease in the number of salaried population between 25 and 29 years of age with indefinite contract, from one and a half million of male and female workers registered in the second quarter of 2007 to 767300 in the second quarter of 2017. On the other hand, the salaried population with temporary contract in this age group, increased from 624200 people in the fourth quarter of 2013 to 746800 temporary male and female salaried workers in the fourth quarter of 2019 (National Statistics Institute, 2021e).

These figures reveal the important social and economic deterioration caused by policies inspired on the neoliberal ideology applied from the end of the 1980s, which after the beginning of the third decade of the 21st century has configured a precarious job market with scarce job opportunities for young people. This type of issues requires important reassessments if the objective is to search for future alternatives for the important number of people either unemployed or with precarious contracts that live in the European periphery, with the purpose of achieving fundamental changes and transforming this *status quo* which is unfavorable for most male and female workers, and small businessmen and businesswomen.

Figure 1
Male and female salaried workers between 25 and 29 years of age, Spain



Source: Elaborated by the author using data from the National Statistics Institute.

Acknowledgements

I want to thank my professors Germán Carrillo, Carmen Cerdá and Juan Ortín (Universidad de Murcia) for their help and valuable comments.

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REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
NIVERSITAS

https://doi.org/10.17163/uni.n35.2021.10

Pensions in Mexico: descendent social mobility and intergenerational subjectivity

Pensiones en México: movilidad social descendente y subjetividad intergeneracional

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Abstract
Mexican system of pension, based on "pay-as-you go" (individual capitalization) persists, though its obvious limitations for keeping the well-being pensioners had during their labor life. The objective of this article is to explain the mechanism behind this social descendent and its subjective legitimacy bases. A simple mathematical model is used for estimating the hypothetical pension fund that an average contributor in Mexico would be able to get. The main results are: a) in Mexico retirement brings a substantial economic descent of pensioners; b) frequently such descent drives to poverty falls for those who were not poor during their labor life. And it concludes that a reasonable explanation for the persistence of this pension system can be found in, both, the changes of distributive justice criteria and in the intergenerational subjectivities

Keywords
Mexico, pensions, descendent mobility, intergenerational subjectivity, criteria, distributive justice.

Suggested citation: Millán-Valenzuela, H. (2021). Pensions in Mexico: descendent social mobility and intergenerational subjectivity. *Universitas-XXI, 35,* pp. 203-223. https://doi.org/10.17163/uni.n35.2021.10

Resumen
El sistema de pensiones en México, basado en la capitalización individual, persiste, a pesar de sus evidentes limitaciones para mantener el bienestar que los pensionados registraban en su vida laboral. El objetivo de este artículo es explicar el mecanismo de este descenso social y de las bases subjetivas que lo legitiman. Se emplea un modelo matemático simple para estimar la pensión de un contribuyente promedio. Los principales resultados son: a) el retiro en México trae consigo un sustancial descenso económico de los pensionados; b) este descenso frecuentemente acarrea caídas en la pobreza para quienes no eran pobres durante su vida laboral. Y se concluye que una explicación razonable para este sistema de pensiones se puede encontrar tanto en los cambios de criterios de justicia distributiva como en las subjetividades intergeneracionales.

Palabras clave
México, pensiones, movilidad descendente, subjetividad intergeneracional, criterios, justicia distributiva.

Introduction

In September 2020, the Mexican government presented an amendment initiative before the Congress of the Union to modify its pension system. The initiative is parametric and non-structural reform, in the sense that it intends to alter the values of the main coefficients that determine the access to and the amount of the pension funds but leaves intact the individual capitalization scheme. It has been well received. However, it is surprising that it keeps the operative framing associated with the neoliberal spirit and logic, given that the new administration considers itself to be a left-wing politics and is openly opposite to this thought. It even goes against the flow of contemporary trends, which lean towards leaving behind this pension scheme or to subordinate it to others that emphasize solidarity.

In other words: non-conditioning transferences and non-intermediaries social programs "were sold" as one of the main breaking points with the immediate past. This "new" approach was presented as a rights policy, in accordance with the approach in vogue (Filgueira et al., 2006). The message was unequivocal: the guide for social policy would be the decommodification of the most important dimensions of life; and, above all, departing them from meritocratic logic. However, pension reform seems to maintain the neoliberal spirit. This facilitates economy keeps ruling the space of social policies, like it did in the last decades, though everything seemed to indicate a growing autonomy from market relationships and a protection against the predominance of the economy policy.

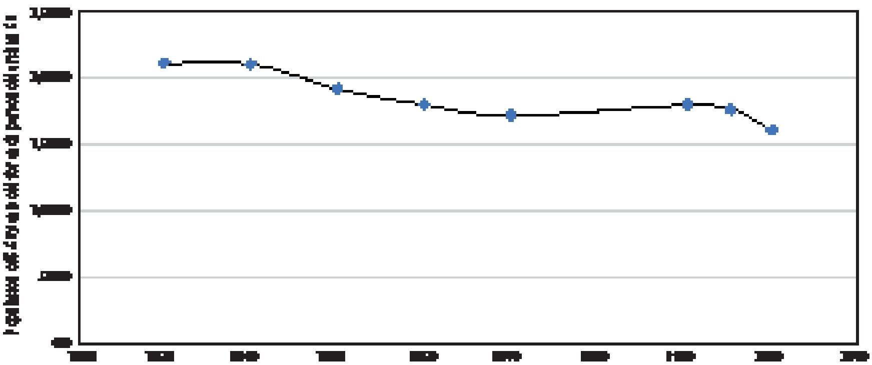
This fact is what has motivated this article. The persistence of the influence of the neoliberal vision in one of the historically more sensitive spheres —the well-being of the elderly— suggests mutations that exceed by far the scope of the governmental work. It points to a change in the subjectivity of social actors about of what is faire. While before now an intervention response for avoiding any dangerous threat was expected, today leaving elderly life conditions adrift is viewed almost as "normal" by the new generation. This change seems to be a common feature in the western world, but the indifference becomes dramatic in underdevelopment countries like Mexico, because it entails the possibility of suffering a profound economic and social decline and, frequently, the impoverishment of existence conditions. Others have studied the relation between pensioned and poverty (Rodríguez, 2016), but not the descendent social mobility (sometimes the falling into poverty) the retirement can produce. The objective is to examine this possibility and to inquire about subjectivities that allow this change.

The article is divided into four sections. The first presents the recent proposal of the Mexican government that intends to amend the pension system, in a way that goes against the main international trends. The second describes the mathematical model behind the calculations the Mexican authorities use to estimate individual pensions. The third section presents and discusses the results of applying that model to an average contributor, for exploring the social mobility of pensioners after their retirement from labor life. The fourth one examines a fundamental part for thinking about old age and pensions: the criteria for distributive justice in premodern, modern, and postmodern societies.

The Proposal of the New Government and Current International Trends

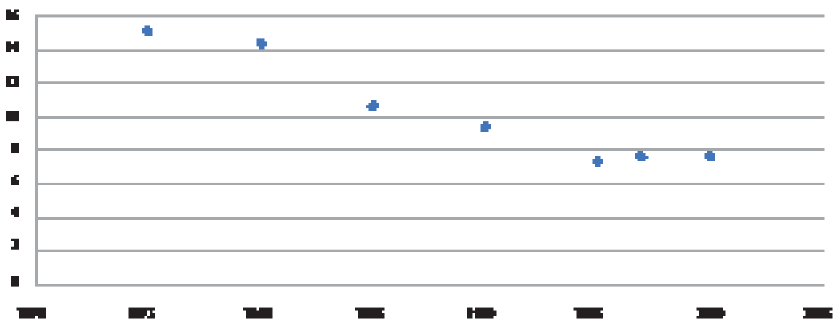
The system of individual capitalization was the answer neoliberal policy to the problem of pension financing. The usual way to describe this problem consists in invoking several indicators that point at the same message: the aging of population. The extension of life expectancy and the reduction of mortality rates resulted in fewer contributors, real and potential, which in turn affected the state ability to finance the growing amounts of pensions. The following figures describe this situation for Mexico:

Figure 1
Working-age population for old adult



Source: INEGI: Socio-economic statistics 1930-2000.

Figure 2
Contributors for each pensioneer (Federal Government)



Source: INEGI: Socio-economic statistics.

As consequence of aging, public finances were being threatened by a stronger pressure: if through active workers the expenses for pensioners cannot be met, the state should be responsible for covering the difference. But, instead of undertaking a fiscal reform, the state responded in July 1997 with an individual capitalization system (Ramírez, 2017). The responsibility was transferred to the worker, who should now be responsible for their own retirement savings.

This was the way of updating to the neoliberal trends: In 1981, Chile changed its pension system from a pay-as-you-go system to a new one of individual capitalization. Another Latin American Nations, including Mexico, follow the example: Bolivia (1997); El Salvador (1998) and Dominican Republic (2003). They shared a common feature: the reform installed individual capitalization as the only system of pensions. In others, like Perú (1993) and Colombia (1994), people must choose between this and the old system. The same happened in Argentina (1994), but with one important difference: the incorporation of a solidarity mechanism as base for the whole system. In Costa Rica, Panamá, and Uruguay, both were complementarians (Arenas, 2019).

Mexico is the only country with lone capitalization scheme. Though it brought a relief for public finances (OECD, 2016), it is far from having solved completely the original problems. And it has generated other ones: Villarreal and Macías (2020) remark financial instability; Martínez-Preece et al. (2019) the high volatility of the returns; and Duran and Pena (2011) the impact of commissions in the replacement rate.[1] But two are the most important: the low coverage (Alonso et al., 2014) and the meager amount of the pension — for those who manage to access any. These are mayor concerns for almost all the Latin America countries (BID, Banco Mundial and OCDE, 2015) and figures are very similar. For example, in Mexico coverage is 56 %; but only 22 % will have a sufficient final balance to afford life annuity. The rest (34 %) will have to turn to a Guaranteed Pension (Secretaría de Hacienda y Crédito Público, SHCP, 2020), hardly greater than the poverty line and supported by both the accumulated amount by the pensioner and governmental contributions.[2]

1 For the effects of 1997 reform, Herrera y Velázquez (2018).

2 The Guaranteed Pension is granted to those who meet the requirements of age (sixty-five years) and 1250 weeks of contributions, but the final balance of their individual capitalization account is insufficient to buy a life annuity insurance.

Similar consequences in Latin America countries caused many pension systems move away from the lonely capitalization scheme and return to the solidarity system, that, along with the non-contributory pensions, gives a minimum floor. The corresponding individual accounts are now complementary and optional, but not anymore, the main way of functioning (Arenas, 2019). The Same has happened in Eastern Europe (Ortiz et al., 2018).

In September 2020, the Mexican government presented an initiative before the Congress with the intention to amend the Mexican pension system. Despite the current tendencies in Latin America, towards restoring both the spirit and mechanisms of solidarity, the proposal maintains the capitalization system as the main protagonist. The only component of solidarity consists in the non-contributing portion, which is far from representing a significant part of the global scheme. The modifications are parametric: capitalization coefficients are altered, but without changing the financing mechanism. The most important mutations are the reduction of the required weeks of contribution to gain access to a pension (from 1250 to 1000, after a temporary reduction to 750); topping private management commission; the increase of Guarantee Pension, and the rise from 6.5 to 15 % of the contribution rate. The burden of the increase falls exclusively on the employers, who —in general terms— will take care of the highest incomes: approximately 30 % of the population. The government, in the other side, combines in a single fund its old contribution to the account for retirement and severance at old age, and the social quota; but now this added fund is given only to employees earning as much as four Unidades de Medida y Actualización (UMAS).[3] Before these changes, government contribution benefited all formal labor force and social quota was granted to wages below the sixteen UMAS. Without adding one single peso to the pensioner fund, it distributes the amount among the poorest workers, as the private sector engages with higher incomes employees[4].

Several problems arise from this reform. The most important is the reluctancy to return to some solidarity scheme. The relevance that individual capitalization retains denounces the attachment to both the spirit and the

3 The Unit of Measurement and Update is the measure used to index some variables according to inflation. It replaced minimum wage once it was decided to undertake a recovery strategy.

4 For a detailed description of the government proposal see Clavellina, 2020.

model of neoliberalism. Government finds difficult to detach from them, despite its insistence of accusing this policy of being the *bête noir* of Mexico. The second problem is that the initiative takes the core aspects from businessmen proposals, which have been articulated for not touching wages significantly, in a context of governmental strategy to recover real salary. The third problem is that it does not include the contingent of informal workers, that represents the majority of employees (INEGI, 2020). Furthermore, it starts with an unrealistic assumption: the dynamic of weeks of contribution, —starting at 750 weeks, and later annual increases of twenty-five— presumes the economy will increasingly become formal. It leaves behind the structural nature of this distribution of economic activities and workforce. In this sense, it operates under the same hypothesis of the model of individual capitalization.

Materials and methods

Unilateral rupture of binding bonds *is one* of the most perverse ingredients on explaining poverty of pensioners in underdevelopment countries. Though it is a shared feature with rich societies, when it is combined with low labor incomes, individual capitalization system does not produce the peaceful life of the retirement. In these last countries, the context is different: people earn high incomes and, especially, works in strong and formal economies. This does not happen in middle-income societies, with high levels of poverty and predominantly informal economies:

> It is documented that individual capitalization schemes would deliver good results for men, as formal workers in urban areas, with high incomes and stable jobs, who contribute to the system during most of their labor life (with high contribution density). However, these workers are not representative of the countries of the region. On the one hand, the increasing and important informality of the labor market prevents the extension of the pension system coverage. In addition, among the workers who belong the formal labor market, there is a great proportion of unstable jobs with low densities of contribution… (Arenas, 2019, p.132)

In Mexico, like in the rest of Latin America, the assumptions of the capitalization scheme are not met. Incomes are not high, the majority of the workforce does not have stable jobs, and these are not deployed in the formality sphere. The first consequence of is that the coverage is very low: only a very meager part of the contingent of workers will access a pension, because the low likelihood they meet the requirements for contribution period. Workers move in and out of formal and informal markets, which translates into low contribution density. Secondly, the amount that can be accumulated during the formal working life will be insufficient, because of the low wage resulted from the neoliberal failure to achieve satisfactory levels of competitiveness through productivity and technical progress. Salary became the adjustment variable. And thirdly, because pensions will be so meager that, for an average worker, it may mean falling into poverty, even when she has not been poor during her working life. In other words, she will descend in the socioeconomic scale.

To demonstrate this proposition, an exercise that uses an average contributor of Mexico is developed. The pension calculation is based on the mathematical algorithm of the calculator of the *Comisión Nacional del Sistedama de Ahorro para el Retiro* (National Commission of the Retirement Savings System, CONSAR, 2018). It was fed by the data CONSAR and SHCP (Secretariat of Finance and Public Credit) reported.

CONSAR's calculator is designed to estimate a pension's monthly amount, in two steps. The first calculates the final balance of the retirement savings account; the second estimates the pension's monthly amount.

First step: final balance

$$S_f = S_i\left(1+r^{(m)}\right)^n\left(1-c^{(m)}\right)^n\left[d\left(A_0+A_v+C_s\right)\left[\frac{\left(1+r^{(m)}\right)^n\left(1-c^{(m)}\right)^n-1}{\left(1+r^{(m)}\right)\left(1-c^{(m)}\right)-1}\right]\right] \quad (1)$$

Where:

Sf: final balance; Si: initial balance, that is assumed to be the average salary of contribution; $r^{(m)}$: monthly yield rate, in real terms, $r^{(m)} = (1+r_{annual})^{\frac{1}{12}}-1$ and r: real annual yield rate. The model assumes the value of 5.81 %, which is the historical average since the scheme began in 1997.

On the other hand, $c^{(m)}$ represents monthly commission, and it is calculated as follows: $c^{(m)} = \frac{annual\ commision\ over\ balance\ charged\ by\ Afore}{12}$.[5] The annual commission under consideration is the one that the system throws: 0.92 %.

In turn, d is the density of contribution: the time that worker has contributed as a proportion of his working life. A value of 50.1 % is assigned, which is what the SHCP (2020) reports as the average, and 80 % for those who reach 1250 weeks of contribution and, therefore, can access to a pension. A_o is the mandatory contribution: according to the legislation it equals 6.5 % of the base contribution salary. The average was 11 886 Mexican Pesos (MX$) by February 2020, reported by the Mexican Institute of Social Security (IMSS, 2020).

A_v is voluntary contribution and it corresponds to the individual voluntary savings. It was estimated as the arithmetic ratio between total voluntary savings (MX$ 92 trillion) and the number of accounts: 65.9 million (CONSAR, 2020). C_s is the social quota. It is granted by the government (in addition to the contribution) to each individual with a salary of less than sixteen UMA's (Unit of Measure and Update). It diminishes as the salary increases. The value corresponding to the average contribution base salary is MX$ 175.9, monthly. And n is the number of months of contribution till retirement.

Second step: the monthly pension

The amount of the monthly pension is calculated as follows:

$$Monthly\ pension = \frac{S_f}{12 * URV} \qquad (2)$$

Where: URV is the Annuity Unit: the amount necessary to finance the payment of each peso for the annual pension to the retired worker. CONSAR publishes the value of these factors on a weekly basis. The second week of February 2020 was chosen.

5 The Administrator of Saving Funds for Retirement (AFORE: Administradora de Fondos de Ahorro para el Retiro) charge a commission on the accumulated amount of worker´s saving for the management of the account.

Analysis and Results

Factual and Hypothetical Estimates

The results of the previous exercise are described in the table 1:

Table 1
Real and simulated pension for an average contributor

Items	Real		Hypotetical
Scenario	**(A)**	**(C)**	**(B)**
Contributed weeks	797	1250	797
S_i BAse salary of contribution	11 886		
r: Annual rate of yield (%)	5.81		
c: Annual commission (%)	0.92		
d: Contribution density (%)	50.1	80.0	50.1
Ao: Mandatory contribution ($)	772.59		
Av: Voluntary contribution ($)	1396		
S_c: Social quota ($)	175.91		
S_f: Final account balance ($)	341 089,08	1 042 207.40	341 089.08
URV (points)	17.75		
12* URV	213.5		
Monthly Pension	Refusal	4891.86	1600.98
Life expectation at 65: years	18.2		
Life expectation at 65: months	218-4		
Monthly Income	1561.70	4891.86	1600.99
Poverty Lines (February 2020)			
Rural $	2082		
Urbana $	3207		

Source: Author´s elaboration with data of CONSAR, 2020); IMSS, 2020 & SHCP, 2020

The exercise was made under three scenarios for the same contributor. The scenario (A) reflects *factual* conditions of average weeks of contribution (797); the second one (B) exercise a simulation with the same number of weeks but includes a hypothetical decision: government choose to give a pension according to accumulated final account balance, even when, 1,250 weeks of contribution requirement is not reach. And the third (C) considers a situation when, under the actual legislation, pension is conceded because that requirement is fulfilled. The most important parametric change, in this sense, is the increase in the contribution density. In all cases, the average contribution base salary that Instituto Mexicano del Seguro Social (IMSS) reports for February 2020 is 11,886 pesos.

Poverty and Descendent Mobility in the Mexican System of Pensions

Let us see the first case (scenario A). It is obvious that this representative worker is not a poor man, to the extent that his income exceeds by far the poverty lines, both for rural and urban lines, which serve as a threshold for separating people who are and are not poor by income.[6] Nevertheless, by virtue of the preeminently informal nature of market, the average contribution period of a worker is 797 weeks, equivalent to a density of 50.1 %.[7] If this statistic is applied to our average worker; and, in addition, we consider as conditional the cumulative amount at the age of sixty-five and the variables reported by CONSAR —average historical yield, current commission charged by AFORES (Retirement Fund Administrators), social share provided by the Mexican government, and the average voluntary savings— the result brings a final balance account of MX$ 341 089. It is obvious that the number of weeks of contribution needed to be entitled to access a pension (1250 weeks) is not reached. This contributor will not be entitled to have a pension; that is to say, he will have a "refusal" as response when he formally asks for a pension because he did not reach the required period of contribution.

In this case, the AFORE will make a single payment for the final account balance. At sixty-five old, a Mexican person has a life expectancy of a little more than eighteen years, equivalent to 218.4 months. When dividing the final amount by this quantity, the monthly amount that this average contributor can dedicate to their support will be MX$ 1,561; this is even less to what the hypothetical pension would provide.

6 The poverty line is 27 % of the salary of the average contributor.

7 The average working life is thirty years, equivalent to 1560 weeks.

But suppose that the authority ignores this requirement and provides a hypothetical pension (scenario B), based on the final amount accumulated[8]. As reader can see, this hypothetical scenario is not based in the proposal of Mexican government of accessing a guaranteed pension with initial 750 weeks for the first year. The first reason is that after this period, the weeks requirement increases in twenty-five for year. One and half year is necessary to keep out, again, the average contributor. The second one is the austerity policy showed by the government, reluctant to spend in other thing different than energy and client-social programs. This explains the welcome given to the entrepreneurs' proposal that, for all practical effect, entails the extension of neoliberal mechanism of financing pensions. So, we can speculate on what would happen if government would decide to "sell" an annuity for the price of accumulated amount. The pension would be MX$ 1601: 23 % below the line of rural poverty; and a half of the urban line.

The message is unequivocal: under both scenarios (hypothetical pension and refusal) the average worker will fall into severe poverty, without having been poor during his working life. And this does not actually describe the reality of Mexican workers. The worker in question reflects an average salary, which hides the enormous wage dispersion. Most workers earn much less than that amount. The National Survey of Occupation and Employment (INEGI, 2020) reveals that 72 % of the occupied population receives an income below that average base contribution salary. We know that the lower the income is, the greater the probability of working in the informal economy. So, it is also more likely that the contribution density be lower for inferior incomes than that of the representative worker. This increases the likelihood that non-poor, but lower-income workers, will fall into poverty. And those who are poor, will experience a more severe situation during the retirement period. A recent study (Sánchez & Rodríguez, 2020) concludes that the expansion of non-contributive pension has had a very little impact in poverty relief

The third phase of the experiment (C) simulates the case in which the average contributor does reach the contribution period. This assumption en-

8 As reader can see, the hypothetical scenario is not based in the proposal of Mexican government of accessing a guaranteed pension with initial 750 weeks for the first year. After this, the weeks requirement increases in twenty-five for year. In this sense, after a year and a half, the average worker will not be able to access this benefit. So, we can speculate on what would happen if government decides to "sell" an annuity for the accumulated.

tails changes manifested in the contribution density, the final balance and the amount of the pension, as reflected in table 1. There is an important effect: unlike the real average case, our contributor will not fall into poverty. In fact, the monthly pension he would receive is 53 % higher than the urban poverty line; and more than double (135 %) of rural one. However, it is inevitable that he will suffer a downward social mobility: the pension will represent 41 % of the salary that, on average, he received during his working life. Traditional delivery systems, such as the one protected by the 1973 law, contemplated a minimum base, equivalent to 75 % of the average salary, and five percentual points of increases, starting at sixty years old, until reaching 100 %.

Another way of looking at it: even if at retirement time the biggest expenses are done (children, mortgage, car, etc.), this downward social mobility suggests privations not suffered during working life.

Discussion and conclusions

This section essays an explanation of the new “subjectivity normalization” that seems to break with the past and correlates with the current times.

Let us imagine two situations. The first one describes a school group that attends to a course impart by some professor. Imagine two students whose attitudes are diametrically different: the first one is responsible, observes all his assignments, attends classes invariably, prepares his readings on time and studies permanently for the exams. The second one, however, is somewhat lazy, fails to fulfill his assignments and readings, makes any excuse for not attending class, and when he does it, is half sleep and with the last signals from the previous nigh drunkenness. The question is this: should both students have the same grade? If fairness means “equality”, the answer would be yes. But it was not this kind of equality promoters of modernity were thinking about, but an equality in which, starting from similar circumstances, effort became *the only* justification for social differentiation. In this case, the answer to the question would be no. The first student was dedicated and made a greater effort, and therefore should obtain a higher note than the second one, who performed poorly and without making any effort. This answer corresponds to the *meritocratic criterion of distributive justice*.

The second situation alludes to a typical family: besides the parents and some adult brothers, who contribute to the family economy, we find small children an old age grandparent. The latter group, due to their age, does not contribute to that social nucleus. The question, then, is this: is it correct to deny food, shelter and dress to infants and the elderly, on account that they do not contribute like the rest of the family? The obvious answer is no. The strict meritocratic criterion would propose —not only in class, but also in the workplace and other spaces— that everyone should receive something, according to their contribution. That was the spirit that permeated Marx's idea of socialism.[9] In that sense, neither children nor adults should receive any portion of what results from the effort of others.

This idea scares us, because behind it lies a different distributive criterion that responds to an also different type of society. *The distributive criterion is solidary* because family is the most eloquent example of the societal type of community nature. Communities are extrapolations of family, because social interactions are governed by personal links, and exchanges ruled by non-interested reasons. The opposite happens in modern societies, in which interactions emerge and result as a by-product of pursuing personal interests. We make friends at work because we arrive to the workplace in order to receive a salary, while the organization establishes a relationship with us because they have an interest in the potential labor we represent for their activities. We build relationships with our classmates, because we have the common interest of obtaining a college degree, and so on and so forth. However, in families, like in communities, it is established what Durkheim (1964) called "mechanical solidarity": helping each other is taken for granted simply because the personal bond demands it. "Organic solidarity" is typical of modern society and operates to the extent in which we fulfil a function necessary for the organism; that is to say, to the extent in which we are useful for its functioning.

Children are not useful yet; the elderly are not any longer. If we applied the meritocratic criteria of the capitalist system, it would simply discard tho-

9 Nevertheless, it is necessary to point out that Marx clarifies that this is the distributive ideal in socialism: what everyone receives must be according with their contribution. (Different from the communist ideal: what everyone receives is in accordance with their needs). But at this stage, it will be necessary to channel resources for the state administration, public investment, which will lead people receives, individually, an amount lesser than what they contributed. This was the critique towards La Salle in Marx's Critique to the Gotha Program.

se groups. Instead, it is the solidarity distributive criterion that protects them from that mercantile logic. It is not a coincidence that Marx postulated this criterion during the communist stage, after socialist stage expiration. Stating that "from each one according to his ability, to each one according to his need" describes the ethical superiority of the solidary principle over the meritocratic principle. The latter has a strictly utilitarian purpose: to enlarge the collective well-being (the family, in this case). It suggests merit ignites the effort; it is the productive task. But it is curbed by subordinating it to the solidary criterion. It is the time of distribution according to the needs. And this is what happens to families: their members, including children and the elderly, get their portion according to their needs, not based on their abilities.

Solidarity and the meritocratic criteria are analytically different. But the fact people answer in the same way ("no") to the associated questions, reveals the coexistence in each person of two contradictories senses of justice. They form a harmonious equilibrium that have allowed modernity advance inside clear boundaries. As neo-institutionalism has suggested without limited but strategic doses of premodernity, modernity and capitalism economy could not work (North, 1993).

Traditional capitalism respected that equilibrium for a long time. Family's immunity before the ups and downs of the market is a good proof. Welfare state shows the same logic: the provision of pensions reflects the essence of systematic solidarity: bound help for those who cannot face by themselves crucial challenges of life. The pension system's formula was a different way to reproduce what was happening — and we expected to happen — in the family core. The elderly supported children while they were young, just like the children will take care of the elderly when they do not have the strength to work. And what happened in the family also evoked the limits in the meritocratic criterion: if it is not possible for a person to make their own effort, the others are responsible for their well-being.

The arrival of neoliberalism changed everything. It is not coincidence that it came with the cultural phenomenon of postmodernism, which is characterized by hyper-individualistic, the empire of hedonism and, mainly, by what Lipovetsky (2001) called "the twilight of duty". Family lost not only its nuclear nature; also became alike that stage of modernity: liquid, in Bauman's expression (2005 and 2006). Both, among friends and relatives, bonds turned into ephemeral; circumscribed on time and space (while work, love, harmony… last). The only bond that is permanent is the one between a mother and her child. Indissoluble, but asymmetric: the prince-kid emerges, and his whims govern the dynamics of home. Everything else is changeable, and change is legitimate: friends, couples, peeps…. all of them were throwaway. Ego became the imperative referent, and the other ones, an accident, or a temporary and disposable circumstance. Whatever gives pleasure and comfort is welcomed to be part of his life. Whatever makes him uncomfortable, requires an effort from him, and obstructs his plans and desires, must have an expiration date. Thus, the duty is lost. The duty towards others, towards his country, towards the body. While the Renaissance humanism suggested that "man was the measure of all things", postmodern individualism reformulates: "I am the measure of all things".

This cultural change reflects the deep mutation subjectivities have undergone. It would be a clearly disproportionate exaggeration to state that the new subjectivities were what brought changes to the pension system. However, they did create a favorable atmosphere for neoliberalism could alter the mechanism of reciprocity, which, beginning with the family, reproduced the distribution system. It represented, above all, the legitimation of individualism without restrictions. It was exactly what neoliberalism needed, to the extent that culture gave a relative and subordinate meaning to the sense of solidarity. So, the basis of welfare state was cancelled because this new meaning vanished the natural feature of moral duty. Cultural change facilitated what had been developing in the fields of economics, politics, and social coexistence: the arrival of a new stage of capitalism: neoliberalism.

The essence of all kinds of liberalism is to make the well-being an exclusively individual responsibility. Neoliberalism picks up, in its terms, this slogan. "Neo" because it comes back when it was thought that welfare state had arrived to stay, and that solidarity had finally demonstrated to be the essential component needed to bring the social cohesion that market is unable to attain. But it is "liberal" because it intends to invade, with its individualistic logic, all the dimensions of social life. The ambition to govern the education and health systems by means of *vouchers* that stimulated competition between the institutions in charge to provide those, whether private or public, constituted one of the most eloquent examples of the liberal intention to make a commodity all —or almost all— the social spheres. A similar logic was tried to be imposed for highways, bridges, roads in and out of cities, jails, water, etc. Everything was subject to commerce, by the private route meant, supposedly, the best management of public services.

That was, invariably, the rationalization of neoliberalism lawyers, efficiency in the Pareto sense: free market as an unsurpassable mechanism at the time of impelling social welfare (Stiglitz, 2000). But, as noted by Polanyi (1944/2001), the enthronement of the free market was a fact that contravened the history of humanity, in terms that it detached economy from life itself, in which it had been "embedded". It suddenly came to life, growing independent from other vital spheres, up to the point of dominating each one of their corners.

The arrival of individual capitalization pensions system announces the transgression of an area that had been sacred until then: the well-being of the elderly. Each one became responsible for their own well-being —for the future, but also for the present.

People could not expect the coming generations would deploy the sacrifices and reciprocity the tradition had imposed. The institutional design of the new system did not allow it. The associated incentives were structured to break any form of intergenerational solidarity, not only between society and its elders (who had contributed to build), but also among family members of different ages. A man at the peak of his working age should be planning, at the same time, for his future retirement and the well-being of his economic dependents. By a basic principle of scarcity, he could not "serve two masters". Family dynamics are redesigned to activate a zero-sum game: resources dedicated to the personal future would have to be translated into less resources destined to the rest of the family; and the other way around. But in communities a reciprocal principle rules: the young men will pay for old age people well-being as these did when they were children. This principle was respected in the modernity stage but is now in serious attack under postmodernity, because the asymmetric relationship between fathers and sons, linked to the change in intergenerational subjectivities that culture brought about.

In rich societies these asymmetric subjectivities do not carry major consequences, but the dilemma got worse in poor and underdeveloped countries, in which wages and income *per-capita* are very low. Moreover, when the neoliberal policy of external openness is activated in a low competitiveness context, wage depression became a compulsory tool to face the challenges of foreign competition. A clear wage depression strategy was thus instituted, which aggravated the personal dilemma.

Families who live in these countries are often governed by traditional standards. Among them, the one that prescribes the sacrifice of parents for the sake of their children, was predominant among those who had lived their childhood under that tradition. And, before showing any kind of selfishness to the detriment of their children, they accept sacrifice even they will not be compensated. The result may be a poverty pension legitimated by the asymmetry intergenerational subjectivities.

Germani (1962) named "fusion effect" to the propensity in developing countries to adopt cultural fashions born and cultivated in the rich nations. This happens in Mexico: most of the contemporary youth at working age does not believe in traditional values. More inclined to the postmodernity culture of hyper-individualism, give greater value to the "ego-cult" over any other type of obligation, especially those of ethical nature. For them, morality has lost its absolute character and it is relativized by personal comfort and self-well-being. The consequence is that the informal rules that made paternal sacrifice possible, will probably not be repeated by their children with the same sense of reciprocity. Postmodern culture ruptured with that sense and it tends to instrumentalize personal relationships, including family bonds. That explains the abundance of nursing homes for the elderly and their abandonment; parents who are not visited by their children; impatience before difficulties for learning to manage new technologies, etc. This means neoliberalism has found in postmodernity a particularly useful travel companion. So, pension poverty can be legitimized.

In Latin America, there is a clear tendency towards going back to pension schemes of solidary nature. That tendency means, not the cancellation of individual capitalization, but its redefinition as an optional and complementary scheme of the solidary system, that once again, becomes the pillar of pensions.

This restoration goes hand in hand with the theoretical and ethical crisis neoliberalism is experiencing. This was the change that profaned what used to be sacred: the extrapolation of family logic towards certain communitarian societal dimensions. Traditional capitalism had respected this sphere by keeping it outside of any attempt of commoditization. But neoliberalism broke the protective barriers and included virtually all spheres of life within the market sphere. Pensions did not escape the invasive wave and were seduced by the spirit of liberalism: the individual responsibility of well-being and the obsolescence of what traditional communities had given to the modern social coexistence: the solidarity of all in those aspects that are essential for a dignified life.

The breakdown of such solidarity has manifested in the legitimacy that the meritocratic model still enjoys in some parts. In the case of Mexico —which has been chosen as a laboratory to present these central ideas— it is shown as indifference towards the tendency of the pensioners' descending social mobility —under the most optimistic scenario— and towards the pensioners poverty, under the more realistic one.

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EDITORIAL GUIDELINES

NORMAS EDITORIALES

Publication guidelines in «Universitas»

REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
UNIVERSITAS

ISSN: 1390-3837 / e-ISSN: 1390-8634

1. General Information

«Universitas» is a bilingual scientific publication of the *Universidad Politécnica Salesiana* of Ecuador, published since January 2002 in an uninterrupted manner, with a semi-annual periodicity, specialized in Social and Human Sciences and its interdisciplinary lines such as Sociology, Anthropology, Social Psychology, Social Development, Communities, Latin American Studies, Political Studies, among others.

It is scientific journal, which uses the peer-review system, under double-blind review methodology, according to the publication standards of the American Psychological Association (APA). Compliance with this system allows authors to guarantee an objective, impartial and transparent review process, which facilitates the publication of their inclusion in reference databases, repositories and international indexing.

«Universitas» is indexed in the Emerging Sources Citation Index (ESCI) of Web of Science, the LATINDEX catalog, Regional Online Information System for Scientific Journals of Latin America, the Caribbean, Spain and Portugal, is part of the Directory of Open Access Journals-DOAJ, belongs to the Ibero-American Network of Innovation and Scientific Knowledge, REDIB, Network of Scientific Journals of Latin America and the Caribbean, Spain and Portugal, REDALYC, It is also part of the Information Matrix for the Analysis of Journals, MIAR and is being evaluated, in the medium term, to become part of SCOPUS.

The journal is published in a double version: printed (ISSN: 1390-3837) and digital (e-ISSN: 1390-8634), in English and Spanish, each work being identified with a DOI (Digital Object Identifier System).

2. Scope and Policy

2.1. Theme

Original contributions in Humanities and Social Sciences, as well as related areas: Sociology, Anthropology, Social Psychology, Social Development, Communities, Latin American Studies, Political Studies, and all related interdisciplinary disciplines with the central theme.

2.2. Contributions

"Universitas" preferably publishes results of empirical research on Human and Social Sciences, written in Spanish and / or English, as well as reports, studies and proposals, as well as selected state-of-the-art literature reviews.

All works must be original, have not been published in any medium or be in the process of arbitration or publication.

- **Research:** 5,000 to 6,500 words of text, including title, abstracts, descriptors, charts and references.
- **Reports, studies and proposals:** 5,000 to 6,500 words of text, including title, abstracts, charts and references.
- **Reviews:** 6,000 to 7,000 words of text, including charts and references. Justified references, would be specially valued. (current and selected from among 70 works)

"Universitas" has a biannual periodicity (20 articles per year), published in March and September and counts by number with two sections of five articles each, the first referring to a **Monographic** topic prepared in advance and with thematic editors and the Second, a section of **Miscellaneous**, composed of varied contributions within the theme of the publication.

3. Presentation, Structure and Submission of the Manuscripts

Texts will be presented in Arial 10 font, single line spacing, complete justification and no tabs or white spaces between paragraphs. Only large blocks (title, authors, summaries, descriptors, credits and headings) will be separated with a blank space. The page should be 2 centimeters in all its margins.

Papers must be submitted in a Microsoft Word document (.doc or .docx), requiring that the file be anonymized in File Properties, so that the author / s identification does not appear.

Manuscripts must be submitted only and exclusively through the OJS (Open Journal System), in which all authors must previously register. Originals sent via email or other interfaces are not accepted.

3.1. Structure of the manuscript

For those works that are empirical investigations, the manuscripts will follow the IMRDC structure, being optional the Notes and Supports. Those papers that, on the contrary, deal with reports, studies, proposals and reviews may be more flexible in their epigraphs, particularly in material and methods, analysis, results, discussion and conclusions. In all typologies of works, references are mandatory.

1) Title (Spanish) / Title (English): Concise but informative, in Spanish on the first line and in English on the second. A maximum of 80 characters with spaces are accepted. The title is not only the responsibility of the authors, changes being able to be proposed by the Editorial Board.

2) Full name and surnames: Of each of the authors, organized by priority. A maximum of 3 authors will be accepted per original, although there may be exceptions justified by the topic, its complexity and extent. Next to the names must follow the professional category, work center, email of each author and ORCID number. It is mandatory to indicate if you have the academic degree of doctor (include Dr./Dra before the name).

3) Abstract (Spanish) / Abstract (English): It will have a maximum extension of 230 words, first in Spanish and then in English. : 1) Justification of the topic; 2) Objectives; 3) Methodology and sample; 4) Main results; 5) Main conclusions. It must be impersonally written “This paper analyzes ...”. In the case of the abstract, the use of automatic translators will not be accepted due to their poor quality.

4) Descriptors (Spanish) / Keywords (English): 6 descriptors must be presented for each language version directly related to the subject of the work. The use of the key words set out in UNESCO’s Thesaurus will be positively valued.

5) Introduction and state of the issue: It should include the problem statement, context of the problem, justification, rationale and purpose of the study, using bibliographical citations, as well as the most significant and current literature on the topic at national and international level .

6) Material and methods: It must be written so that the reader can easily understand the development of the research. If applicable, it will describe the methodology, the sample and the form of sampling, as well as the type of statistical analysis used. If it is an original methodology, it is necessary to explain the reasons that led to its use and to describe its possible limitations.

7) Analysis and results: It will try to highlight the most important observations, describing, without making value judgments, the material and methods used. They will appear in a logical sequence in the text and the essential charts and figures avoiding the duplication of data.

8) Discussion and conclusions: Summarize the most important findings, relating the observations themselves with relevant studies, indicating contributions and limitations, without adding data already mentioned in other sections. Also, the discussion and conclusions section should include the deductions and lines for future research.

9) Supports and acknowledgments (optional): The Council Science Editors recommends the author (s) to specify the source of funding for the research. Priority will be given to projects supported by national and international competitive projects. In any case, for the scientific evaluation of the manuscript, it should be only anonymized with XXXX for its initial evaluation, in order not to identify authors and research teams, which should be explained in the Cover Letter and later in the final manuscript.

10) The notes (optional) will go, only if necessary, at the end of the article (before the references). They must be manually annotated, since the system of footnotes or the end of Word is not recognized by the layout systems. The numbers of notes are placed in superscript, both in the text and in the final note. The numbers of notes are placed in superscript, both in the text and in the final note. No notes are allowed that collect simple bibliographic citations (without comments), as these should go in the references.

11) References: Bibliographical citations should be reviewed in the form of references to the text. Under no circumstances should references not mentioned in the text be included. Their number should be sufficient to contextualize the theoretical framework with current and important criteria. They will be presented alphabetically by the first last name of the author.

3.2. Standards for references

PERIODIC PUBLICATIONS

Journal article (author): Valdés-Pérez, D. (2016). Incidencia de las técnicas de gestión en la mejora de decisiones administrativas [Impact of Management Techniques on the Improvement of Administrative Decisions]. *Retos, 12*(6), 199-2013. https://doi.org/10.17163/ret.n12.2016.05

Journal Article (Up to six authors): Ospina, M.C., Alvarado, S.V., Fefferman, M., & Llanos, D. (2016). Introducción del dossier temático "Infancias y juventudes: violencias, conflictos, memorias y procesos de construcción de paz" [Introduction of the thematic dossier "Infancy and Youth: Violence, Conflicts, Memories and Peace Construction Processes"]. *Universitas, 25*(14), 91-95. https://doi.org/10.17163/uni.n25.%25x

Journal article (more tan six authors): Smith, S.W., Smith, S.L. Pieper, K.M., Yoo, J.H., Ferrys, A.L., Downs, E.,... Bowden, B. (2006). Altruism on American Television: Examining the Amount of, and Context Surronding. Acts of Helping and Sharing. *Journal of Communication, 56*(4), 707-727. https://doi.org/10.1111/j.1460-2466.2006.00316.x

Journal article (without DOI): Rodríguez, A. (2007). Desde la promoción de salud mental hacia la promoción de salud: La concepción de lo comunitario en la implementación de proyectos sociales. *Alteridad, 2*(1), 28-40. (https://goo.gl/zDb3Me) (2017-01-29).

BOOKS AND BOOK CHAPTERS

Full books: Cuéllar, J.C., & Moncada-Paredes, M.C. (2014). *El peso de la deuda externa ecuatoriana*. Quito: Abya-Yala.

Chapter of book: Zambrano-Quiñones, D. (2015). *El ecoturismo comunitario en Manglaralto y Colonche*. En V.H. Torres (Ed.), Alternativas de Vida: Trece experiencias de desarrollo endógeno en Ecuador (pp. 175-198). Quito: Abya-Yala.

Digital media

Pérez-Rodríguez, M.A., Ramírez, A., & García-Ruíz, R. (2015). La competencia mediática en educación infantil. Análisis del nivel de desarrollo en España. Universitas Psychologica, 14(2), 619-630. https://doi.org.10.11144/Javeriana.upsy14-2.cmei

It is prescriptive that all quotations that have DOI (Digital Object Identifier System) are reflected in the References (can be obtained at http://goo.gl/gfruh1). All journals and books that do not have DOI should appear with their link (in their online version, if they have it, shortened by Google Shortened: http://goo.gl) and date of consultation in the format indicated.

Journal articles should be presented in English, except for those in Spanish and English, in which case it will be displayed in both languages using brackets. All web addresses submitted must be shortened in the manuscript, except for the DOI that must be in the indicated format (https://doi.org/XXX).

3.3. Epigraphs, Figures and Charts

The epigraphs of the body of the article will be numbered in Arabic. They should go without a full box of capital letters, neither underlined nor bold. The numbering must be a maximum of three levels: 1. / 1.1. / 1.1.1. A carriage return will be established at the end of each numbered epigraph.

The charts must be included in the text in Word format according to order of appearance, numbered in Arabic and subtitled with the description of the content.

The graphics or figures will be adjusted to the minimum number required and will be presented incorporated in the text, according to their order of appearance, numbered in Arabic and subtitled with the abbreviated description. Their quality should not be less than 300 dpi, and it may be necessary to have the graph in TIFF, PNG or JPEG format.

4. Submission Process

Two files must be sent through the OJS system of the journal:

1) Presentation and cover, in which the title in Spanish and English will appear, names and surnames of the authors in a standardized form with ORCID number, abstract in both Spanish and English, descriptors and keywords and a statement that the manuscript is an Origina lcontribution, not sent or in the process of being evaluated in another journal, confirmation of the signatory authors, acceptance (if applicable) of formal changes in the manuscript according to the rules and partial transfer of rights to the publisher (use official cover model).

2) Manuscript totally anonymized, according to the norms referred in precedence.

All authors must register with their credits on the OJS platform, although only one of them will be responsible for correspondence.

No author can submit or have in review two manuscripts simultaneously, estimating an absence of four consecutive numbers (2 years).

NORMAS DE PUBLICACIÓN EN «UNIVERSITAS»

REVISTA DE CIENCIAS SOCIALES Y HUMANAS XXI
UNIVERSITAS

ISSN: 1390-3837 / e-ISSN: 1390-8634

1. Información general

«Universitas» es una publicación científica bilingüe de la Universidad Politécnica Salesiana de Ecuador, editada desde enero de 2002 de forma ininterrumpida, con periodicidad fija semestral, especializada en Ciencias Sociales y Humanas y sus líneas interdisciplinares como Sociología, Antropología, Psicología Social, Estudios Políticos, Estudios del Desarrollo, Estudios Latinoamericanos, Estudios de la Cultura y la Comunicación, entre otras.

Es una revista científica arbitrada, que utiliza el sistema de evaluación externa por expertos (*peer-review*), bajo metodología de pares ciegos (*doble-blind review*), conforme a las normas de publicación de la American Psychological Association (APA). El cumplimiento de este sistema permite garantizar a los autores un proceso de revisión objetivo, imparcial y transparente, lo que facilita a la publicación su inclusión en bases de datos, repositorios e indexaciones internacionales de referencia.

«Universitas» se encuentra indizada en Emerging Sources Citation Index (ESCI) de Web of Science, el catálogo LATINDEX, Sistema Regional de información en Línea para Revistas Científicas de América Latina, El Caribe, España y Portugal, forma parte del Directory of Open Access Journals-DOAJ, pertenece a la Red Iberoamericana de Innovación y Conocimiento Científico, REDIB, Red de Revistas Cientificas de America Latina y el Caribe,España y Portugal, REDALYC, además conforma la Matriz de Información para el Análisis de Revistas, MIAR y está siendo evaluada en mediano plazo para pasar a formar parte de SCOPUS.

La revista se edita en doble versión: impresa (ISSN: 1390-3837) y electrónica (e-ISSN: 1390-8634), en español e inglés, siendo identificado además cada trabajo con un DOI (Digital Object Identifier System).

2. Alcance y Política

2.1. Temática

Contribuciones originales en materia de Ciencias Humanas y Sociales, así como áreas afines: Ciencias Sociales y Humanas y sus líneas interdisciplinares como Sociología, Antropología, Psicología Social, Estudios Políticos, Estudios del Desarrollo, Estudios Latinoamericanos, Estudios de la Cultura y la Comunicación y todas aquellas disciplinas conexas interdisciplinarmente con la línea temática central.

2.2. Aportaciones

«Universitas» edita preferentemente resultados de investigación empírica sobre Ciencias Humanas y Sociales, redactados en español y/o inglés, siendo también admisibles informes, estudios y propuestas, así como selectas revisiones de la literatura (*state-of-the-art*).

Todos los trabajos deben ser originales, no haber sido publicados en ningún medio ni estar en proceso de arbitraje o publicación. De esta manera, las aportaciones en la revista pueden ser:

- **Investigaciones:** 5.000 a 6.500 palabras de texto, incluyendo título, resúmenes, descriptores, tablas y referencias.
- **Informes, estudios y propuestas:** 5.000 a 6.500 palabras de texto, incluyendo título, resúmenes, tablas y referencias.
- **Revisiones:** 6.000 a 7.000 palabras de texto, incluidas tablas y referencias. Se valorará especialmente las referencias justificadas, actuales y selectivas de alrededor de unas 70 obras.

«Universitas» tiene periodicidad semestral (20 artículos por año), publicada en los meses de marzo y septiembre y cuenta por número con dos secciones de cinco artículos cada una, la primera referida a un tema **Monográfico** preparado con antelación y con editores temáticos y la segunda, una sección **Miscelánea**, compuesta por aportaciones variadas dentro de la temática de la publicación.

3. Presentación, estructura y envío de los manuscritos

Los trabajos se presentarán en tipo de letra Arial 10, interlineado simple, justificado completo y sin tabuladores ni espacios en blanco entre párrafos. Solo se separarán con un espacio en blanco los grandes bloques (título, autores, resúmenes, descriptores, créditos y epígrafes). La página debe tener 2 centímetros en todos sus márgenes.

Los trabajos deben presentarse en documento de Microsoft Word (.doc o .docx), siendo necesario que el archivo esté anonimizado en Propiedades de Archivo, de forma que no aparezca la identificación de autor/es.

Los manuscritos deben ser enviados única y exclusivamente a través del OJS (Open Journal System), en el cual todos los autores deben darse de alta previamente. No se aceptan originales enviados a través de correo electrónico u otra interfaz.

3.1. Estructura del manuscrito

Para aquellos trabajos que se traten de investigaciones de carácter empírico, los manuscritos seguirán la estructura IMRDC, siendo opcionales los epígrafes de Notas y Apoyos. Aquellos trabajos que por el contrario se traten de informes, estudios, propuestas y revisiones podrán ser más flexibles en sus epígrafes, especialmente en Material y métodos, Análisis y resultados y Discusión y conclusiones. En todas las tipologías de trabajos son obligatorias las Referencias.

1) Título (español) / Title (inglés): Conciso pero informativo, en castellano en primera línea y en inglés en segunda. Se aceptan como máximo 80 caracteres con espacio. El título no solo es responsabilidad de los autores, pudiéndose proponer cambios por parte del Consejo Editorial.

2) Nombre y apellidos completos: De cada uno de los autores, organizados por orden de prelación. Se aceptarán como máximo 3 autores por original, aunque pudieren existir excepciones justificadas por el tema, su complejidad y extensión. Junto a los nombres ha de seguir la categoría profesional, centro de trabajo, correo electrónico de cada autor y número de

ORCID. Es obligatorio indicar si se posee el grado académico de doctor (incluir Dr./Dra. antes del nombre).

3) Resumen (español) / Abstract (inglés): Tendrá como extensión máxima 230 palabras, primero en español y después en inglés. En el resumen se describirá de forma concisa y en este orden: 1) Justificación del tema; 2) Objetivos; 3) Metodología y muestra; 4) Principales resultados; 5) Principales conclusiones. Ha de estar escrito de manera impersonal "El presente trabajo analiza…". En el caso del abstract no se admitirá el empleo de traductores automáticos por su pésima calidad.

4) Descriptores (español) / Keywords (inglés): Se deben exponer 6 descriptores por cada versión idiomática relacionados directamente con el tema del trabajo. Será valorado positivamente el uso de las palabras claves expuestas en el Thesaurus de la UNESCO.

5) Introducción y estado de la cuestión: Debe incluir el planteamiento del problema, el contexto de la problemática, la justificación, fundamentos y propósito del estudio, utilizando citas bibliográficas, así como la literatura más significativa y actual del tema a escala nacional e internacional.

6) Material y métodos: Debe ser redactado de forma que el lector pueda comprender con facilidad el desarrollo de la investigación. En su caso, describirá la metodología, la muestra y la forma de muestreo, así como se hará referencia al tipo de análisis estadístico empleado. Si se trata de una metodología original, es necesario exponer las razones que han conducido a su empleo y describir sus posibles limitaciones.

7) Análisis y resultados: Se procurará resaltar las observaciones más importantes, describiéndose, sin hacer juicios de valor, el material y métodos empleados. Aparecerán en una secuencia lógica en el texto y las tablas y figuras imprescindibles evitando la duplicidad de datos.

8) Discusión y conclusiones: Resumirá los hallazgos más importantes, relacionando las propias observaciones con estudios de interés, señalando aportaciones y limitaciones, sin redundar datos ya comentados en otros apartados. Asimismo, el apartado de discusión y conclusiones debe incluir las deducciones y líneas para futuras investigaciones.

9) Apoyos y agradecimientos (opcionales): El Council Science Editors recomienda a los autor/es especificar la fuente de financiación de la investigación. Se considerarán prioritarios los trabajos con aval de proyectos competitivos nacionales e internacionales. En todo caso, para la valoración científica del manuscrito, este debe ir anonimizado con XXXX solo para su evaluación inicial, a fin de no identificar autores y equipos de investigación, que deben ser explicitados en la Carta de Presentación y posteriormente en el manuscrito final.

10) Las notas (opcionales) irán, solo en caso necesario, al final del artículo (antes de las referencias). Deben anotarse manualmente, ya que el sistema de notas al pie o al final de Word no es reconocido por los sistemas de maquetación. Los números de notas se colocan en superíndice, tanto en el texto como en la nota final. No se permiten notas que recojan citas bibliográficas simples (sin comentarios), pues éstas deben ir en las referencias.

11) Referencias: Las citas bibliográficas deben reseñarse en forma de referencias al texto. Bajo ningún caso deben incluirse referencias no citadas en el texto. Su número debe ser suficiente para contextualizar el marco teórico con criterios de actualidad e importancia. Se presentarán alfabéticamente por el primer apellido del autor.

3.2. Normas para las referencias

Publicaciones periódicas

Artículo de revista (un autor): Valdés-Pérez, D. (2016). Incidencia de las técnicas de gestión en la mejora de decisiones administrativas [Impact of Management Techniques on the Improvement of Administrative Decisions]. *Retos, 12*(6), 199-2013. https://doi.org/10.17163/ret.n12.2016.05

Artículo de revista (hasta seis autores): Ospina, M.C., Alvarado, S.V., Fefferman, M., & Llanos, D. (2016). Introducción del dossier temático "Infancias y juventudes: violencias, conflictos, memorias y procesos de construcción de paz" [Introduction of the thematic dossier "Infancy and Youth: Violence, Conflicts, Memories and Peace Construction Processes"]. *Universitas, 25*(14), 91-95. https://doi.org/10.17163/uni.n25.%25x

Artículo de revista (más de seis autores): Smith, S.W., Smith, S.L. Pieper, K.M., Yoo, J.H., Ferrys, A.L., Downs, E.,... Bowden, B. (2006). Altruism on American Television: Examining the Amount of, and Context Surronding. Acts of Helping and Sharing. *Journal of Communication, 56*(4), 707-727. https://doi.org/10.1111/j.1460-2466.2006.00316.x

Artículo de revista (sin DOI): Rodríguez, A. (2007). Desde la promoción de salud mental hacia la promoción de salud: La concepción de lo comunitario en la implementación de proyectos sociales. *Alteridad, 2*(1), 28-40. (https://goo.gl/zDb3Me) (2017-01-29).

Libros y capítulos de libro

Libros completos: Cuéllar, J.C., & Moncada-Paredes, M.C. (2014). *El peso de la deuda externa ecuatoriana*. Quito: Abya-Yala.

Capítulos de libro: Zambrano-Quiñones, D. (2015). *El ecoturismo comunitario en Manglaralto y Colonche*. En V.H. Torres (Ed.), Alternativas de Vida: Trece experiencias de desarrollo endógeno en Ecuador (pp. 175-198). Quito: Abya-Yala.

Medios electrónicos

Pérez-Rodríguez, M.A., Ramírez, A., & García-Ruíz, R. (2015). La competencia mediática en educación infantil. Análisis del nivel de desarrollo en España. Universitas Psychologica, 14(2), 619-630. https://doi.org.10.11144/Javeriana.upsy14-2.cmei

Es prescriptivo que todas las citas que cuenten con DOI (Digital Object Identifier System) estén reflejadas en las Referencias (pueden obtenerse en http://goo.gl/gfruh1). Todas las revistas y libros que no tengan DOI deben aparecer con su link (en su versión on-line, en caso de que la tengan, acortada, mediante Google Shortener: http://goo.gl) y fecha de consulta en el formato indicado.

Los artículos de revistas deben ser expuestos en idioma inglés, a excepción de aquellos que se encuentren en español e inglés, caso en el que se expondrá en ambos idiomas utilizando corchetes. Todas las direcciones web que se presenten tienen que ser acortadas en el manuscrito, a excepción de los DOI que deben ir en el formato indicado (https://doi.org/XXX).

3.3. Epígrafes, tablas y gráficos

Los epígrafes del cuerpo del artículo se numerarán en arábigo. Irán sin caja completa de mayús-culas, ni subrayados, ni negritas. La numeración ha de ser como máximo de tres niveles: 1. / 1.1. / 1.1.1. Al final de cada epígrafe numerado se establecerá un retorno de carro.

Las tablas deben presentarse incluidas en el texto en formato Word según orden de aparición, numeradas en arábigo y subtituladas con la descripción del contenido.

Los gráficos o figuras se ajustarán al número mínimo necesario y se presentarán incorporadas al texto, según su orden de aparición, numeradas en arábigo y subtituladas con la descripción abreviada. Su calidad no debe ser inferior a 300 ppp, pudiendo ser necesario contar con el gráfico en formato TIFF, PNG o JPEG.

4. Proceso de envío

Deben remitirse a través del sistema OJS de la revista dos archivos:

1) Presentación y portada, en la que aparecerá el título en español e inglés, nombres y apellidos de los autores de forma estandarizada con número de ORCID, resumen, abstract, descriptores y keywords y una declaración de que el manuscrito se trata de una aportación original, no enviada ni en proceso de evaluación en otra revista, confirmación de las autorías firmantes, aceptación (si procede) de cambios formales en el manuscrito conforme a las normas y cesión parcial de derechos a la editorial (usar modelo oficial de portada).

2) Manuscrito totalmente anonimizado, conforme a las normas referidas en precedencia.

Todos los autores han de darse de alta, con sus créditos, en la plataforma OJS, si bien uno solo de ellos será el responsable de correspondencia. Ningún autor podrá enviar o tener en revisión dos manuscritos de forma simultánea, estimándose una carencia de cuatro números consecutivos (2 años).

GUIDELINES FOR EXTERNAL REVIEWERS OF «UNIVERSITAS»

The **Council of External Reviewers of «Universitas»** is an independent collegiate body whose purpose is to guarantee the excellence of this scientific publication, because the blind evaluation - based exclusively on the quality of the contents of the manuscripts and carried out by experts of recognized International prestige in the field - is, without a doubt, the best guarantee for the advancement of science and to preserve in this header an original and valuable scientific production.

To this end, the **Council of External Reviewers** is made up of several scholars and international scientists specialized in **Education,** essential to select the articles of the greatest impact and interest for the international scientific community. This in turn allows that all the articles selected to publish in **«Universitas»** have an academic endorsement and objectifiable reports on the originals.

Of course, all reviews in **«Universitas»** use the internationally standardized system of double-blind peer evaluation that guarantees the anonymity of manuscripts and reviewers. As a measure of transparency, the complete lists of reviewers are published on the official website of the journal (www. http://Universitas.ups.edu.ec/) los listados completos de los revisores.

1. Criteria for acceptance/rejection of manuscript evaluation

The editorial team of «Universitas» selects those that are considered more qualified in the subject of the manuscript from the list of reviewers of the Council of Reviewers. While the publication requires the maximum collaboration of reviewers to expedite the evaluations and reports on each original, acceptance of the review must be linked to:

a. **Expertise.** Acceptance necessarily entails the possession of competences in the specific theme of the article to be evaluated.
b. **Availability.** Reviewing an original takes time and involves careful reflection on many aspects.

c. **Conflict of interests.** In case of identification of the authorship of the manuscript (despite their anonymity), excessive academic or family closeness to their authors, membership in the same University, Department, Research Group, Thematic Network, Research Projects, joint publications with authors ... or any other type of connection or conflict / professional proximity; The reviewer must reject the publisher's invitation for review.
d. **Commitment of confidentiality.** Reception of a manuscript for evaluation requires the Reviewer to express a commitment of confidentiality, so that it cannot be divulged to a third party throughout the process.

In the event that the reviewer cannot carry out the activity for some of these reasons or other justifiable reasons, he/she must notify the publisher by the same route that he/she has received the invitation, specifying the reasons for rejection.

2. General criteria for the evaluation of manuscripts

a) Topic

In addition to being valuable and relevant to the scientific community, the topic that is presented in the original must be limited and specialized in time and space, without excessive localism.

b) Redaction

The critical assessment in the review report must be objectively written, providing content, quotes or references of interest to support its judgment.

c) Originality

As a fundamental criterion of quality, an article must be original, unpublished and suitable. In this sense, reviewers should answer these three questions in the evaluation:

- Is the article sufficiently novel and interesting to justify publication?
- Does it contribute anything to the knowledge canon?

- Is the research question relevant?

A quick literature search using repositories such as Web of Knowledge, Scopus and Google Scholar to see if the research has been previously covered, may be helpful.

d) Structure

Manuscripts that refer to «Universitas» must follow the IMRDC structure, except those that are literature reviews or specific studies. In this sense, the originals must contain summary, introduction, methodology, results, discussion and conclusion.

- The ***title, abstract, and keywords*** should accurately describe the content of the article.
- The ***review of the literature*** should summarize the state of the question of the most recent and adequate research for the presented work. It will be especially evaluated with criteria of suitability and that the references are to works of high impact - especially in WoS, Scopus, Scielo, etc. It should also include the general explanation of the study, its central objective and the followed methodological design.
- In case of research, in the ***materials and methods,*** the author must specify how the data, the process and the instruments used to respond to the hypothesis, the validation system, and all the information necessary to replicate the study are collected.
- ***Results*** must be clearly specified in logical sequence. It is important to check if the figures or charts presented are necessary or, if not, redundant with the content of the text.
- In the ***discussion,*** the data obtained should be interpreted in the light of the literature review. Authors should include here if their article supports or contradicts previous theories. The conclusions will summarize the advances that the research presents in the area of scientific knowledge, the future lines of research and the main difficulties or limitations for carrying out the research.
- ***Language:*** It will be positively assessed if the language used facilitates reading and is in favor of the clarity, simplicity, precision and transparency of the scientific language. The Reviewer should not proceed to correction, either in Spanish or English, but will inform

the Editors of these grammatical or orthographical and typographical errors.

- Finally, a thorough **review of the references** is required in case any relevant work has been omitted. The references must be precise, citing within the logic of the subject at study, its main works as well as the documents that most resemble the work itself, as well as the latest research in the area.

3. Relevant valuation dimensions

«Universitas» uses an evaluation matrix of each original that responds to the editorial criteria and to compliance with the publication normative. In this sense, the reviewers must attend to the qualitative-quantitative assessment of each of the aspects proposed in this matrix with criteria of objectivity, reasoning, logic and expertise.

RESEARCHES	
Valuable items	**P.**
01. Title and abstract (clarity and structure)	0/5
02. Thematic relevance 03. Originality of the work 04. Review of the literature	0/10
05. Structure and organization of the article 06. Argumentative capabilities 07. Redaction	0/10
08. Methodological rigor 09. Research instruments	0/10
10. Research results 11. Advances 12. Discussion 13. Conclusions	0/10
14. Quotations (variety and richness) 15. References	0/5
Total	50

If the original is a review of the literature (status of the subject) or other type of study (reports, proposals, experiences, among others), the Editorial Board will send to the reviewers a different matrix, including the characteristics of Structure of this type of originals:

REPORTS, STUDIES, PROPOSALS, REVIEWS	
Valuable items	**P.**
01. Title and abstract (clarity and structure)	0/5
02. Thematic relevance	0/10
03. Review of the literature	0/10
04. Structure and organization of the article 05. Argumentative capabilities and coherence 06. Scientific redaction	0/10
07. original contributions 08. Conclusions	0/10
09. Quotations 10. References	0/5
Total	50

4. Ethical Considerations

a) Plagiarism: Although the journal uses plagiarism detection systems, if the reviewer suspects that an original is a substantial copy of another work, he must immediately inform the Editors citing the previous work in as much detail as possible.

b) Fraud: If there is real or remote suspicion that the results in an article are false or fraudulent, it is necessary to inform them to the Editors.

5. Evaluation of the originals

After the quantitative-qualitative evaluation of the manuscript under review, the reviewer may make recommendations to improve the quality of the manuscript. However, the manuscript will be graded in three ways:

a. **Acceptance without review**
b. **Conditional acceptance** and therefore review (greater or lesser). In the latter case, it is necessary to clearly identify which review is necessary, listing the comments and even specifying paragraphs and pages suggesting modifications.
c. **Rejection** due to detected deficiencies justified and reasoned with quantitative and quantitative assessment. The report should be longer if a score of less than 40 of the 50 possible points is obtained.

INDICADORES PARA REVISORES EXTERNOS DE «UNIVERSITAS»

El C**onsejo de Revisores Externos de «Universitas»** es un órgano colegiado independiente cuyo fin es garantizar la excelencia de esta publicación científica, debido a que la evaluación ciega –basada exclusivamente en la calidad de los contenidos de los manuscritos y realizada por expertos de reconocido prestigio internacional en la materia– es la mejor garantía y, sin duda, el mejor aval para el avance de la ciencia y para preservar en esta cabecera una producción científica original y valiosa.

Para ello, el **Consejo de Revisores Externos** está conformado por diversos académicos y científicos internacionales especialistas en **Ciencias Sociales,** esenciales para seleccionar los artículos de mayor impacto e interés para la comunidad científica internacional. Esto permite a su vez que todos los artículos seleccionados para publicar en **«Universitas»** cuenten con un aval académico e informes objetivables sobre los originales.

Por supuesto, todas las revisiones en **«Universitas»** emplean el sistema estandarizado internacionalmente de evaluación por pares con «doble ciego» (doble-blind) que garantiza el anonimato de los manuscritos y de los revisores de los mismos. Como medida de transparencia, anualmente se hacen públicos en la web oficial de la revista (www. http://Universitas.ups.edu.ec/) los listados completos de los revisores.

1. Criterios de aceptación/rechazo de evaluación manuscritos

El equipo editorial de **«Universitas»** selecciona del listado de revisores del Consejo de Revisores a aquellos que se estiman más cualificado en la temática del manuscrito. Si bien por parte de la publicación se pide la máxima colaboración de los revisores para agilizar las evaluaciones y los informes sobre cada original, la aceptación de la revisión ha de estar vinculada a:

a. **Experticia.** La aceptación conlleva necesariamente la posesión de competencias en la temática concreta del artículo a evaluar.
b. **Disponibilidad.** Revisar un original exige tiempo y conlleva reflexión concienzuda de muchos aspectos.

c. **Conflicto de intereses.** En caso de identificación de la autoría del manuscrito (a pesar de su anonimato), excesiva cercanía académica o familiar a sus autores, pertenencia a la misma Universidad, Departamento, Grupo de Investigación, Red Temática, Proyectos de Investigación, publicaciones conjuntas con los autores… o cualquier otro tipo de conexión o conflicto/cercanía profesional; el revisor debe rechazar la invitación del editor para su revisión.
d. **Compromiso de confidencialidad.** La recepción de un manuscrito para su evaluación exige del Revisor un compromiso expreso de confidencialidad, de manera que éste no puede, durante todo el proceso, ser divulgado a un tercero.

En caso que el revisor no pueda llevar a cabo la actividad por algunos de estos motivos u otros justificables, debe notificarlo al editor por la misma vía que ha recibido la invitación, especificando los motivos de rechazo.

2. Criterios generales de evaluación de manuscritos

a) Tema

La temática que se plantea en el original, además de ser valiosa y relevante para la comunidad científica, ha de ser limitada y especializada en tiempo y espacio, sin llegar al excesivo localismo.

b) Redacción

La valoración crítica en el informe de revisión ha de estar redactada de forma objetiva, aportando contenido, citas o referencias de interés para argumentar su juicio.

c) Originalidad

Como criterio de calidad fundamental, un artículo debe ser original, inédito e idóneo. En este sentido, los revisores deben responder a estas tres preguntas en la evaluación:

- ¿Es el artículo suficientemente novedoso e interesante para justificar su publicación?

- ¿Aporta algo al canon del conocimiento?
- ¿Es relevante la pregunta de investigación?

Una búsqueda rápida de literatura utilizando repositorios tales como Web of Knowledge, Scopus y Google Scholar para ver si la investigación ha sido cubierta previamente puede ser de utilidad.

d) Estructura

Los manuscritos que se remiten a **«Universitas»** deben seguir obligatoriamente la estructura IMRyD, excepto aquellos que sean revisiones de la literatura o estudios específicos. En este sentido, los originales han de contener resumen, introducción, metodología, resultados, discusión y conclusión.

- El ***título, el resumen y las palabras clave*** han de describir exactamente el contenido del artículo.
- La ***revisión de la literatura*** debe resumir el estado de la cuestión de las investigaciones más recientes y adecuadas para el trabajo presentado. Se valorará especialmente con criterios de idoneidad y que las referencias sean a trabajos de alto impacto –especialmente en WoS, Scopus, Scielo, etc. Debe incluir además la explicación general del estudio, su objetivo central y el diseño metodológico seguido.
- En caso de investigaciones, en los ***materiales y métodos,*** el autor debe precisar cómo se recopilan los datos, el proceso y los instrumentos usados para responder a las hipótesis, el sistema de validación, y toda la información necesaria para replicar el estudio.
- En los ***resultados*** se deben especificar claramente los hallazgos en secuencia lógica. Es importante revisar si las tablas o cuadros presentados son necesarios o, caso contrario, redundantes con el contenido del texto.
- En la ***discusión*** se deben interpretar los datos obtenidos a la luz de la revisión de la literatura. Los autores deberán incluir aquí si su artículo apoya o contradice las teorías previas. Las ***conclusiones*** resumirán los avances que la investigación plantea en el área del conocimiento científico, las futuras líneas de investigación y las principales dificultades o limitaciones para la realización de la investigación.
- ***Idioma:*** Se valorará positivamente si el idioma utilizado facilita la lectura y va en favor de la claridad, sencillez, precisión y transpa-

rencia del lenguaje científico. El Revisor no debe proceder a corrección, ya sea en español o inglés, sino que informará a los Editores de estos errores gramaticales u ortotipográficos.

- Finalmente, se requiere una profunda ***revisión de las referencias*** por si se hubiera omitido alguna obra relevante. Las referencias han de ser precisas, citando en la lógica de la temática a estudiar, sus principales obras así como los documentos que más se asemejen al propio trabajo, así como las últimas investigaciones en el área.

3. Dimensiones relevantes de valoración

«Universitas» utiliza una matriz de evaluación de cada original que responde a los criterios editoriales y al cumplimiento de la normativa de la publicación. En este sentido los revisores deberán atender a la valoración cuali-cuantitativa de cada uno de los aspectos propuestos en esta matriz con criterios de objetividad, razonamiento, lógica y experticia.

INVESTIGACIONES	
Ítems valorables	**P.**
01. Título y resumen (claridad y estructura)	0/5
02. Relevancia de la temática 03. Originalidad del trabajo 04. Revisión de la literatura	0/10
05. Estructura y organización artículo 06. Capacidad argumental 07. Redacción	0/10
08. Rigor metodológico 09. Instrumentos de investigación	0/10
10. Resultados de investigación 11. Avances 12. Discusión 13. Conclusiones	0/10
14. Citaciones (variedad y riqueza) 15. Referencias	0/5
Total máximo	50

En caso de tratarse el original de una revisión de la literatura (estado de la cuestión) u otro tipo de estudio (informes, propuestas, experiencias, entre otras), el Consejo Editorial remitirá a los revisores una matriz distinta, comprendiendo las características propias de estructura de este tipo de originales:

ESTUDIOS, INFORMES, PROPUESTAS, EXPERIENCIAS	
Ítems valorables	**P.**
01. Título y resumen (claridad y estructura)	0/5
02. Relevancia de la temática	0/10
03. Revisión de la literatura	0/10
04. Estructura y organización artículo 05. Capacidad argumental y coherencia 06. Redacción científica	0/10
07. Aportaciones originales 08. Conclusiones	0/10
09. Citaciones 10. Referencias	0/5
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b. Aceptación sin revisión.
c. Aceptación condicionada y por ende con revisión (mayor o menor). En este último caso, se ha de identificar claramente qué revisión es necesaria, enumerando los comentarios e incluso especificando párrafos y páginas en las que sugieren modificaciones.

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Title of the article to be evaluated:		
SECCIÓN: INFORMES, ESTUDIOS, PROPUESTAS Y EXPERIENCIAS		
01. Title and abstract (clarity and structure)	Mandatory comments:	
		Value 0 to 5
02. Thematic relevance	Mandatory comments:	
		Value 0 to 5
03. Review of the literature	Mandatory comments:	
		Value 0 to 5
4. Structure and organization of the article 5. Argumentative capabilities and coherence 6. Scientific redaction	Mandatory comments:	
		Value 0 to 5
7. Original contributions 8. Conclusions	Mandatory comments:	
		Value 0 to 5
9. Quotations 10. References	Mandatory comments:	
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PROTOCOLO DE EVALUACIÓN
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Título del artículo a evaluar:		

SECCIÓN: ESTUDIOS, PROPUESTAS, INFORMES Y REVISIONES		
01. Título y resumen (claridad y estructura)	Comentarios obligatorios:	
		Valore de 0 a 5
02. Relevancia de la temática	Comentarios obligatorios:	
		Valore de 0 a 10
03. Revisión de la literatura	Comentarios obligatorios:	
		Valore de 0 a 10
4. Estructura y organización artículo 5. Capacidad argumental y coherencia 6. Redacción científica	Comentarios obligatorios:	
		Valore de 0 a 10
7. Aportaciones originales 8. Conclusiones	Comentarios obligatorios	
		Valore de 0 a 10
9. Citaciones 10. Referencias	Comentarios obligatorios:	
		Valore de 0 a 5
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Minimum 210 and maximum 230 words. It must include 1) Justification of the topic; 2) Objectives; 3) Methodology and sample; 4) Main results;

5) Main conclusions. It must be impersonally written “The present paper analyzes ...”

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Cover Letter

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Mínimo 210 y máximo 230 palabras. Debe incluir 1) Justificación del tema; 2) Objetivos; 3) Metodología y muestra; 4) Principales resultados; 5)

Principales conclusiones. Ha de estar escrito de manera impersonal "El presente trabajo analiza…"

Abstract

*Mínimo 210 y m*áximo 230 palabras *cursiva. Debe incluir 1) Justificación del tema; 2) Objetivos; 3) Metodología y muestra; 4) Principales resultados; 5) Principales conclusiones. Ha de estar escrito de manera impersonal "El presente trabajo analiza…" No utilizar sistemas de traducción automáticos.*

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