

# Bibliometric analysis of the articles published in “Communication, Development and Social Change” in the top ten journals of communication in Spain<sup>1</sup>

## Análisis bibliométrico sobre “Comunicación, Desarrollo y Cambio Social” en las diez primeras revistas de Comunicación de España

## Análise bibliométrica sobre “Comunicação, Desenvolvimento e Transformação Social” nas dez primeiras revistas científicas de comunicação na Espanha

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### ABSTRACT

Since the beginning of the century there is research showing late institutionalization of Communication for Development and Social Change (CDSC) in Spain. This article discusses the bibliometric study of the field, analyzing the top ten magazines of Communication (2000-2012) coincided with the institutionalization of the field in Spain. The research questions are: What impact has the CDSC? Is there a correlation between the rise of the field and the number of items? What magazines and authors have published? The results point to a marginal presence in the period studied, and a relative increase, coinciding with the institutionalization of the field in Spain.

**Keywords:** Communication and development, social change, bibliometric, impact index, institutionalization.

### RESUMEN

*Desde inicios de siglo hay investigaciones que demuestran la tardía institucionalización de la Comunicación para el Desarrollo y el Cambio Social (CDCS) en España. Este artículo aborda el estudio bibliométrico del campo, analizando las diez principales revistas de Comunicación publicadas entre 2000 y 2012. Las preguntas de investigación que orientan este trabajo son: ¿qué incidencia tiene la CDCS? ¿Hay correspondencia entre el auge del campo y el número de artículos? ¿Qué revistas y autores han publicado? Los resultados apuntan a una presencia marginal en el periodo estudiado, y a un relativo aumento, coincidiendo con la institucionalización del campo en España.*

**Palabras clave:** Comunicación y desarrollo, cambio social, bibliometría, índice de impacto, institucionalización.

### RESUMO

Desde o início do século XXI, há estudos que mostram a tardia institucionalização da Comunicação para o Desenvolvimento e a Transformação Social (CDTS) na Espanha. Neste contexto, abordamos a análise bibliométrica deste campo científico analisando as dez primeiras revistas científicas de Comunicação entre 2000-2012. As perguntas que orientam esta investigação são as seguintes: Que incidência tem a CDTS na Espanha? Há uma correspondência entre o auge e fortalecimento do campo científico e o número de artigos publicados? Que revistas científicas e autores publicaram? Os resultados apontam para uma presença marginal no período estudado, bem como para um relativo aumento, coincidindo com a institucionalização do campo na Espanha.

**Palavras-chave:** Comunicação e desenvolvimento, mudança social, bibliometria, índice de impacto, institucionalização.

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## INTRODUCTION AND STATE OF THE ART

The field of Communication for Development and Social Change (from now, CDSC) has undergone a process of institutionalization in the Spanish context that could be described as late, when compared with the research tradition enjoyed in both Latin America as in the Anglo-Saxon world (Gumucio & Tufte, 2006; Servaes, 2003). According to investigations conducted in Spain, aimed at rebuilding the state of the field (Coordinator of NGO for Development [CONGDE], 2005; Chaparro, 2002; Chaves, 2012; Erro, 2003; Fernández Viso, 2012; González, 2007; Jerez, López-Rey & Sampedro, 2008; Meda, 2012; Marí Sáez, 2013; Moragas, 2005; Pinazo & Nós, 2013, and Santolino, 2010), three major stages can establish: i) the period of the pioneers (1980-1994), ii) the emergence stage (1994-2002), and iii) the stage of institutionalization and implosion (2003-present).

In a first approach you could say, following Enghel (2011), that *Communication for Development* (Servaes, 2003; Lennie & Tacchi, 2013) and the *Communication for Social Change* (Wilkins, 2009; Gumucio & Tufte, 2006) offer adequate theoretical frames to identify and describe a field that has to do with the role of communication in strategic efforts to overcome the collective problems. The CDSC is, for these authors, an area conceived in academic and practical terms.

In this paper the institutionalization of a field of research is understood in the following sense. First, is taken as a reference the tension between *instituted* and *instituting* raised by Castoriadis (1993). The concept of institution, for this author, involves the use of "norms, values, language, tools, procedures and methods of dealing with things and doing things" (p. 67). The institutions emerged in the process of institutionalization, are producers of subjectivities that allow to see society as a whole. They supposed the crystallization of a number of elements that have been part of the process (instituting). Secondly, and in a more operational level, Pérez Sedeño (2000) raises some needed requirements for a scientific activity to be institutionalized, that is, to become a social institution. The institutionalization of a field or of research activity involves, among other things, the adaptation of the rules governing the scientific system to the operation of other social systems, as well as criticism, evaluation and reuse of knowledge by members of a given institution. This

work connects with the latter sense of evaluation and knowledge reuse noted, to the extent that the bibliometric review driven here, implies, somehow, to take stock on a given field and, at the time, to note those works available to be reused and appropriated by the scientific community. Thirdly, this article is in the framework of the "cognitive institutionalization" posed by Whitley (1984), aimed at analyzing the degree of consensus reached by a scientific community on issues such as the theoretical lines that guide research, central issues and methods to address those problems. Elsewhere (Marí Sáez, 2013), we have had the opportunity to investigate the characteristics of the scientific community of Spanish researchers who have worked in the field of CDSC. This element, along with the scientific production, are two of the axes raised by Martínez Nicolás (2009) on which the analysis of the process of institutionalization of a particular field of research must pivot. For this reason, this paper will focus on the analysis of the bibliometric field production of CDSC in Spain, although this priority will be accompanied by comparing scientific production with the historical analysis of the field made in our previous research.

In the case of the CDSC we are witnessing, in the Spanish context, a late maturity<sup>2</sup>, which paradoxically coincides with the review process and agitation in the field that exists internationally (Chaparro, 2012). Currently, the CDSC in Spain goes through a phase of *implosion* (Marí Sáez, 2013), understood as an inward break, due to the inconsistency and epistemological and theoretical weakness with which it was institutionalized in previous periods.

In this context, this paper proposes a complementary research perspective to studies of historiographical and theoretical character conducted to date. Taking the bibliometric analysis as a methodological strategy, it is set to analyze the articles published on Communication, Development and Social Change in the top ten journals of Communication in Spain in the period between 2000 and 2012. Later, in the following section, it will be discussed in more detail the methodological issues from which this investigation has been designed.

The analysis of the presence and influence of CDSC in Spanish bibliometric production is guided by the following questions:

- What is the percentage of articles published about CDSC in the main Spanish journals, in relation to the total number of articles published on communication during the studied period?
- Is there a correlation between the rise of the field and the number of articles published? - What are the journals and authors who have given visibility to the field of CDSC in the journals analyzed?
- With what other areas of research in Communication the CDSC is overlapping?

The search for answers to these questions will result in obtaining quantitative data to map the authors, journals and papers that have enabled the institutionalization of the CDSC in the Spanish context.

## MATERIAL AND METHODS

This bibliometric research in the field of CDSC in Spain takes as a reference previous studies carried out by Fair (1997), Lennie and Tacchi (2013) and Morris (2003) for field analysis worldwide, as well as investigations of Del Valle (2006) for the Latin American case. Moreover, for the study of communication research in Spain from a literature perspective, it has been taken into account mainly the work of Castillo, Rubio and Almansa (2012), Fernández-Quijada and Masip (2013) and Martínez-Nicolas and Saperas (2011).

In operational terms, the temporary delimitation of the object of study (2000-2012) has been justified by the stages of the CDSC in Spain established in the historiographical works cited above: the pioneering stage (1980s to 1994), the emergence stage (1994-2002) and the stage of institutionalization and implosion (2003-2011).

The selected time frame includes the two main stages (emergence and institutionalization) to establish and compare its presence in the bibliographic production. As for the spatial delimitation, it has been taken as reference the top ten journals of Communication established by the In-recs index developed by the Research Group "Evaluation of Science and Scientific Communication", of University of Granada (see table 1), one of the Spanish leaders in the field of bibliometric work. The use of In-recs index is because this is the main bibliometric reference used in Spain in the period analyzed.

The fact of focusing the analysis in the main Spanish journals is motivated by the objectives of the research aimed to study the presence and impact of the CDSC in Spanish scientific journals that have a greater role in the publication, circulation and institutionalization of the Communication field in this country.

The sample for the work done in this research amounted to 3,782 articles (Figure 1). On them it has been applied an analysis card that takes preliminary studies as a reference, especially those developed by

Table 1: Ten first journals of Communication in Spain (2000-2012)

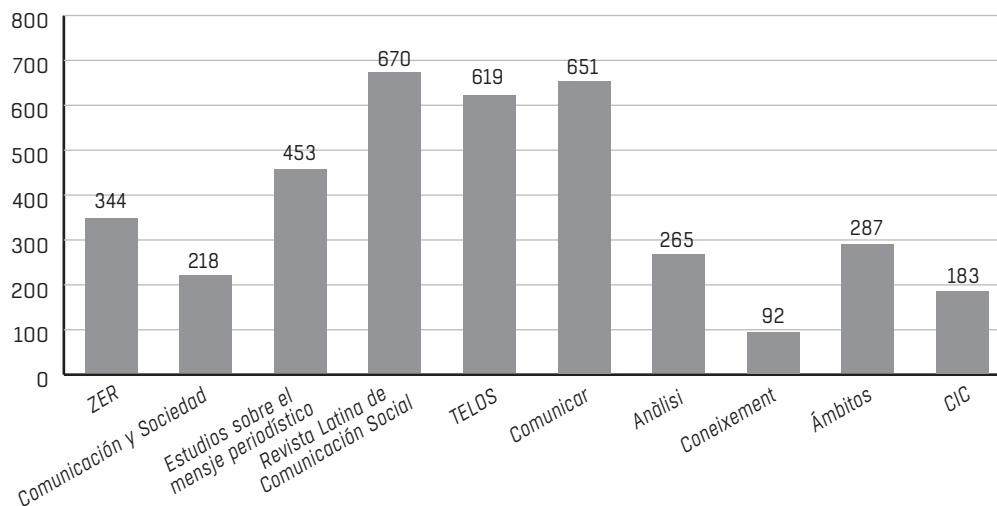
1. <i>Zer</i>
2. <i>Comunicación y Sociedad [Communication &amp; Society]</i>
3. <i>Estudios sobre el Mensaje Periodístico [Studies about the Journalistic Message]</i>
4. <i>Revista Latina de Comunicación Social [Journal Latina of Social Communication]</i>
5. <i>Telas. Journal of Communication and Innovation</i>
6. <i>Comunicar. Media Education Research Journal</i>
7. <i>Anàlisi: quaderns de comunicació i cultura [Journal of Communication and Culture]</i>
8. <i>Conèximent i Societat [Knowledge and Society]</i>
9. <i>Àmbitos [Aspects]</i>
10. <i>CIC [Journal of Information and Communication]</i>

Source: In-Recs.

Martínez Nicolás and Saperas (2011). In our case, we established a series of concepts that serve as a filter to identify the link between the articles to the field of CDSC, based on the presence of the following terms in the keywords and the text of the articles: 1) Communication for Development; 2) Communication for Social Change; 3) Solidarity-based Communication; 4) NGOs/NGODs and communication; 5) Third Sector / Third Audiovisual Sector; 6) Community Media / citizens / alternative; 7) Social Movement / ICT / Information Society; 8) Citizen Movement / ICT / SI; 9) social participation / citizen / ICT.

Within this repertoire of key concepts, it is considered that those between positions 7 to 9, should they appear in the article, they would need to have the additional presence of any of the other concepts (1 to

Figure 1. Total number of items analyzed in the sample (3,782)



Source: Own elaboration.

Table 2: Authors selected for the delimitation of the theoretical framework of the CDSC

1. Mario Kaplún
2. Paulo Freire
3. Luis Ramiro Beltrán
4. Juan Díaz Bordenave
5. Antonio Pascuali
6. Rosa María Alfaro
7. Jan Servaes
8. Miquel de Moragas
9. Clemencia Rodríguez
10. John Downing
11. Víctor Sampedro
12. Francisco Sierra
13. Alfonso Gumucio
14. Thomas Tufte
15. José Marques de Melo

Source: Own elaboration based on the researches of Del Valle (2007), Fair (1989), Morris (2003) y Sáez y Barranquero (2010).

6) to anchor the research enough to the specific field of the CDSC. Failure to do so, the inclusion of items that addressed the issues of social movements and ICT would have opened the field too much, without allowing the necessary delimitation.

Along with this list of concepts it was reconstructed, from previous investigations on the same study, a repertoire of key authors in the field of CDSC; the objective was to analyze the frequency of their occurrence in articles, so it can be proven that the thematic of study proposed in the articles have been made from the theoretical framework of the CDSC. For the job of defining the key authors in the field it was taken as a reference the bibliographical selections made in previous investigations on the same object of study (Del Valle, 2007; Fair, 1989; Morris, 2003; Sáez & Barranquero, 2010), to rebuild the list of authors included in table 2.

Once these filters have been established, it has been considered for membership in the field of CDSC that they need to appear in the bibliography of the article in question, at least two of the fifteen authors in the list above.

## ANALYSIS AND RESULTS

Down below are reported the results of the analysis in several of the key dimensions addressed. From the criteria noted in the previous paragraph, and after subjecting to analysis the 3,782 articles that are part of the sample, it can be seen that a total of twenty articles have been published that meet the established parameters (see Figure 2).

These twenty articles represent, in percentage terms, 1.89% of all scientific articles published. Given the time period analyzed (13 years) and the number of

Table 3: List of authors and universities of belonging with published articles on Communication, Development and Social Change in the Spanish top ten journals in the period from 2000 to 2012

Journal	Author	University	Vol.	Year
<i>Comunicar</i>	Thomas Tufte	University of Copenhagen (Denmark)	26	2006
<i>Comunicar</i>	Alejandro Barranquero Carretero	Malaga University	29	2007
<i>Comunicar</i>	Sherri H. Culver y Thomas Jacobson	Philadelphia University, Pennsylvania (USA)	39	2012
<i>Revista Latina [Journal Latina]</i>	Francisco Sierra Caballero	University of Seville	26	2000
<i>Revista Latina [Journal Latina]</i>	Chiara Sáez Baeza	Autonomous University of Barcelona (UAB)	64	2009
<i>Revista Latina [Journal Latina]</i>	Txema Ramírez de la Piscina Martínez	University of the Basque Country	65	2010
<i>Telos</i>	José Marques de Melo	Methodist University of São Paulo (Brazil)	51	2002
<i>Telos</i>	Luis Ramiro Beltrán Salmón	Bolivia	72	2007
<i>Telos</i>	Manuel Chaparro Escudero	Malaga University	74	2008
<i>Telos</i>	Manuel Chaparro Escudero	Malaga University	81	2009
<i>CIC</i>	Jan Servaes	University of Massachusetts Amherst (USA)	17	2012
<i>CIC</i>	Ana Fernández Viso	Autonomous University of Barcelona – Communication Institute (InCom-UAB)	17	2012
<i>CIC</i>	Alejandro Barranquero Carretero	Carlos III University of Madrid	17	2012
<i>CIC</i>	Raquel Martínez-Gómez, Pinar Agudiez Calvo	Complutense University of Madrid (UCM)	17	2012
<i>CIC</i>	María Cruz Alvarado López	University of Valladolid	17	2012
<i>CIC</i>	Eloísa Nos, Luís Amador Iranzo Montés, Alessandra Farné	Interuniversity Institute of Social Development and Peace (IUDESP) Universitat Jaume I de Castellón (UJI)	17	2012
<i>CIC</i>	Julio César Herrero, Ana Toledo Chávarri	Camilo José Cela University (Madrid)	17	2012
<i>Zer</i>	Víctor Marí	University of Cadiz	22	2007
<i>Ámbitos</i>	Francisco Collado Campaña	Pablo de Olavide University, Seville	17	2008
<i>Emp [Studies about the Journalistic Message]</i>	María José Gámez Fuentes, Eloísa Nos Aldás	Universitat Jaume I de Castellón (UJI)	18	2012

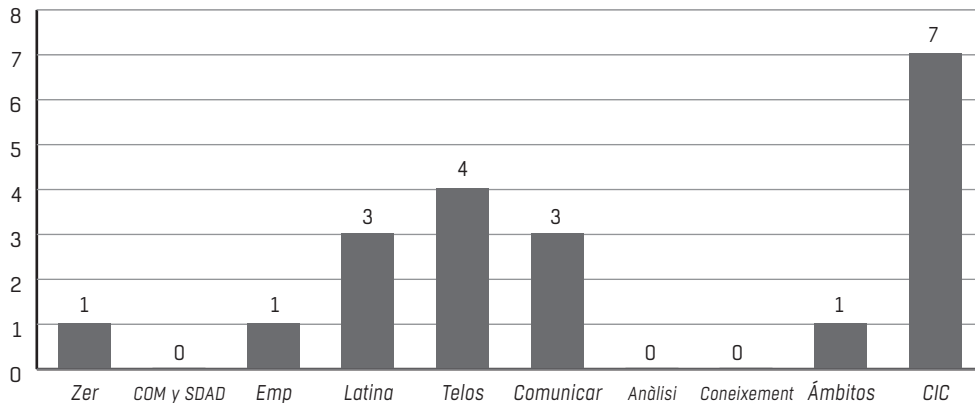
Source: Own elaboration.

selected journals (10), the average of items located in the field of CDSC is less than two per year, a visibly poor figure and that attests the marginality of the CDSC in the Spanish investigation. The total figure could have been much lower if an extraordinary event had not been produced in 2012: the increase in the number of articles that year is due to the development of a monograph on this subject by the *CIC Journal* (Journal

of Information and Communication, Complutense University of Madrid [UCM]).

If the articles are analyzed in terms of the journal in which they were published, the result is the one presented in Table 3 and Figure 2. For the most part, the papers (17) are concentrated in four journals: *Comunicar* (3), *Revista Latina de Comunicación Social [Journal Latina of Social Communication]* (3), *Telos* (4) and

Figure 2: Spanish communication journals in which articles about CDSC have been published in the period 2000-2012



Source: Own elaboration.

CIC (7)<sup>3</sup>. Of these, only the first three have historically been open to the publication of research located in the field of Communication for Development and Social Change. Proof of this is the distribution of CDSC articles along the analyzed frame (2000-2012). The presence of a fourth journal (CIC) in this group, as indicated above, is because of the exceptional fact that this publication devoted a monograph to these issues in 2012 (Volume 17: "Communication, Social Change and Development").

In addition to this small group of four publications, there are three other magazines that, over the years selected for the study (2000-2012), have published just one article on the CDSC: *Zer*, *Àmbitos* [*Aspects*] and *Estudios sobre el Mensaje Periodístico* [*Studies about the Journalistic Message*]. This anecdotal presence adds to the fact that, for the other three journals of the analyzed group, the resulting number of articles published on CDSC is zero.

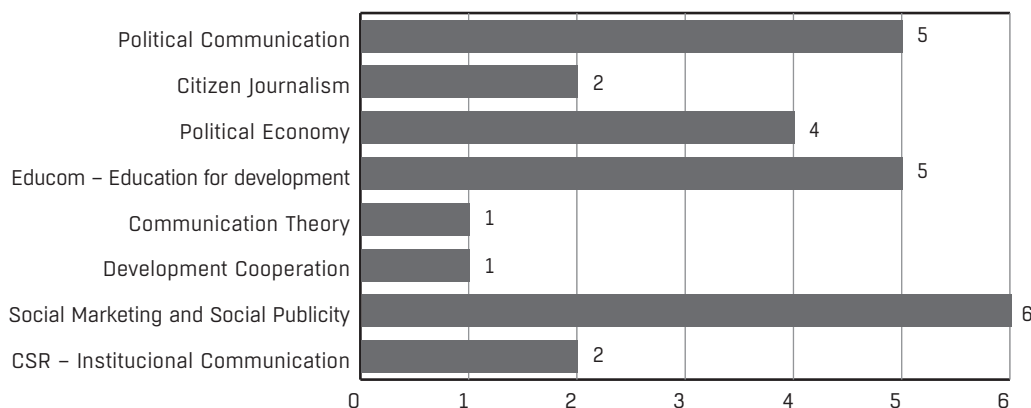
The lack of a publication focused on these issues within the group of leading Spanish journals in communication, combined with the absence during decades of research tradition in this field in the Spanish academy, lead to marginal results indicated. Despite these shortcomings, it should be noted the subsidiary character that other publications have to fill this void (*Comunicar*, *Telos*, *Latina*). None of them has its editorial line focused exclusively or preferentially in the CDSC, but they do show a significant degree of affinity because their central themes addressed fields of research bordering with CDSC: Educational Communication or Educommunication, Political Communication or Social Marketing. In this regard, in our research we

have identified, also, those articles that do not meet sufficient requirements to be included in the field of CDSC, and that at the time include concepts and theoretical references to other neighboring fields. As can be seen in Figure 3 a total of twenty-six articles belonging to this group has been identified. This set of articles, ranked to related CDSC areas, constitute another indicator of the implosion of the CDSC field, to the extent that they are the result of an incorrect epistemological delimitation.

On the other hand, when applied to the selected time frame (2000-2012) the division by stages of the CDSC in Spain, it is found that the number of articles published on this subject increases as the CDSC is institutionalized in the Spanish investigation. The stage of the emergence of the CDSC covers the period between 1994 and 2002. If noted that, in the social sciences, there may be a gap of at least one year between the developing of an investigation and the approval to publish the results in a scientific journal, said stage, the emergence one, can be located even a year later (2003) the period that marks the turning point of the alleged increase in the publication of articles on CDSC.

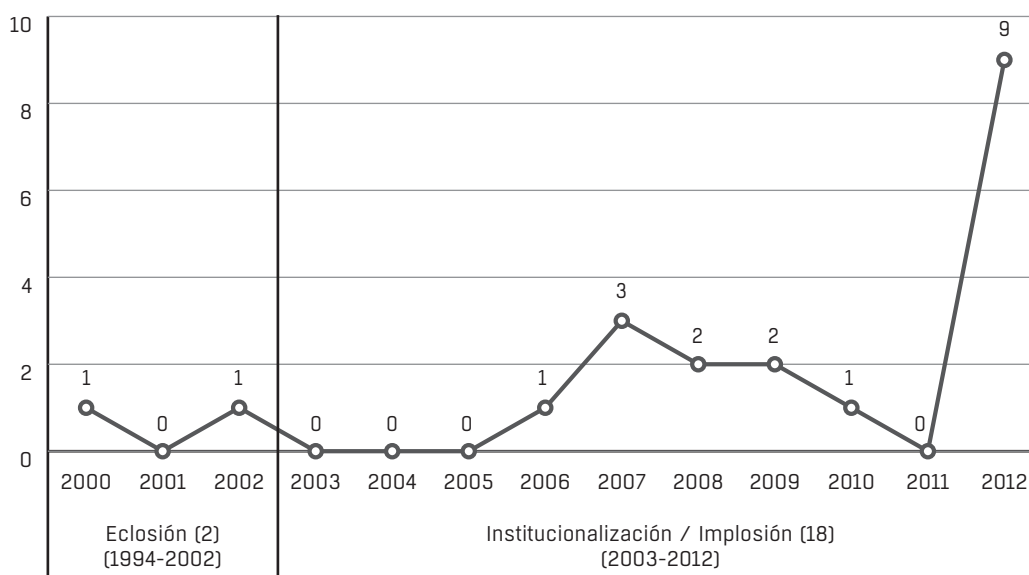
The result is that before 2003 only two of the twenty total articles had been published. The bulk of the publications is concentrated in the second period, so it is confirmed from the bibliometric analysis, that there is a correspondence between the process of institutionalization of the CDSC in Spain and the increase in articles published on the subject. An increase that, being significant in relative terms, it is still small in absolute terms, compared to the total volume of published articles.

Figure 3: Number of items classified in areas related to the CDSC



Source: Own elaboration.

Figure 4: Representation of the number of articles grouped under stages of CDSC in Spain



Source: Own elaboration.

To conclude this section, it would be necessary to identify the authors who have signed the articles in question. From the data in the corresponding list (Table 2), it can be seen, first, a low number of researchers, that nationally and internationally, have served as a reference point for building the field of CDSC. In this sense, only five of the authors included as reference authors have published scientific articles in journals

and in the set period. In addition, each has published only one article over this period of thirteen years, a figure visibly low.

This data can be analyzed at different levels. On the one hand, it reinforces the idea of marginality of the CDSC field in research and in major Spanish communication journals, to the extent that there is no *corpus* sufficiently consolidated and extended. Second,

the scarcity of items can be read as an indicator of little interest that for a long time has supposed to the Anglo-Saxon authors in the field, the fact of publishing in Castilian in Spanish journals. Fortunately, this trend is being reversed in recent times, due to factors such as the internationalization of Spanish research, greater presence in international forums and conferences or the indexing of some of the journals included in the study in the main indices (Scopus, JCR). Third, despite the supremacy of English as the *lingua franca* of science promotion, the "scientific paper" format as the main channel for the transfer of research results and, the marketer approach of impact factors of reference, the monograph format has been, historically, the way of disseminating knowledge in the social sciences, at least in the Latin American region (Ortiz, 2009).

In relation to the authors who have signed the remaining articles, it should be noted that they are researchers linked to universities and institutions that have encouraged and strengthened the CDSC in Spain (Marí Sáez, 2013), as can be seen by analyzing the historical construction process of the CDSC in Spain. This is the case, for example, of the Communication Institute (Autonomous University of Barcelona), the University Institute for Development and Peace (IUDESP, Castellón) or the Universities of Cadiz, Malaga and Seville. Because of this research, there is the possibility of implementing future work in which, the Spanish scientific community driving the CDSC, can further review the starting list of fifteen authors of reference (Table 2) to discard those that are not at all relevant and, in time, to incorporate some of the signatories authors of the articles identified in the bibliometric review in this article, that are considered by the community as worthy to hold this position.

## DISCUSSION AND CONCLUSIONS

After the journey made in the preceding paragraphs, it's time to call into question the research data with the initial objectives and with debates opened by other similar investigations. For this, it will be reconsidered the first objective stated at the beginning, aimed at knowing the weight of the CDSC in articles published in major Spanish communication journals. The result (20 articles) allows us to conclude that the presence of

the CDSC in Spanish research is very low, taking into account the format of scientific article in periodical journals as the unit of analysis. These data are consistent with the investigations from Martínez-Nicolás (2009), in which the Communication for Development and Social Change does not appear as one of the priority theoretical matrices from which the scientific field of Communication in Spain has been built.

Another element of this research necessary to note is that, in the process of bibliometric analysis, a total of twenty-six articles were identified that did not meet the requirements to belong to the CDSC, but however, had some of the elements (a keyword, a main reference author in the literature, etc.). This fact is put in relation to the situation of implosion the CDSC field is living in Spain. By "implosion" DRAE understands "the action of breaking inward rumbling the walls of a cavity whose pressure is lower than the external". The term *implosion* is more appropriate than *explosion*, to the extent that serves best to define the reality of epistemological and theoretical inconsistency and weakness from which historically the field of CDSC in Spain was built. The twenty-six articles containing some requirements are in areas bordering the CDSC: Educommunication, Political Economy, Education for Development, or Citizen Journalism, among others. In this sense, the mixing and overlapping of the CDSC field with other neighboring fields refers to a series of processes that also operate in other fields of knowledge and are likely to be addressed in future work. The inclusion of authors in the field of the CDSC between the references of those twenty-six articles mentioned is simultaneous with other references belonging to opposing fields, without putting in question the different theoretical approaches defended by the various authors and schools in the selected article. We are witnessing a literature juxtaposition that is not accompanied by the necessary theoretical discussion.

Looking ahead, a strategically important issue to consider will be to combine the growth in scientific production with the rigor of such publications. Some of the elements that Fernández-Quijada and Masip (2013, p. 22) identified as growth factors in Communication researches in Spain also serve to the field of CDSC: the increase of university faculties that offer degrees in Communication, the growth of the critical mass of researchers in the field or increased their scientific



production. These factors should be added two others. On the one hand, the "six years effect", to the extent that the six-year research is currently being used as requirements for supervision of doctoral thesis or to reduce the teaching load in universities. And it is known that, it is essential, for achieving a six-year period, to have a certain number of articles published in journals of impact. The second effect that is causing a significant increase in Spanish scientific publication is referred by Soriano (2008) as the "ANECA effect" (National Agency for Quality Assessment and Accreditation), that forces researchers seeking a desired accreditation to publish a lot and, more often than desirable, republished several times the same research by the intensive application of the technique of "cut and paste".

Therefore, it will be necessary to articulate the mechanisms for the likely growth of the critical mass of articles on CDSC does not degenerate into "a mass of researchers and publications in critical situation" (Martinez Nicholas, 2009), meaning, the growth can be reconcile with the researcher rigor.

In another vein, some of the conclusions emanating from the second objective in contrast with the results of the investigation, can be singled out. It is true that there is correspondence between the process of emergence and institutionalization of the field of CDSC in Spain, and the increased of published articles. The results are striking in this regard, since eighteen of the twenty published articles correspond to the period of growth of the field. Significant growth in relative terms, because in absolute terms the number of items (18) published in the nine years (2003-2012) does not allow to speak of a significant presence.

Despite these limits from the quantitative analysis, there are positive readings emanating from other keys, of a qualitative character. For example, in 2012, appeared in the magazine *Estudios del Mensaje Periodístico* [Studies about the Journalistic Message], the first article on these issues. That same year, the *CIC journal* [Journal of Information and Communication] published the first and only monograph devoted so far to the CDSC. These facts, combined with the openness that have proven, over the years, journals like *Comunicar*, *Telos* or *Latina*, allow hypothesizing about

the foreseeable future growth and institutionalization of the field in Spain. In addition, to continue citing events that saw the light in 2012, the field of CDSC has a new scientific journal in Spain (*Commons. Journal of Communication and Digital Citizenship*), which, in this case, it explicitly contemplates the CDSC as one of its editorial lines. This factor will undoubtedly help to promote and disseminate this field of research in the Spanish academy.

Finally, regarding the third objective, the research data have allowed the identification of the authors who have published on these topics in Spanish Communication journals. Of the twenty-six signatories authors of the papers, most are researchers who have worked years in the field of CDSC. When comparing the results of this literature research with historical studies on the field in Spain it is concluded that it also occurs a correspondence between the signatories authors and research groups, colleges and universities that have played an active role in the consolidation the CDSC in Spain.

On the other hand, referring to the twenty-six articles that did not meet the requirements, authors who usually publish in other subjects, assigned to other lines of research, have been identified. In many cases, the published researches included, at the time, authors belonging to the CDSC and researchers belonging to other radically opposed approaches to the theoretical and epistemological field approaches. In these not selected works appeared features of what Javier Erro (2004) calls "marketed communication", in which communication is understand from the logic of conventional *marketing* and advertising, in stark contrast to the approaches of the CDSC. You can re-read this as a consequence of the relative growth of the field of the CDSC in recent times, a phenomenon that generates adhesion of new researchers which, in practice, is more formal than real. It will be necessary, therefore, to correct this new factor of implosion in the coming investigations so that in the future, the researches in support of CDSC allow to strengthen a theoretical perspective that, at least in other latitudes, has demonstrated its fertility and suitability when thinking communicatively the processes of social change.

## FOOTNOTES

1. This article has been prepared under the project R & D MINECO (Ministry of Economy, Science and Competitiveness of the Government of Spain) entitled "Communication for Development and Social Change in Spain: design of indicators for measuring their social impact" (CSO2014-52005-R) (2015-2017), whose principal investigator is Víctor Manuel Marí Sáez.
2. Among the background related to the phase of institutionalizing is the Congress of the Spanish Association of Communication Research (AE-IC) 2010, focused on these issues (the theme of the conference was "Communication for Development in the Digital Age"), an event that was followed in 2012 by the publication of a monograph in the CIC journal (Journal of Information and Communication, Complutense University of Madrid) dedicated to these issues, as well as the subsequent celebration of the XIII International Ibercom Congress held in Santiago de Compostela in 2013, with significant presence in the program of thematic and researchers linked to the CDSC. These events are only some of the most important milestones in a process of expansion and institutionalization of the field in the Spanish landscape.
3. The CIC Journal (Journal of Information and Communication) published, in 2012, the volume No. 17 entitled "Communication, social change and development", a monograph devoted to the issues addressed in this article. The articles published in this issue break the statistical trend referenced in this investigation. At the time, this monograph incurs the implosion of the field, to the extent that several of the items included in it made an approach more formal than real to CDSC, by obviating the fundamental authors and prospects for specific analysis of this approach.

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