Editorial

We present Vol. 24, No. 2 (2025) of *Revista de Comunicación* (*Journal of Communication*) and report that the *Scimago Journal & Country Rank*, 2024 (SJR) has classified our journal in the area of *Cultural Studies* (Q1). It also remains in the area of Communication (Q2), maintaining its position as the leading scientific journal in the field of Communication in Latin America.

This recognition entails greater demands. Along these lines, *Revista de Comunicación* has had a renewed Scientific Council since June 2025. We were joined by 31 researchers, experts in various fields of communication s cience, from universities in Germany, Argentina, Australia, Chile, Spain, the United States, Mexico, Peru, Portugal, and the United Kingdom. Promoting reflection among academics and specialists worldwide in the broad field of communication studies remains challenging!

In this issue we also implement a new explicit abstract structure for articles, which will allow readers to visualize research objectives, methodology, main results, and contribution to science at a first glance. In addition, this structure will optimize the tracking of articles via Artificial Intelligence (AI) tools and specialized search engines, thus increasing the visibility of research published in *Revista de Comunicación*.

The publication takes place in the context of the implementation of Artificial Intelligence (AI) in scientific research, which is generating unprecedented opportunities and, at the same time, challenges for the various actors involved in knowledge creation.

In this environment, we can say that AI is on the agenda. Scientific journals have implemented the use of Artificial Intelligence in their policies; there are statements of principles regarding its use, such as the *Heredia Declaration*, which refers to its roles in authorship, peer review, and editing. There are laws such as *The European Union Artificial Intelligence Act*, which provide responses regarding prohibited AI systems or those classified as high risk, the guarantee of transparency, traceability, and human oversight, or the interaction of regulations with data protection, etc. There are also recommendations on authorship and AI tools from COPE, ICMJE, Nature, Elsevier, and others.

Along these lines, the following general elements are very clear:

- Artificial Intelligence is a technological assistant, another tool, which we must understand —its potential and its limitations—in order to use it properly.

- Responsible AI use, with human oversight, must be evident and transparently declared.

- AI is not an author, co-author, or source.

- The generation of science remains a human responsibility.

Regarding the use of AI by authors, some uses are accepted, but others are not because they undermine the credibility of results and erode trust in science. Uses that are not accepted include the creation of full texts, methodological validation, data analysis, and the development of a paper's discussion or conclusion. In all these cases, the potential bias and margin of hallucination of AI compromise the rigor of scientific research.

Permitted uses, which must always count with researcher oversight, include complementary searches of specialized scientific literature, assistance in correcting typos or formatting references, data collection, cross-referencing of variables, or the optimization of sections such as the abstract and keywords, which will later help make the research more visible.

Thus, permitted uses stand out because AI functions as support for researchers, but does not take on tasks that belong to the authors.

However, the approach to implementing Artificial Intelligence in scientific research corresponds to constant and disruptive innovation, which must be discussed and debated periodically. Generative AI tools continue to advance, with Mistral AI having joined ChatGPT and Google Gemini, among others. Currently, issues being debated include the flexibility of restrictive regulations so as not to limit AI development; the permissible degree of AI use; the prevention of malicious or incompetent use; accountability as a key tool to ensure ethical standards; AI in the peer-review process and the violation of confidentiality. They even include whether raising concern regarding its use is appropriate.

We believe the issue is not AI itself, since it is a beneficial tool that we can use properly, employ rightly, and declare transparently. Nor is it simply a matter of journal policy, but it is our duty as honest researchers to demonstrate with transparency the clear, traceable, and reproducible exercise of knowledge, which is essential for public trust and oversight.

In this context, it is essential that all researchers keep in mind that our ethical commitment to the pursuit of truth and the generation of knowledge is fundamental to safely navigating these dynamics of AI implementation in the development of science; that it should not be a threat to integrity, but provide support in favor of an honest, transparent, and rigorous scientific community. Responsibility, training, and ethical integrity are key and constitute a challenge in the adoption of AI.

Vol. 24, No. 2, 2025, contains 19 articles and two book reviews by 59 researchers from 29 universities located in Argentina, Australia, Bolivia, Chile, Colombia, Cuba, Spain, Peru, Poland, Portugal, and the Dominican Republic. The authors study topics related to Artificial Intelligence, disinformation, political communication, journalism, audiovisual communication, corporate communication, and scientific communication.

Artificial Intelligence is advancing rapidly in the field of communication. In the face of this intense and increasingly widespread use, researchers are focusing on studying AI from a social perspective—understanding audience responses to AI-generated content— and from a scientific perspective—what is being researched about its use in the field of communication, comparing human products with those generated by generative AI and evaluating them. They are assessing the adoption of AI practices in research processes and their use in corporate communication.

How do audiences respond to AI-generated content? In the article "Noticias con inteligencia artificial: percepción e impacto de audiencias y profesionales tras un experimento radiofónico", researchers automate the generation of news texts and clone human voices for broadcasting news in *Basque*, during a program called Faktoria, in order to evaluate the detectability of automated content and perceptions and attitudes toward the use of AI. The results show an emotional disconnection of the audience in receiving AI-generated content and, at the professional level, concern about losing control over certain creative processes.

In the article "Scrolling with (dis)comfort on AI-generated news: exploring group differences and the role of social media use in Portugal", differences in the acceptance of AI-generated news are explored. The Portuguese population is less comfortable with AI-generated news than with news written by journalists. However, users with greater knowledge of AI and those who use social networks as their main source of news tendo to show notable comfort with AI-generated news.

University students as intensive users are a focus in the study "Consumo de noticias generadas por IA: impacto emocional y atencional en estudiantes universitarios". As part of the study, physiological activation in response to different stimuli is evaluated with Sociograph, and greater emotional reactivity found when consuming AI-generated news.

Faced with these results, researchers highlight the need for critical analysis of information in the digital age and question the role of internet addiction as a risk factor in susceptibility to disinformation.

In the article "'Everything is believable.' Credibility of disinformation produced by using AI and the perception of Spanish communication students", the authors ask whether future professionals in this field will be able to distinguish between fake news created with AI and true news written by humans. They observe that participants do not differentiate in terms of veracity, accuracy, clarity, and credibility. They even perceive fake news created with AI as more truthful and clear.

Regarding evaluation processes, the article "Creatividad en la era digital: comparativa entre la evaluación humana e IA en procesos de diseño gráfico", provides novel empirical evidence on the capacity and limitations of AI (ChatGPT) as an evaluator of graphic design compared to human reflection. While AI can identify design elements and apply basic principles, it lacks the ability to appreciate originality, innovation, and the emotional impact of a design, which are fundamental aspects for a brand.

In the article "Revisión de literatura sobre transmedia y narrativa usando un algoritmo de aprendizaje automático no supervisado", research focuses on building an overview of the evolution of transmedia narrative over more than 20 years of the concept's history and proposing research challenges in the field. The authors highlight the research methodology used—an unsupervised machine learning algorithm— that can be replicated in various communication fields to understand the evolution of a concept.

Artificial Intelligence is already an integral tool in corporate communication. In the article "Impacto y adopción de la Inteligencia Artificial en la comunicación organizacional en Chile y España", practices, usage policies, and future perspectives are assessed, concluding that it will continue to transform organizational communication, requiring ethical regulations and corporate protocols for its responsible implementation.

The increase in disinformation impacts the foundations of global society from various perspectives. In the article "Desinformación y manipulación de la opinión pública: una revisión sistemática sobre *astroturfing* (2004–2024)", the main definitions, theoretical-methodological approaches, thematic areas, and contexts of application of this disinformation strategy are examined. The analysis confirms *astroturfing* as a deliberate practice of manipulating public opinion, characterized by the artificial creation of popular support to influence perceptions and decisions, and undermine democratic deliberation.

This growth demands greater verification of false content by the media. The article "Estancamiento del fact-checking en los medios públicos desde la pandemia hasta hoy: los casos de ZDF, FT y BBC", provides an evolutionary analysis of verification strategies with an economic perspective, highlighting the impact of budgets allocated to each public service media (PSM). The results reveal immobility and little innovation, highlighting the need for a redefinition of the public value of journalism, based on trust and citizen credibility.

Wartime disinformation in electoral contexts is the subject of the study "Fact-checking y cooperación transnacional: Análisis de la respuesta europea a la desinformación bélica en el contexto de las Elecciones Europeas de 2024", which analyzes the characteristics of wartime information disorders based on 714 verifications carried out by Elections24Check during 2024, related to the Russia-Ukraine and Israel-Palestine wars. The authors highlight the value of collaborative fact-checking and propose a diversification of strategies beyond mere denial.

In political communication, the narratives political actors disseminate on social networks are of interest. In the article "Narrativas optimistas en Sudamérica: la baja frecuencia de mensajes negativos en las redes sociales de los candidatos presidenciales", the content of 15,073 posts on X, Facebook, Instagram, and TikTok is analyzed, considering the predominant type of message,

the concentration of negative content, the length of messages, and the influence of candidate ideology. The results show the primacy of positive messages (80%).

Populist narratives were studied in the article "Mobilization, equalization, and populist rhetoric on Facebook. Presidential campaigns in Brazil, Colombia, Chile, and Peru". The analysis of 2,930 Facebook posts from candidates and parties during presidential campaigns shows that all of them used populist rhetoric and it demonstrates that populist communication transcends the traditional right-left divide. Thus, parties emphasize widely shared values such as anti-corruption or political renewal instead of ideological confrontation.

The narrative of digital media and professional profiles is analyzed regarding journalism. In the article "La interactividad discursiva en los cibermedios. Dimensiones, categorías e indicadores para su análisis", a methodological guide for analyzing discursive interactivity is proposed as a process of co-construction or collaborative production of meanings that requires systematic study of the discourse resulting from the combination of news content and comments.

A new journalistic profile is identified and defined in the article "Periodista-influenciador: la construcción del perfil profesional a través de una revisión sistemática". One of the most relevant aspects emerging from this review is the consolidation of the journalist as a personal brand, whose visibility and credibility are built both from their professional profile and their ability to connect emotionally with audiences.

In the field of audiovisual communication, the representativeness of women as creators, protagonists, or victims in film production is questioned, the cinematic experience is measured, and perceptions of video game addiction are analyzed. In the article "Autoría y representación femenina en la ficción televisiva española del VOD (2016–2024): mujeres creadoras y protagonistas", persistent gender inequality in audiovisual creation is evident, with only 15% of productions created exclusively by women. And although there is a balance between male and female protagonists, differences are observed in narrative construction.

Television fiction makes social issues visible. In the article "Análisis de las series de ficción españolas sobre violencia y abuso sexual contra las mujeres a través de la representación de las víctimas, los agresores y la actuación de la justicia", the results show that although the consequences of violence against women are denounced and fictional works are full of dialogues that highlight it, there is re-victimization of women and scarce representation of justice that clearly establishes the consequences for aggressors.

The experience of moviegoers is another focus of attention. In the article "La agradable sorpresa de los Easter eggs en el cine: análisis con eye-tracking y reconocimiento facial", the aim is to analyze the attentional and emotional impact of Easter eggs in animated films using neurocognition tools. The results show that these hidden elements significantly capture attention, increase engagement, and provoke positive emotions such as surprise and joy. This is relevant for the creation of communication strategies and immersive narratives in the audiovisual field.

The analysis of factors that may contribute to pathological behaviors related to video game use is the objective of the article "Drivers for video games perceived addiction among console and smartphone users". From the theoretical framework of motivation, a structural model is proposed with three drivers—self-efficacy, challenge, need for escapism—and one inhibitor—subjective norms—to explain perceived addiction. The results suggest that the main factors determining the perception of addiction are the time spent playing and the need for escapism.

The contribution of social networks to science communication is on the agenda. The article "Estrategia de gestión de contenido para la red social Facebook, de revistas científicas cubanas indizadas en SciELO", identifies management levels from content value, visual structure, and established strategies in each dimension. The results show that Cuban journals do not take advantage of social networks' possibilities and only reach the lowest level.

Considering these deficiencies, a strategy is proposed to strengthen the visibility, positioning, and reach of the journals.

We hope that the issues analyzed will contribute to reflection among researchers and experts, in order to advance legitimate knowledge of communication science.

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