

# Epistemology Of The Information Processes Transmitted By A Digital Communication Medium

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**Abstract.** The present and study seeks to reflect on the obligations and scientific possibilities in the field of communication, epistemological aspects are pointed out that contribute to the creation of a general science that in turn allows to establish the appropriate processes for, collect, analyze, process and transmit information in an efficient and appropriate way, completely aligned to the scientific field of communication. The main purpose of this research was to substantiate the characteristics of the scientific process of research in communication, through the case study in the digital media "The voice of the people", the methodology that was used was the analysis of contents and the bibliographic documentary research, as results of this research It found informational and routine poverty, absence of scientific procedures, inadequate narrative structure and rhetorical problems in the transmissions. Therefore, it is concluded that se evidenced the need to apply epistemological elements in the processes executed by the digital medium, so it is verified the need for the application of appropriate methods of research and data collection, which reflects the need to use verification mechanisms of the information that is transmitted and for which it was found that This digital medium needs the application of writing manuals and journalistic style, for a better functioning and development of what is transmitted.

**Key Words:** Digital communication, epistemology, transmissions.

## INTRODUCTION

The different technological advances have made it possible for the different processes in the field of communication to be shared immediately and at a massive level, in the same way this technological event has originated the birth of terms such as: information hoax, fake news, it becomes important to identify the needs to address the study related to epistemology from the communicative field, in order to analyze the different journalistic phenomena that originate with the dissemination of information through the different digital spaces.

For this purpose, the following scientific questions were established: How important is epistemology in communicative processes? What are the elements and main

characteristics of the scientific process of communication research? What particular elements are distinguished in the language used by digital media? What is digital culture? and What are the characteristics of scientific processes for collecting and transmitting information? .

The above was part of the guiding structure of the present of this research, in this way, in the development of the same it was proposed to respond to each of them, through the argumentative theoretical framework.

The purpose of this research is to carry out a general analysis and conceptualization of the main epistemological elements, which must be present in the different communicative processes, it is evident that at present the creation and production of information face great challenges, due to

digitalization and immediate. z with which the data circulate in the different digital spaces, therefore, it becomes transcendental importance to carry out an in-depth investigation of those aspects of a scientific nature that are part of the vertebral column of communication, at the same time it seeks and identifies the theoretical foundations that justify the use of epistemological elements in the distintos communicative processes, likewise distinguir the characteristics of the informative content that is disseminated through the digital communication medium "The voice of the people" in order to reconocer the differences between the epistemological components and the periodistic content of this digital space.

It is important to mention that the speed with which information is disseminated through the different networks, causes at certain times an epistemological rupture of the contents, gaining relevance this research for the contributions it will provide to science, and to the different professionals, in search of the construction of a verified state of communication.

The idea to defend this study is related to the evident need to address in depth the issue of Epistemology, considering of transcendental importance the concepts and scientific procedures, which must be taken into account in all communicative aspects, in addition, it was fundamental to identify the weaknesses, which are presented in digital communication, in order to propose mechanisms that allow strengthening the different communicative spaces, in search of an appropriate digital culture and efficient communication development of digital media in the province of Santa Elena.

This study was developed in correspondence to the research line Media, which is defined as the set of technical and technological systems that allow the dissemination of information at massive levels, in addition a

direct relationship is established with the component impact of the media, associating this element with the transcendence and relevance that have the different media in today's society and throughout the history of humanity.

Therefore, in this research a case study was carried out in the media "The voice of the people" with the aim of establishing an epistemological relationship of the contents produced and disseminated by the digital communication medium under study, in this way, it was applied the method of content analysis and bibliographic documentary research, in order to conceptualize the main epistemological theories that relate to the field of communication.

In the same way, for the development of this research work was developed the general objective, which should substantiate the main characteristics of the scientific process of research in communication, through the case study in the digital communication medium "The voice of the people".

## **DEVELOPMENT**

### **State of the art**

Pérez (2019) establishes that journalism and the different communicative processes are currently undergoing drastic and significant changes, therefore, it is urgent and a priority to reflect on the different epistemological dilemmas, which allow achieving objectives such as: ensuring the authenticity of the information generated in the different spaces and digital platforms, looking for elements that allow transforming information into knowledge of value for each inhabitant.

Therefore, the media constitute primary resources, that is, they fulfill a priority social function for each citizen, being necessary to offer verified, contrasted and completely attached data to the scientific line, in addition these contents must be directly related to the principles and deontological norms that regulate the actions of the

journalist, In this way, each article of the current regulations stipulated by the different public policies will be respected.

Another aspect that must be considered is related to research within the social sciences, specifically in communication, for this two relevant aspects are considered indispensable for the investigation, analysis, collection and contrast of informative data, such as: the proximity of the communicator with his object of study or element to investigate and the content of value directly related to the role of the media in society.

In this regard, Gómez (2020) highlights the role of communication in society, focused mainly on the use of different computer and technological tools, which guarantee the usefulness of the contents, making them become true scientific language. Therefore, it is determined that the main line to follow is the meta research, by relating the different auxiliary sciences, which correspond directly to general science, that is, communication, in addition the role of using the appropriate methods, techniques and digital equipment is highlighted, completely directing all actions towards the development of different knowledge.

In this context, the need to build an intellectual framework for the different dimensions in the communicative field is urgently evidenced, which allows to base the different alternatives that establish guidelines and present various methods and techniques that the communication professional uses and that allow to establish an appropriate research line for the development of the scientific field of communication.

Consequently, Rodríguez (2019) mentions that, wisdom is present in all cultural environments, related to sharing information, in the public or private sphere, in reality and in illusion, in the same way in the appropriation of the present and in the influence that the future may have, to treat

all these aspects emerged as an alternative, the method or discipline called Public Communication of Science and Technology. The aforementioned is directly related to all communication professionals, as well as scientific disseminators and the different communication agencies, documentalists, professionals in the area of social sciences, humanities and auxiliary sciences.

According to Massoni (2018), communication research plays a predominant role, and could be defined as:

"A new type of research that adds to the traditional typologies in social sciences with a view to a necessarily transdisciplinary work that seeks the communicational action, understood as a special cognitive process of micro and macro social reconfiguration in multiple dimensions".

This author refers to the value of the interdisciplinarity of research processes in communication, and its relationship with the production of knowledge, in each area of the social development of individuals. With the process and application of enactive research in communication, it is intended to break the unique and reductionist schemes, emphasizing the different multidirectional possibilities of communication, likewise, the development of new standards of quality, updating and innovation of social communication is sought.

From the consideration of different theoretical and methodological axes, it seeks to establish the characteristics of the scientific process of research in communication, together with the qualities, benefits and different possibilities of the scientific procedures of the area. For Massoni (2018) this new communication must move away from wanting to control information, on the contrary, it will accentuate the use of different methodologies that allow connecting

diversity, in search of the development of better communication skills. Therefore, the application of new research processes in the field of social sciences is transcendental, with a view to an epistemic development of communication.

The different processes of globalization have generated significant changes in the so-called digital culture, the sciences in general have evolved, in this aspect it is necessary a transformation of the different digital spaces, for the sake of an appropriate construction of knowledge and digital culture. As determined by Sierra and Alberich (2019) it is established that the field of communication has managed to cross indeterminate borders, as a result of the different technological advances, this becomes a great advantage, but in turn certain weaknesses could be identified by not developing each process effectively, the aforementioned authors establish:

"The study of the different communicative sciences has ceased to be a completely disciplinary field linked only to state or regional aspects, and has evolved towards a new international scene with transnational markets and formats, which define the spirit of this new era, probably better than any other sector of human activity, this renewal of communication in the social system, It has forced communicative research to vary and extend the perimeter of their interests, focusing them on cognitive development, on the improvement and improvement of digital culture".

So it is considered that the generation of scientific knowledge is also related to communication. Coinciding with this new communicative phenomenon, requirements are established for those professionals who lead the dissemination of information, in all

digital spaces, since there is no doubt that this period has been convulsed by changes in the structures that were established by the traditional media.

The studies cited above from the different international investigations, contribute to the development of the theoretical body of this scientific essay, forming part of the conceptual scope of the research.

### **Epistemology and its relationship with communication.**

Taking as a starting point that scientific knowledge is the result of several aspects related to the set of proven facts, verified and supported by various theories, likewise closely linked to the production of new knowledge through certain methods, in that sense it could be considered that the different sciences work in the generation of various scientific proposals that contribute to social development, Therefore, one of the objectives of the Communication should be to share clear, precise and technical data, rigorously examined and enabling recipients to build or build genuine public opinion.

According to Pérez (2019) journalism should be the opposition to the different phenomena related to disinformation, such as fake news, hoaxes or fake news, considering that all this directly affects the public sphere and generates the expansion of data without verification, in conclusion, verification journalism must be the scientific tool that allows combating disinformation. In the above, the importance of the application of research and the different scientific aspects in each journalistic process is highlighted, highlighting the importance of digital spaces due to their high scope and the immediacy with which data circulates in virtual spaces.

Various linguistic phenomena have arisen as a result of the growing digital current, among them stands out the use of informal language even linked to the colloquial, in addition to several vices of the language

such as batology and different redundancies, product of the scarce work of information processing, these distortions of the language significantly affect the receivers, Each informative process must be linked to all epistemological aspects in order to contribute to the adequate formation of those who receive these messages.

Faced with these needs, it is convenient to strengthen the epistemological bases, several aspects that affect the language used to transmit information have also been identified. For Vassallo (2018) there are certain conditions of the context that allow the development of the research process in communication and also influence the type of language used, establishing that:

Science is observed as a set of empirical systems and social activities, which is defined by different typologies of communicative discourse and is a consequence of certain conditions of the environment, in addition to aspects of analysis, production and transmission, it is these specific conditions that determine and allow sharing in a certain way about a certain object, situation or circumstance.

According to the above, there is a direct relationship of the context with the researcher or communicator, it could not be separate elements, on the contrary they are totally related, therefore, a situation of dependence and influence of the environment is identified, likewise an ideal scenario would be that the communicative product positively influenced the receivers or social space that receives the information, Considering the duties and obligations of communication professionals and emphasizing the different investigations cited, which allow determining the priority and transcendent role of communication in society, therefore the journalistic investigative line, the use of appropriate

resources for gathering information together with the verification of it, and the scientific knowledge applied at each stage of communicative work, They are primary factors in the development of professional practice.

Another of the necessary factors to analyze is that of virtual spaces, from the epistemological field one could consider digital convergence, the increase in multimedia products and changes in the different journalistic or professional routines, aspects that obviously determine the quality of the communicative products disseminated in the different digital spaces.

According to Rodríguez (2019) the different informative productions and communicative products that base their dissemination in digital spaces, face various problems, among them the reproduction of data without prior confirmation or verification, this fact basically generated by the speed of circulation of information, another parameter is the permanent updating of data, facts that can induce informative errors. Once the epistemological bases have been established, it is possible to affirm the existence of a dichotomy between scientific production and many of the data disseminated in different digital spaces.

According to Dervin (1993, cited in Gomez 2020, page 7), he refers that communication is seen as the terrain where the micro aspects become the macro, where different structures intervene such as: agents, objects and individuals, these concepts place communicative processes as the main axes of the social development of individuals.

According to the above, the ability to build communication is the main area, for which studies must be addressed that analyze the relationships of the different elements, which shape the different communicative processes, seen from the digital or virtual means of communication, as a consequence

of the evident globalization and scope that information has in the contemporary world.

On the other hand, several due aspects of interpretation are of interest within this analysis, taking into account Hall (1988, cited in Gomez 2020, page 8), establishes that the communicative discipline has become a general science, capable of being contextualized in a broad way, and related to the success of the effectiveness of the shared messages. Therefore, it is necessary to reflect on the role of communicators in the modern world characterized by the fluidity of information, in the same way it is necessary to resume the study of herméneutical methods that have a leading role within the line of general analysis of each receiver, in addition to the impact of the context within the production and transmission of data.

In conclusion in this section of study of the independent variable it is established that for the analysis of communicational and informative practices it is necessary to use different epistemológico theoretical models, in addition to different empirical methodologies, which allow to deepen the characteristics of all the linguistic phenomena that are presented in the virtual spaces, and that are directly related to all the processes Communicative.

### **The scientific process in communication**

From the various extensions of the scientific field, reference criteria could be established for communicative processes, among them the following stand out: methodological scope, epistemological imension and institutional dimension. These criteria aim to seek cohesion between various scientific disciplines in search of adequate communicative processes, aligned with the rigorous practice of scientific aspects. Servaes (1989, cited in Gomez 2020, page 10), states that for the development of communication as a scientific discipline the incorporation of other sciences is

indispensable, thus turning communication into a multidisciplinary branch.

The interdisciplinary relationship of the social sciences is fundamental in scientific processes, highlighting the role of intellectual domain of contents and processes, without forgetting the methodological scope that is considered another primordial element, according to Shepherd (1993, cited in Gómez 2020, page 11), within the methodological elements the urgency of communication establishing appropriate procedures in all aspects related to the different processes is established. Within the field of communication, among them are the processes to collect data, process, verify and disseminate them efficiently, therefore highlighting all scientific criteria linked to journalistic practice.

Another object within this analysis, is the third aspect or relevant dimension, is the so-called institutional, the same that aims to identify social relations and the importance of establishing a link between organisms or media and their environment, For Slack and Allor (1983) the media and their context must be related at all times, with the aim of not losing the social sense of communication and it is established that: "The existence of a true communicative field will only be fulfilled when it evidences relations with social processes, the family and the different state and economic organizations"

In this way it is possible to demonstrate each element within the scientific field of communication, in addition to highlighting the social and formative sense that the media must fulfill, in search of contributing to the intellectual development of its audience, receivers and followers.

### **Digital Culture**

The processes of globalization have impacted the digital world significantly, currently the human being is in the new era marked by information and communication

technologies, which have free access through different tools such as: smartphones, desktop and laptop computers, electronic tablets, among others; whose main advantages are summarized in: easy connection to networks, portability; allowing quick navigation and immediate access to different sources of information. Castro and Suárez (2018) mention that the growing technological revolution has originated a new trend of digital culture, developed around cyber-space, taking as reference different attitudinal, technical, social and cognitive practices, in addition to the massive growth of technological elements and devices that are in constant change and innovation.

Likewise, the aforementioned authors indicate that the main dimensions in communication and socialization are directly related to technology affecting digital culture, all these aspects have transformed human communication and the different forms of interaction of social actors, where the use of social networks as the main platform for the exchange of data and information incorporated into the labor and commercial field stands out. These virtual scenarios have allowed the strengthening of different ideologies, in addition the rapid consumption of information directly modifies the different social dynamics related to the field of communication.

Human beings are developing new forms of socialization as well as different ways of reading, writing, learning and sharing; thanks to the easy access to the immense amount of resources and information that promotes the intercommunication of the community in general. Ramírez and Casillas (2016) argue that within the framework of digital culture a set of practices and capacities is developed that the individual executes when immersed within the massive wave of information, on the other hand the development of the different skills acquired

thanks to the generation of knowledge are linked to information and communication technologies. Therefore, the acquisition of new digital knowledge is transcendent in today's society and will become a predominant factor in future generations.

### **Main characteristics of digital culture**

After analyzing the importance and definition of digital culture, it is important to delve into those aspects that allow identifying the characteristics of it, from a dialectical perspective and articulated to all those epistemological procedures, within the so-called digital trend the following predominant elements could be determined: interactivity, digitization, hypertextuality and immediacy.

The aforementioned aspects allow us to establish the following significant features of digital culture. According to Gutiérrez and González (2019) the virtual production space is marked by the change from the analog to the binary and from the written in a traditional way to the digital, another predominant characteristic is the creation of different structures of greater textual complexity, called hypertextual and linked to images, likewise the different interactions between the subject and the medium, They allow the exchange of information in a fluid way, forming part of the third characteristic that predominates in the digital culture of masses.

Consequently, digital culture presents the aforementioned characteristics and it is also established that the current virtual scenarios present different scientific challenges, multimedia elements and trends in digital information processes mark the communicative horizon and allow deep reflections on the activities of the media and the way in which it is presented in virtual spaces.

### **Digital spaces and communication**

For the analysis of this section it is essential to refer to the current technological models and the different communicative paradigms that arise with the presence of virtuality, in this aspect different mechanisms of analysis of the informative contents are deployed, as well as the processes of interaction of individuals.

For Quintana (2018) the main digital category at present, is that related to social networks, in them information is transmitted through different profiles, its social element is determined by the faculty of interaction between different audiences, either generating data or building general opinions, in this way virtual communicative processes are bidirectional, This feature allows participants to take an active role in communication.

For the above, social networks and digital spaces become a tool capable of linking different interlocutors immediately, without geographical or time limitations, their great power has allowed them to become a force of expansion and significant growth. On the other hand, these platforms of information globality, easy access and massive reach, present complex, dynamic fields, and in permanent construction which could lead to processes with certain shortcomings or weaknesses.

### **Elements and procedures of communication in virtual spaces.**

From the point of view of communication as a scientific discipline, the need to analyze the appropriate procedures to transmit information in different virtual spaces is highlighted, for this scientific practice is indispensable without forgetting the responsibility of each person who directs or develops activities within the existing virtual spaces, from perspectives related to the methods used.

Sheperd (1993) mentions that in the field of communication it is urgent to study the different expressions of individuals and the social context, in addition it is proposed to address issues related to the introduction of the different technological tools related to information processing. According to the above, it is imperative to establish parameters that allow an adequate production of all types of information, respecting from journalistic aspects to others related to appropriate writing and aspects of orality, in order to promote a true scientific character of communication.

## **METODOLOGÍA**

### **Type of research**

In this research work a basic research was used with a qualitative approach, with the aim of analyzing in depth the object of study, which is the digital communication medium "The voice of the people", of experimental type since the researcher does not manipulate the variables that were the epistemology of information and digital media, on the contrary analyze them in the context where they are made. According to Sampieri (2014) it establishes that the design of qualitative research will be the development of a set of procedures established in sequences, with a rigorous order and followed by a conceptual theoretical framework, until the identification of study variables.

### **Population and sample**

The object of study of this work is the digital medium "The voice of the people", space that transmits information two years ago and whose production context is located in Ecuador, city La Libertad, the information will be raised after the respective analysis of the medium and with the application of certain instruments of collection and analysis of data.



## Procedure

It was intended to identify the general characteristics of this digital means of communication, in addition to the behavior of its audience, simultaneously to the epistemological elements that are part of the essence of a communicative product, it seeks to make a description of the process presented by the medium in the collection of information and subsequent dissemination of it. For the process of data collection and analysis, an observation sheet was applied in addition to the use of a checklist, following the characteristics and approach of qualitative research.

## Methods

The research method that was applied was qualitative observation and data analysis, bibliographic documentary research was also used to support the argumentative theoretical part of this research work.

## Techniques and Instruments

The main intention is to obtain detailed data and characteristics of both the information process of the digital space, as well as to establish the relationships that connect the community with the medium and the impact that the disseminated content has on the receivers. In addition, they applied the following techniques: Scientific observation and data analysis, with their respective instruments: observation sheet and checklist.

The application of the aforementioned instruments: observation sheet and checklist; allowed or identify the epistemological elements used by the digital communication medium in each journalistic process, the comparative analysis of the data collected, allowed or the development of the conclusions of this research.

## RESULTS

The results presented below correspond to the application of the first observation structure, after the analysis and

monitoring of the digital means of communication the following results were obtained:

1.- Poverty of information, routine replication of data: in the digital media a replica of information from other media is made, without citing sources and without verifying the data that is issued, the information shared often lacks relevant content and value for citizens.

2.- Absence of scientific procedures: The digital media lacks adequate procedures for collecting information.

These results are related to the following theorist: Gómez (2020) establishes that the main line of communication is related to the meta research, as well as with science in general that establishes the use of appropriate methods and techniques for the collection of information and correct dissemination.

Results of the implementation of instrument number 2 – Checklist –

1. Inadequate narrative structure, journalistic notes present semantic problems and textual cohesion.
2. In the transmissions, rhetorical problems, difficulties of diction and articulation are evident.

Results that are related to the following theorists: Castro and Suárez (2018) establish that the technological revolution has originated a new trend of digital culture, the same that does not always comply with the epistemological and methodological aspects, virtual scenarios currently present several weaknesses.

These results show the need for the means of applying epistemological elements and adequate processes in the journalistic field, to improve its content and play an appropriate role when disseminating information.

## DISCUSSION AND CONCLUSION

After the analysis and study of the digital space, the following conclusions are obtained:

- The need for the application of epistemological elements in the processes executed by the digital medium is evident.
- The need for appropriate research and data collection methods is identified.
- It reflects the need to use mechanisms for verifying the information transmitted.
- It is noted that the medium needs the application of writing manuals and journalistic style.

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