



Scientific communication in the digital era: an experience report

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Introduction

Fake News is information produced in a dubious way and without scientific support [1]. The dissemination and popularization of these news are aggravated by the current times, in which social medias are increasingly used by society in order to exchange experiences and information, which are often not checked prior publishing.

This phenomenon was intensified with the arrival of the COVID-19 outbreak, since there was a drastic change in the daily lives of a large part of the population, who now carry out most of their activities remotely. In addition, there are limited answers to solve complex questions of the world population about this virus, made the number of information grow and with it the speculations and misleading news, which were easily spread by social media [2]. The spread of fake news regarding SARS-CoV-2 has put the lives of many people at risk since the speed with which it spreads can lead to incorrect treatment or even the indiscriminate use of medication through self-medication.

On the other hand, it is known that social medias such as Instagram enhance the scientific communication, intensifying the relationship between the academic world and society, considering that they will be essential in the near future for such networks to be understood as another learning tool, when researched from reliable sources, since these medias are part of the student's life [3].

The goal of this report is to describe the process of building an Instagram account, for the correctly science communication, and presenting the importance of sharing truthful information on social medias.

Experience report

The coronavirus pandemic has caused, and still causes, many deaths in Brazil and around the world. Given the high virulence of SARS-Cov2 and the struggle to find effective treatments with scientific support, measures such as social distancing and quarantine were applied. Thus, the population has accessed to a collection of information about the disease, to improve its knowledge about the signs and symptoms, transmission, and prevention. However, many data available on social medias are misleading, inducing people to believe in fake news. Amidst this scenario of chaos and uncertainty, an account was created on the Instagram with the intention of sharing scientific knowledge obtained at the university, reaching different audiences covering the health subjects and contributing to the of the creators academic and professional development. The account is administered by 3 academics from the medical course from the same year, whose teaching base is active methodologies which are based on the principle of actively encouraging the acquisition of knowledge. Therefore, the Instagram profile contains health related digests based on books, classes and articles recommended by the professors. The materials produced have a standardized font, design, and layout, in addition to the respective support bibliography. This Instagram profile brings several benefits both to account administrators and to the healthcare community, such as helping the students who are accounted for it to have responsibility and commitment to deliver the content covered in class and with that, they are encouraged to always try to offer the best material possible.

Reflection on the experience

Given the advancement of technology, social medias and the internet are increasingly becoming tools for learning and exchanging knowledge, a phenomenon which has been intensified by arrival of the pandemic. The use of these platforms is very interesting for the propagation and popularization of true information, making it more accessible and easier to find, contributing to the process of knowledge acquisition by students and professionals from different areas of health. This has made medical education increasingly innovative, allowing several Medicine fields and related areas to be more effective and understandable. Currently, most medical institutions are investing in an active methodology, in which the student needs to seek knowledge through bibliographic sources such as books, articles and abstracts. Having said that, the medical students saw the need to create an Instagram profile for this purpose. Thus, the availability of study materials helps students and professionals in areas such as medicine, nursing, physiotherapy, physical education, and dentistry to learn or remember about various topics, through reliable sources and information based on scientific evidence, giving greater support to learning from these. Furthermore, it is an extremely important tool for the dissemination of scientific information, making Medicine more accessible, but not ceasing to be invalid.

Conclusion

Along with the new Coronavirus pandemic, social isolation and quarantine measures made the population increasingly reclusive in their homes, increasing the use of social medias as a vehicle of information and, consequently, being used as a learning and knowledge exchange tool. Having said that, the creation of an Instagram profile contributes to the dissemination of scientific information, making it more accessible and easier to find, benefiting students and healthcare professionals in their knowledge acquisition. In addition, the process of searching for information by the creators of the Instagram account generates greater adherence to the active methodology in medical education and correlated, contributing to professional and academic training, encouraging greater responsibility and commitment to the delivery of content.

Keywords: Instagram. Social medias. Pandemic.

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Data sharing statement

No additional data are available.

Conflict of interest

The authors declare no conflict of interest.

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