



| Editorial note

In an era of transformation, transmedia and transculturality show their reach in every area of knowledge, creating media support in cultural sceneries that create and recreate an ample spectrum of content for the audience converting the flow of information in the social context of communicative phenomena that make the receptors participants.

This phenomenological focus transits through digital platforms, social media, traditional media or any other cultural product implying cultural changes that underlie in the foundation of hybrid media that molds emergent scenery for content that changes not only in practicality of form but also impact the underlying messages, the molds of information and their adaptation to them.

In this issue our magazine resumes priority points of analysis through multidisciplinary visions that enrich the field of investigation and its function in the same roles that entail the creation of knowledge including significant contributions that document the transition of a mediated society.

The first manuscript of this issue is focused on the cultural practices of education centers in a collaborative ethnographic analysis with an emphasis on rooting conditions and the living conditions through a rural school in Buenos Aires, Argentina, Miano offers the results of a

longitudinal investigation that combines the sociolinguistic of interaction analysis with collaborative ethnography, which demonstrates the flexibility of social dynamics linked to the approach.

The manuscript is followed by the analysis of the dissociative personality disorder related to the multimedia communication that suggests a possible correlation between consumption variables of addictive substances, childhood abuse, alimentary disorders, cognitive disfunctions and work stress. Hernández Arroyo suggests in the study that there is no direct correlation between them, emphasizing that there are incipient cases that lead to auto destructive behavior that requires attention.

Within the channels of this education and media, Jaimés' contribution is developed through a project which establishes the practices of creativity in the learning environments that are limited by Venezuelan teachers, but conceived as an aspiration of the students that might turn into an opportunity for a not explored academic growth.

Professional qualifications are the fundament in this issue of the cultural managers and promoters of the Universidad Juárez Autónoma de Tabasco, which deepens within the building of qualifications through semantic conception and sociocultural constructivist perspective,

making use of the quantitative and the methodological design of evaluative investigation, linked to the egress profile; Sanlúcar proposes, based on the findings, the elaboration of an instrument that evaluates the qualifications of the graduates from that degree.

The interest in formation is shown in Arroyo's contribution, in a cohort investigation on the school enrollment using information from the ANUIES, which reveals a considerable growth in the schooled academic demand for the areas of Education and Information Technologies in recent years.

As a part of these factors, in this issue the design, validation and reliability of an instrument for the measurement of transmedia alphabetization in communication students is presented, being effective in three dimensions, cognitive, pragmatic, and emotional, being based in the Delphi method for the application of an interview in four universities in the West Central Region, Rivera Cervantes develops the applicable model as a valid method for future investigations.

Digital transculturalization, contributes to this reflection on a superior education teacher, inside the digital breach that has rippled through the technological modifications of the last decade as a process influenced by the culture in times of resistance, adaptation and technological appropriation, they document the passing of transitions that has forced the modification of teaching with tools and abilities that are a part of the actual spectrum of the educational environment.

These media conditions suggest a reality through technology, in the analysis of the epistemological beliefs of information with an evaluation that underlies in the reliability that is given to the internet as a builder of knowledge and evaluates in two stages the manner in which the questioning to the internet modifies the per-

ceptions and credibility of its contents.

The usage of augmented reality is a manuscript that applies an investigation of the Universidad Tecnológica de Nayarit, analyzing its execution and motivation in superior education revealing its use optimizes the interest of the students in the classroom offering functionality and utility as a mechanism to approach complex concepts through interactive models that improve academic experience.

As a part of these transformations, we expose the topic of educational robotics as a versatile tool that improves student performance. This manuscript included in our magazine explores the way it contributes to the development of social skills and mathematical thinking through an exhaustive analysis of articles and publications, concluding that the implementation of robotics significantly improves the comprehension of problems related to mathematical thinking and boosts social skills such as empathy, cooperation, communication and student collaboration.

Dr. Alberto Ramírez Martinell participates in an interview in this issue with thoughts about the new Mexican academia and its scope of participation in view of artificial intelligence and superior education, in a balance of what they imply in the teacher's perspective and student experience, with the technological limitations, professional resistances and immediate challenges that are integrated in the multiplicity of tools that build knowledge.

In the review of this issue we are presented with the book "El silencio de las palabras" as an incipient transmedia that is generated from the production of news in public space being emphasized as a product of the national newspaper and its shortcuts in the risk of truth.

Each contribution represents an opportunity for analysis and reflection, hence we expect it to constitute a useful reading for posterior studies linked to technology and communication channels in today's society.

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