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Book review of open science, science communication and marketing in science: theoretical and practical issues

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A key reference for understanding how Open Science can move beyond the normative realm and become an institutional practice capable of reconciling scientific quality, public visibility, and social commitment.

Reuniting authors with well-established trajectories in the field, the book *Open Science, Science Communication and Marketing in Science: Theoretical and Practical Issues*, edited by Ronaldo Ferreira Araújo and Juliana Fachin, offers a critical and well-articulated reading of the contemporary challenges of scholarly communication. The volume brings together debates on research data, metrics, evaluation, the market, open education, and digital visibility, deepening the understanding of how science is produced, communicated, and legitimized in an increasingly open and connected social context.

As the opening chapters demonstrate, opening science goes far beyond adopting technical tools: it requires revisiting values, practices, and institutional responsibilities. The chapter *Good Practices in Open Science* shows that implementation demands structural changes in scholarly journals, repositioning academic production as a collective good guided by quality and the public interest. This foundation is further developed in *The Publication of Research Data*, which recognizes data

as a scientific output and shows how the data paper makes it possible to document, both structurally and transparently, the entire research pathway, from initial organization to results.

Scientific visibility is addressed critically in the chapters *Open Science and Altmetrics: Research Data Quality in Light of the FAIR Principles* and *Author-Level Metrics and Academic Platforms*. The book argues that, despite the normative advances of Open Science, its consolidation still depends on strengthening the implementation of the FAIR Principles. It emphasizes that metrics should serve as instruments that support expert judgment, pointing to the complementarity of traditional and alternative metrics for a broader assessment of scientific impact—one that considers not only academic influence, but also visibility, dissemination, and public engagement.

The economic, educational, and communicational dynamics that cut across science are explored in the chapter *Market Assemblages in Science*, which offers a sophisticated sociological reading by showing how scientific research is shaped by sociotechnical networks and power relations that influence agendas, evaluation, and the circulation of knowledge. In a more propositional turn, *Open Educational Resources* presents these resources as structuring strategies for open education, capable of strengthening lifelong learning and social participation, provided they are supported by institutional policies and interinstitutional coordination.

Carl and Cosmos: Reflections on Science Communication and Scientific Marketing shows how the continued presence of Carl Sagan's work on digital platforms highlights the central role of science communication allied with consistent strategies of scientific marketing, especially in contexts of misinformation and growing distrust in scientific evidence.

Scholarly communication on digital platforms is further developed in the chapters dedicated to social media. By analyzing projects such as *Cientirinhas*, the use of TikTok for science communication, the presence of graduate programs on Instagram, and the online activity of productivity fellowship holders on academic networks, the book makes clear that communicating science is not merely a matter of simplifying content. Rather, it involves

creating conditions of understanding that enable the public to interpret, reflect on, and act critically within the social context, overcoming forms of functional scientific illiteracy. The findings show that clear language, appropriate audiovisual formats, editorial consistency, and the strategic use of platform features are decisive for engagement and public trust in science.

Overall, the book demonstrates, with theoretical consistency and empirical evidence, that opening science is not limited to access to results. It requires governance, quality criteria, firm institutional decisions, and formal recognition of emerging practices that sustain contemporary scholarly communication. The volume goes beyond an introductory approach and establishes itself as a qualified analytical landmark for researchers, editors, academic managers, and science policy makers, offering solid foundations to transform Open Science from a normative discourse into a structuring, legitimate, and socially relevant practice.

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