

Social design: Prosumers of content- Case of high school students in Ecuador

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Abstract

A documentary review was carried out on the production and publication of research papers related to the study of the Social Design variable, Content Prosumers in Latin America. The purpose of the bibliometric analysis proposed in this document is to know the main characteristics of the volume of publications registered in the Scopus database during the period 2016-2021 in Latin American countries, achieving the identification of 79 publications in total. The information provided by the said platform was organized by employing tables and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics were described, the position of different authors regarding the proposed topic was referenced through qualitative analysis. Among the main findings of this research, it is found that Brazil, with 39 publications, is the Latin American country with the highest production. The area of knowledge that made the greatest contribution to the construction of bibliographic material referring to the study of social design, content prosumers in Latin America was energies with 42 published documents, and the type of publication that was most used during the aforementioned period was the journal article, which represents 53% of the total scientific production.

Keywords: Prosumers, social design.

I. Introduction

Prosumer is a concept derived from the union of the word producer and consumer referring to people who in addition to consuming a product are part of its production process. These subjects are born when a consumer through his experience with the products gives an opinion to the community about the positive and negative of a product influencing the decision of other consumers on whether to get a

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product or not. Although this concept has been around since 1980 with Toffler, it is very much applied nowadays to millennials, digital natives who lived from the beginning of the digital transformation of the market and advertising and who are the main content creators. Prosumers are a fundamental part of marketing today thanks to the digitization of most processes, which make these opinions, usually published on social networks or blogs, have greater significance reaching a greater number of people from the generation of content in digital spaces giving a new way of understanding the design, production and promotion of a product being in line with the trends observed in a specific audience. Prosumers are currently the preferred channel of information when purchasing a product, so they can help position a brand by becoming ambassadors of their products, being the experience and customer satisfaction are the key elements of promotion of Prosumers regarding a brand giving greater confidence to the public in the purchase of these, being also beneficial for the company to identify the weaknesses and strengths of a product and how to take advantage of these factors.

In Ecuador, as in the rest of Latin America, the transition of consumption to a digital level has been seen due to the immediacy that social networks provide, being more common the creation of content regarding the promotion of products. Thanks to the above, it can be said that prosumers are the roles of production and consumption that influence the purchases of a specific group giving opinions from the experience of a product, all these thanks to the transformation that society experienced in recent decades and that changed the trends of advertising and market. Therefore, it is important to know in terms of bibliographic resources, the current state of research on Social Design, Content Prosumers in Latin America. Therefore, a bibliometric analysis of the scientific production registered in the Scopus database during the period 2016-2021 is proposed to answer the question: How has the production and publication of research papers related to the study of the variable Social Design, Content Prosumers in Latin America during the period 2016-2021?

2. General objective

To analyze from a bibliometric and bibliographic perspective, the production of high-impact research papers on the variable of Social Design, Content Prosumers in Latin America during the period 2016-2021.

3. Methodology

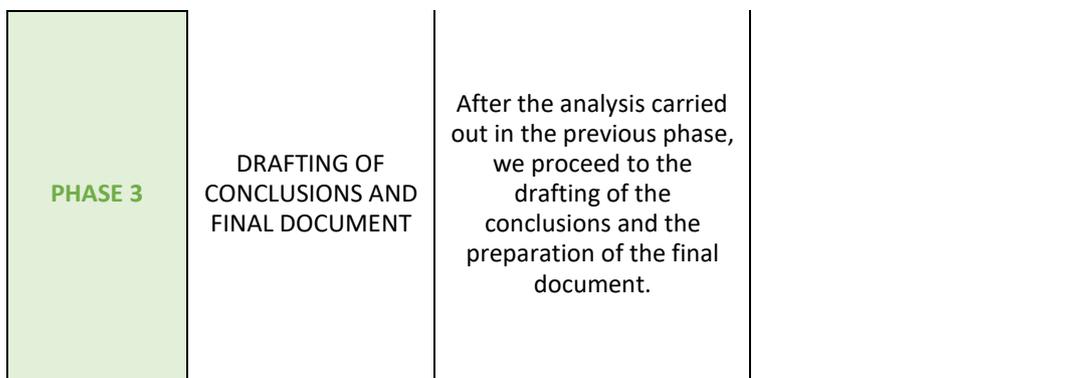
Quantitative analysis of the information provided by Scopus under a bibliometric approach on the scientific production related to Social Design, Content Prosumers in Latin America is carried out. Likewise, it is analyzed from a qualitative perspective, examples of some research works published in the area of the study mentioned above, from a bibliographic approach to describe the position of different authors on the proposed topic.

The search is performed using the tool provided by Scopus and the parameters listed in Table 1 are established.

3.1 Methodological design

Table 1. Methodological design.

	PHASE	DESCRIPTION	CLASSIFICATION
PHASE 1	DATA COLLECTION	Data was collected using the Scopus web page search tool, through which a total of 79 publications were identified.	Published papers whose study variables are related to Social Design, Content Prosumers in Latin America. Research papers were published during the period 2016-2021. Limited to Latin American countries. Sin distinción de área de conocimiento. Without distinction of type of publication.
PHASE 2	CONSTRUCTION OF ANALYSIS MATERIAL	The information identified in the previous phase is organized. The classification will be made through graphs, figures and tables based on data provided by Scopus.	Word Co-occurrence. Year of publication Country of origin of the publication. Area of knowledge. Type of publication



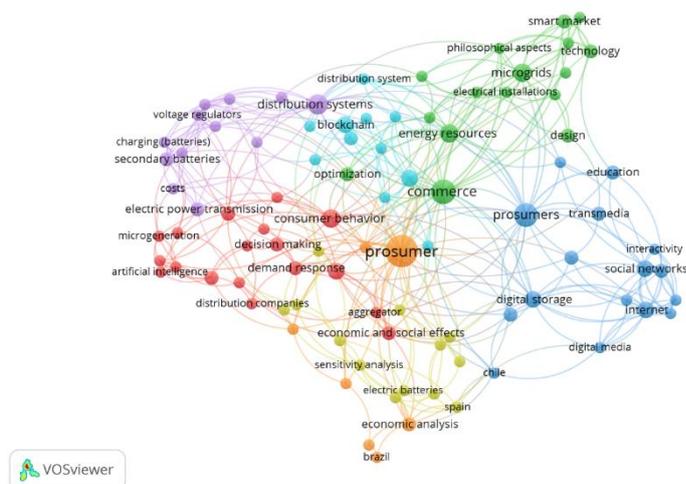
Source: Own elaboration (2022)

4. Results

4.1 Co-occurrence of words

Figure 1 shows the co-occurrence of keywords within the publications identified in the Scopus database.

Figure 1. Co-occurrence of words



Source: Own elaboration (2022); based on data provided by Scopus.

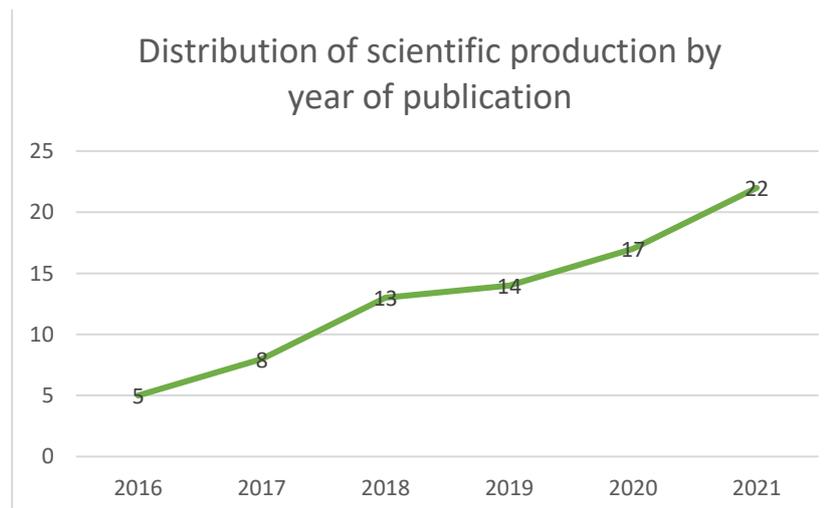
As shown in Figure 1, the most used keyword in the research related to the variables under study is Prosumer which refers to the acronym resulting from the union of producer and consumer, understanding as a consumer the subject who plays an active role in the consumption of a product giving his opinion regarding the pros and cons in the acquisition of a product from the creation of content, this being

possible due to the rise of social networks and the immediacy they offer to allow to interact with a large number of people without being in the same physical place. There are also keywords such as trade, consumer behavior and social networks which refer to the influence of Prosumers in trade relations, being aware of the trends that are seen in potential consumers of a product regarding the influence of information obtained regularly through social networks, which are how Prosumers show the community their experience when using a product and that has an impact on the image of a company and the product they offer. Intelligent market, decision making and economic and social effects are keywords that shed light on the main consequences of the content generated by Prosumers when defining new social and economic trends depending on which product they promote, being this an important factor in business decision-making that allows defining if a product is viable for specific public and also the way they interact in the market, being the digital media the way to promote and obtain these products becoming the Prosumers in the ideal allies when positioning a brand and generate a strong organizational identity from the quality of the product or service offered and the experience and level of customer satisfaction, using this data to determine the aspects to correct in the design and production of a product.

4.2 Distribution of scientific production by year of publication.

Figure 2 shows how the scientific production is distributed according to the year of publication, taking into account the period from 2016 to 2021.

Figure 2. Distribution of scientific production by year of publication.



Source: Own elaboration (2022); based on data provided by Scopus.

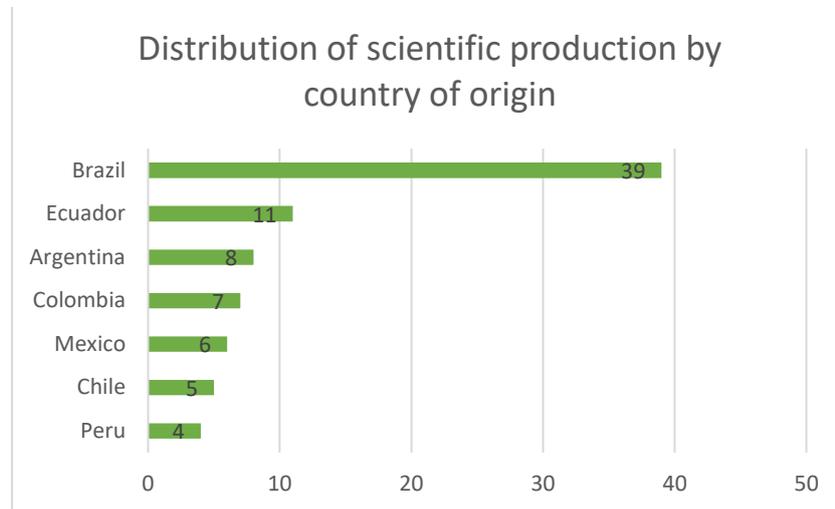
2021 is the year with the highest number of publications related to the variables under study presenting 22 papers within which can be found “Aligning the interests of Prosumers and utilities through a two-step demand response approach” (Almeida et al., 2021). In this paper, the response to demands is addressed both from the perspective of the utilities and the customer in a two-step approach having as a basis the experience with the product, being, in this case, the energy producers giving positive results to both companies and customers, this two-step process was carried out resulting in the successful improvement of the aggregation of the demand profile of the whole system being the experimental element the most essential in the promotion of the product and service.

In second place is 2020 with 17 documents registered in Scopus within which is the paper entitled “#Yosoydiverso, a transmedia communication strategy to propose educational scenarios open to differences” (Duarte et al., 2020). In this document, a proposal for advertising in social networks is presented to generate awareness about the need for inclusive educational spaces respecting cultural differences or of any kind to mitigate discrimination in classrooms being first the identification of these behaviors, the experience of or lived and finally becoming Prosumers generators of narrative content where they exposed the diversity and their own experiences regarding discrimination and the difficulties that this represents in their training process at any educational level. All this allows concluding with the need to promote in the classroom the Prosumers not only from the advertising aspect but in the support to people in diverse situations looking to make the classroom an inclusive space that provides the necessary tools to all depending on their difficulties.

4.3 Distribution of scientific production by country of origin.

Figure 3 shows the distribution of scientific production according to the nationality of the authors.

Figure 3. Distribution of scientific production by country of origin.



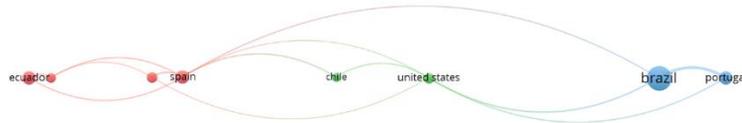
Source: Own elaboration (2022); based on data provided by Scopus.

Brazil is the Latin American country with the highest scientific production related to the social design of brands and the role of Prosumers in this process with the creation of content during the period 2016-2021 presenting 39 publications, within which is the title "Latin American perceptions on definitions and arguments on cross-media and transmedia in advertising" (Hellín-Ortuño et al., 2019). This document has as its main objective the study of the concepts of cross-media and transmedia storytelling and its use in the Latin American context and the trend of prosumers in this context. This study is conducted through a conceptual review of the traditional forms of advertising and its hyper-relationship in society and the public and its change in the feeling of consumption and the need to exercise an active consumption in social networks becoming a collaborator in the production process of a product. This study resulted in the definition and categorization of the new advertising formats arising from this context, as well as the identification of the new conceptual manifestations and the role of prosumers in this new context, being these advertising roles of great relevance since the essential factors of the creation of its content is the experience with the product and the satisfaction as a customer in its use.

At this point, it should be noted that the production of scientific publications, when classified by country of origin, presents a special characteristic and that is the collaboration between authors with different affiliations to both public and private institutions, and these institutions can be from the same country or different nationalities so that the production of an article co-authored by different authors from

different countries of origin allows each of the countries to add up as a unit in the overall publications. This is best explained in Figure 4, which shows the flow of collaborative work from different countries.

Figure 4. Co-citations between countries.



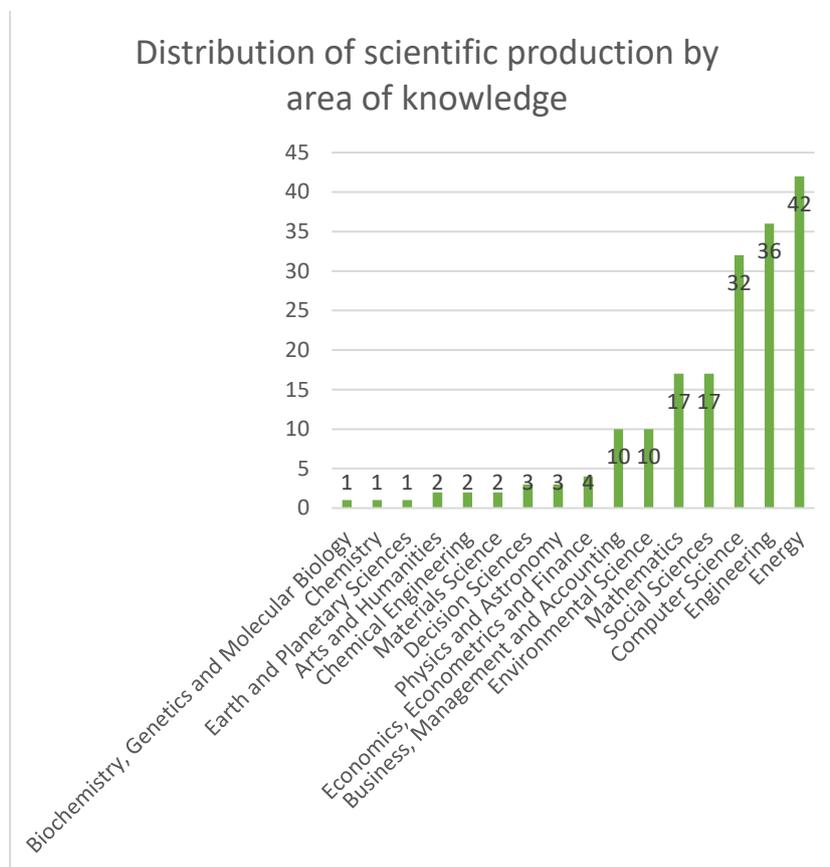
Source: Own elaboration (2022); based on data provided by Scopus.

As mentioned above, Brazil is the Latin American country with the largest number of documents published and registered in Scopus related to the variables under study, having documents in collaboration with authors belonging to educational institutions in countries such as the United States and Portugal, which shows the interest of countries outside the Latin American continent in learning about how the role of Prosumers develops in the advertising guidelines for social networks and their influence on the identity of a brand and the acceptance of a product by a specific public. In second place is Ecuador, with 11 documents co-authored with countries such as Spain and Colombia, presenting comparative studies to define the progress of each country concerning changes in advertising trends in social networks as the preferred information channel. Within these documents is the paper entitled “Internet Use and the Facebook Platform in Ecuadorian Adolescents Internet Use and the Facebook Platform in Ecuadorian Adolescents” (Velasquez et al., 2016). This document presents the study of Internet use and the social network Facebook in adolescents in Ecuador in 2015 when the boom of the Prosumer role in social networks was beginning having predictions about what this meant in the advertising trends of the future. The study was conducted with students from 30 educational institutions in 13 cities of Ecuador who were in the tenth grade of high school where it was possible to determine the viewing of videos on YouTube and social networks, specifically entering Facebook, where the most important activities and times when accessing these users are verified being this the birth of Prosumers in Ecuador to represent the first creators of content regarding advertising on social networks.

4.4 Distribution of scientific production by area of knowledge

Figure 5 shows how the production of scientific publications is distributed according to the area of knowledge through which the different research methodologies are executed.

Figure 5. Distribution of scientific production by area of knowledge.



Source: Own elaboration (2022); based on data provided by Scopus.

Energy is the area of knowledge with the highest number of contributions through the theories that are framed in it, in the search for new knowledge about Social design and the role of Prosumers in advertising trends from the creation of content in social networks presenting 42 publications in total, in second place in the area of engineering with 36 papers, in third place is computer science with 36 papers registered in Scopus, within which is the title “Online Influence? Use of social networks, opinion leadership and political persuasion” (Weeks et al., 2017). This paper studies and analyzes the attempts of political persuasion within social networks in which highly active users, Prosumers, are considered opinion leaders creating content based on these in digital media, this study was conducted through the analysis of several surveys that allowed concluding that Prosumers believe they are very influential in their social networks and are more likely both directly and indirectly to try to persuade others and suggest that personal influence is still viable within social networks

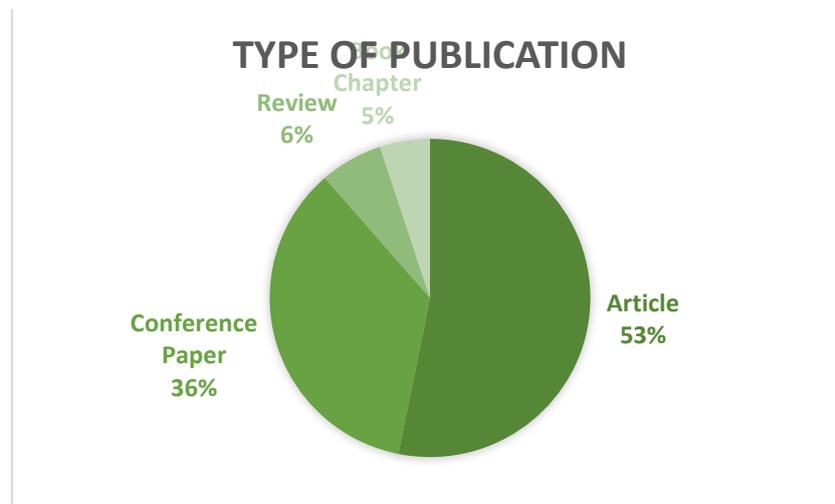
thus changing the political trends in the development of their work, which is to create content for specific digital communities that influence the decisions of the population.

In fourth place is the area of social sciences where 17 documents were written following the guidelines of the themes related to this area, within these publications is the title “The contribution of Alvin Toffler to the theoretical and conceptual imaginary of communication” (Islas et al., 2018). This document analyzes the main books of Alvin Toffler which are the 'shock of the future' (1970), The third wave (1980), and The revolutionary wealth (2006), in which Heidi, his wife, participates as co-author; Alvin Toffler being a futurist professor of great contribution in communication who predicted the emergence of Prosumers and their importance in the roles of advertising and marketing and the effective relevance of prosumers in the development of digital communications.

4.5 Type of publication

Figure 6 shows how the bibliographic production is distributed according to the type of publication chosen by the authors.

Figure 6. Type of publication



Source: Own elaboration (2022); based on data provided by Scopus.

As shown in Figure 6, among the different types of publications, 53% of the total number of documents identified through Phase 1 of the Methodological Design correspond to Journal Articles, among which is the one entitled “A mediation model on the participation in informative cybermedia based on university students in Chile, China, Colombia, Spain, Mexico and Peru” (Barredo Ibáñez et al., 2020). This paper examines the indirect effect that is established between the

ease of navigation in an informative website, with the publication of the writings of young university students for which a survey was conducted to 4705 students of higher education and where it was found the need to improve the perception of the ease of navigation of the web; constant updating, i.e., a strategy to stage an update and contact with other users being the cyberspace the extension of the public sphere.

In second place are the conference proceedings which represent 36% of the total number of documents registered in this study, within which is the paper entitled "Eduprosumers: Educational Actors in the Digital Era" (Apolo et al., 2020). This document studies the implications of ICT, in formal, non-formal and informal educational processes, referring to the new identity construction of those who learn to be, do, think and feel, according to other communicative codes, although they attend to anachronistic educational forms from the digital environment and the promotion of knowledge and from this activity they enrich their knowledge and share it with their peers, generating virtual learning communities that disseminate knowledge scientifically proving contributing in the learning processes and changing the traditional educational system to one where ICT has a fundamental role.

5. Conclusions

Thanks to the bibliometric analysis proposed in this research, it can be determined that Brazil is the Latin American country with the largest number of bibliographic records in the Scopus database during the period between 2016 and 2021 with a total of 39 documents. The scientific production related to the study of Social Design and the role of Prosumers in the creation of content has presented an important growth during the above-mentioned period, going from 5 publications in 2016 to 22 units in 2021, i.e. it was possible to increase the creation of bibliographic records in a period of 5 years, which indicates the importance that Prosumers currently represent in the elaboration of social designs of companies as the form of representation in society turning Prosumers and brand ambassadors.

Prosumers are consumers who play an active role in the production of a service or product, a concept that emerged in 1980 thanks to Alvin Toffler and who explained the future of advertising trends. This concept is currently applied by the generation of centennials, which are digital natives accustomed to social interactions in the digital sphere, usually being creators of content, so living in the era of consumption is normal to have opinions about a product. This is not counterproductive to the image of companies, on the contrary, this

helps organizations to identify the strengths and weaknesses of a product, in addition to helping in the decision-making process by being able to determine the levels of success of a product or service from the assessment of current trends. Prosumers are currently an important means of communication, and therefore marketing is too, since its main pillars are the creation of content from the experience and satisfaction of customers influencing their purchasing choices, ideals and thoughts, so it is important the role they play in the social design of a company and organizational identity. All of the above allows this article to conclude, highlighting the importance of knowing the theory or bibliographic resources that seek to awaken the interest in companies to identify the Prosumers that positively influence the positioning of a brand and product, all this with the foundations of word-of-mouth marketing when it comes to the narrative experiences in the use of a product. That is why it highlights the need for studies such as the one presented in this document, which make a tour of those texts that address the above topic, to give the reader a broad view of the current situation of the literature on the Prosumers and their role in social design from the creation of content.

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