



InstaScienceBook

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Social networks have become a means of communication for the rapid spread of fake news. Never before has there been so much discussion about flat earth, anti-vaccine movement and the harmful of the mango-milk combination (If my grandmother had Facebook!). In Dentistry, amalgam has returned to being a villain wanted and severely defeated. Fluoride, which was once the protagonist of the “Communist Conspiracy” and surfed the wave of thyroid cancer as well as toxic waste, now impairs the IQ. Often, pseudoscientific alarmism exceed the social networks engaging patients to submit invasive and useless protocols, which impair the minimally invasive Dentistry, exposing the patients to unnecessary risks.

Paradoxically, social networks, through posts and lives by institutions and researchers, brought science closer to society. Nowadays, the information reaches everyone. It is not restricted to scientists with access to scientific databases and journals. Besides the reach, the information arrives in a succinct and informal way and, frequently, humorous, facilitating the comprehension by people. It is difficult - and even unfair - to expect that society read hundreds of scientific studies with many and complex methodologies, often published in another language. However, there are still gaps between the knowledge generated by the researchers, society and applicability in the dental office.

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To reduce these gaps, we must improve the scientific education, reflecting on two important points of the information: correction and communication. Combating fake news and its deleterious effects, correcting the interlocutor with warmth so that he does not take offense (instead of thanking) - and does not block us from social networks - is a herculean task. The correction must be adequate and polite in order not to bring the political-social dichotomy into science. Furthermore, the science must communicate better with the people, so that the manuscript published gets more likes and shares than photos showing face shield in the dental office. After all, we spend more hours a day on social networks than scientific database sites.

Currently, Brazil has a high international academic insertion. We are the 13th country that produces research papers¹, and the 2nd country that

most published manuscripts in Dentistry². However, we must reduce the distance between science, dentists and society, making that the information reach the public with same quality of the manuscript, promoting the practice of evidence-based Dentistry. We must inform, dialogue and engage the society for the relevance of the science in our lives.

Stricto sensu and lato sensu research must be aligned with “online sensu” research, merging technology, knowledge, reproducibility, and accessibility. The academic community must break this paradigm and engage in social networks, creating a relevant channel of communication with the population, combating the “fake news virus” with the efficient vaccine: science. We are good at doing research, but we must improve the communication, since science is a human culture. There is no culture without communication. The “new normal” is do science with a hashtag.

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