

Editorial

Dra. Andrómeda Ivette Valencia Ortiz ^a

The Journal of Basic and Applied Psychology Research seeks to be a space that over time consolidates itself as a window for the dissemination of cutting-edge scientific knowledge in the field of Psychology.

This number was made up of contributions from researchers from the National Autonomous University of Mexico, La Salle University Campus Ciudad Victoria, and the Autonomous University of the State of Hidalgo (UAEH).

The articles in this issue reflect the concern of psychologists in the country to address the current problems and significant relevance for Public Health from the perspective of Health Psychology, using the quantitative methodology, theoretical review, and systematic review.

The first article presents an analysis of the sociodemographic factors that contribute to the burnout syndrome in working mothers compared to men. Reflecting the need to know and understand women's dual role assuming motherhood and at the same time facing the working demands of their work, and the effect it has on their mental health. The second article presents a brief theoretical review on Social Marketing in Health and its role in the face of a pandemic such as COVID-19, where behavioral change is highlighted as the fundamental element to reduce infections. The third article points out through a systematic review of the clinical psychologist's essential competencies for the application of face-to-face and online psychotherapy in the framework of the COVID-19 pandemic, which highlights the importance of preparation and adaptation that mental health services should have. This issue closes with a fourth article that presents a description and analysis of audiovisual campaigns and includes Social Marketing elements applied to health. That is disseminated through wide-ranging platforms such as YouTube. This leads us to reflect on the role of social networks to generate behavioral change in the face of a pandemic like the one we face in the front of COVID-19.

Thus, we hope that this issue of the Journal will present relevant contributions to the work of the psychologist facing the challenges that afflict our society at this time immersed in global challenges with specific local needs. Therefore, we extend an invitation to participate in the scientific dissemination of our discipline with your contributions in the following issues of the Journal of Basic and Applied Psychology Research.

^a General Editor of the Journal of Basic and Applied Psychology Research and member of the Academic Area of Psychology of the Institute of Health Sciences, Autonomous University of the State of Hidalgo