



El Gato y la Caja - The Cat in the Box: About Us

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Abstract:

This article presents the work of an exceptional journal from Argentina. We have had the pleasure to be working with some of the Authors of El Gato who are following the same dream as we are. This Journal shares the ideal of many scientists, the idea of exploring possible phenomena located around us as a way of understanding what we do. They, El Gato y La Caja (The Cat and The Box), is a Communication, Research and Design initiative aiming to spread to as many people as possible the idea of science not as a thing we do but as a way of observing and making sense of the world and to contribute to the construction of better, fairer societies. This journal sees the world and knowledge similar to the way JOSHA sees it, sharing and communicating Information through an open-access platform.

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Journal of Science,
Humanities and Arts

JOSHA is a service that helps scholars, researchers, and students discover, use, and build upon a wide range of content



El Gato y la Caja- About Us

BY EL GATO Y LA CAJA TEAM

El Gato y La Caja (The Cat and The Box) is a Communication, Research and Design initiative aiming to spread to as many people as possible the idea of science not as a thing we do but as a way of observing and making sense of the world and to contribute to the construction of better, fairer societies. We believe this can be done through the adoption of evidence- informed decision making in the design of public policies.

To achieve these goals, we produce original contents which are both scientifically rigorous and engaging for the general public, and we have grown a community of hundreds of thousands of active participants. In order to connect with as many people as possible in meaningful ways, we rely on platforms such as our website—inhabited by tens of thousands of active users every month—and social media, and we constantly explore both the digital and physical world in a way that helps us reach bigger audiences. We use illustration and graphic design as tools that enhance communication and express things words fail to. We have designed, developed and produced a very broad system of communication formats, such as longform essays, interviews, scientifically rigorous sci-fi fiction, Youtube native formats, podcasts, and have edited and published 10+ books—some of which have won international awards—and reached audiences not only in Argentina but all over the world.

We generate novel knowledge through experiments in which the participants are active subjects, curious and informed about the design and analysis process and we share the results of that research both with them—in our website—and with the scientific community—through peer reviewed, academic papers—.

We design large scale experiments using digital tools like social media, mobile apps and our website. They consistently reach thousands and even tens of thousands of non paid, intrinsically motivated individuals, who enthusiastically take part not only because they enjoy the



experiences we create for them, but also because they are constantly informed of what those experiments allowed us to learn. We conduct research in fields such as arithmetic cognition, introspection and metacognition, and choice both in individual and collective environments, as well as on the perception of freedom before choice. 200.000+ unique users have participated in these experiments, making Gato one of the biggest collaborative, collective science laboratories in the world.

We use design as a verb like we use science as a verb. Design is, for us, a way to express agency in the world by making it not only as it is but as we believe could be. We choose to design books because we think of them as a significant, intimate experience and as an opportunity to share the design perspective as well as the scientific one, so one of the types of books we create are very purposefully designed object books. We also use the intimacy of books to start conversations on heavily polarized subjects that gain from longform nuance communication, and we enjoy developing rigorous sci-fi, thinking of the genre as speculative anthropology.

We create experiences for people to share that include all kinds of events for our community to bond at and enjoy but also to take action on the world. We have channeled the demand of that community to include evidence informed decisions for decision makers and public policies in ways that have led us to present different bills in Argentina's National Congress, so the scientific perspective and tools are taught in middle schools in order to generate a more scientifically-literate, introspective generation.

In order to remain 100% independent and unbiased, we have chosen Gato to be ad free, funded only by its community and by the revenue generated by the contents we develop, generating a system of incentives that rewards consistency and truth.