# Using Social Media for Health Services: Bibliometric Analysis

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*Abstract*
*This study aims to analyze the role of social media in using public policy on health services in the literature Scopus indexed. Deep social media government has become more critical in e-government. Considering social media for taking the policy, the government is the internal medium to push public policy on services and health to increase the government's performance. This research analyzed 454 Scopus database documents from 2018-2023 using "health service," "policy," and "service use" as keywords. The data was filtered using bibliometrics based on the relevance of keywords, author's country, and year of publication, limited to the last five years. Information is saved in RIS format and processed through device soft Citespace. CiteSpace software is used for publication data visualization and government plan formulation. Effective social media policy requires good management for public decision-making. The study analyzed only one topic on Scopus without using international index databasesI'll summarize three research by presenting papers based on criteria like publications, origin countries, fields of study, authors, institutions, issues, and citations. Medicine studies with percentages are dominant, King's College London leads, Draheim contributes the most, and the US is the biggest contributor.*

*Keywords*: *health service, policy, service use*

*Paper type: Research paper*

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**INTRODUCTION**

In this increasingly digital era, social media has become one of the most dominant forms of communication in the world (Foster et al. 2020). Platforms like Facebook, Twitter, Instagram, and YouTube have changed methods. We interact, share information, and engage in relevant issues with the public. One field where social media has a significant impact is Health Services. Social media has possible participation(Fung et al. 2022). Social media is a new medium for increasing the public's participation to create a framework. Work is an active inhabitant of social, political, economic, and environmental issues through social media(Wahid et al. 2019). In context, participation in public refers to the engagement of individuals and groups in making decisions the public can affect (Paek et al. 2020). Service more health is effective and efficient for society. One reason central to the importance of social media is that formerindividuals and groups have no direct access to institutional politics and traditional media(Rao et al. 2020). In other words, social media has reduced the gap between government and citizens and between media and society (Reveilhac 2022).

Participation is efforts made by the government and institutions related to integrating social media in making decisions and expanding participation in public policy(Shah, Siddiqui, and Krief 2021). One benefit of using social media for service health is the ability to convey information health quickly and broadly (South, Hemenway, and Webster 2022). With easy sharing through social media platforms, news health, health tips, and medical knowledge can reach thousands or even millions of insiders (Burns et al. 2020). This possible delivery of relevant and essential information to the public in real-time helps  increase awareness of issues trending in health or becoming attention major(Aggarwal and Karande 2018). Objective central policy: To ensure that the voices and aspirations of the public can be heard, considered, and implemented in making policies that impact their lives them (Chetty and Alathur 2020). Utilization of social media in policy makes it possible for inhabitants to participate in a manner active in various stages of the policy process, starting from planning and formulation until implementation and evaluation(Yu, Eisenman, and Han 2021). Through social media, individuals can disclose views they give input,  deliver complaints, and discuss with fellow inhabitants or authorized parties. With this policy, the social media public creates

channel more communication open and inclusive between government and society(Takalo et al. 2022).

In the framework to facilitate the participation of the public via social media, some essential and necessary notices in policy public are access and connectivity: Policy must make an effort to broaden access and connectivity on social media for all citizens(McKelvey and Halpern-Felsher 2019). This involves assurance that the infrastructure necessary for telecommunication is available in the remote areas and divides those lacking in a manner economy(He and Liu 2023). The policy should notice the importance of digital literacy for citizens. Government and  institutions need to give adequate education and training for the community to use social media effectively and responsibly(Kong et al. 2022). Digital literacy also includes the ability to recognize and avoid the deployment of false news or information that is not accurate. Transparency and accessibility information: The policy must  promote transparency and accessibility of information public via social media(Kyabaggu et al. 2022). Governments and institutions public must be active in publishing relevant information and providing answers to questions or input from inhabitants via social media platforms(Brum et al. 2022). Inclusive participation: The policy must make an effort toward inclusivity, ensuring that all groups have equal access and opportunity to participate in public discussion through social media(Rice et al. 2021).

Studies aim to analyze the development of social media for policy making and obstacles to implementing it, as well as propose How to transform social media For Policy Making using social media for health services(Normandia et al. 2019). Using social media For Health Services is an evolving process. The steps are used to evaluate the process as well as growth because  the influence of digitization on performance power health is different(Baniamin, Rahman, and Hasan 2020). Strategy government andexpert health public focus for find the practice best in control deployment disease Check facts, criticism sources, and accuracy in the presentation of data and statistics a r e   the necessary prerequisites for sharing experience across borders(Yang and Su 2020). Draft This playsanimportant role in increasing service and has potency and extraordinary efficiency to reduce corruption, encourage growth income, increase transparency and convenience, and

facilitate efficiency costs in the public sector, both in developed countries and developed(Lange et al. 2022).

The theory emphasizes the importance of active inhabitant participation in the decision-making process. Participation in the public can form, give input, share information, and discuss in an open manner(Ziedonis 2019). Social media has become an important medium moment. This is from A social movement(Mojtabai et al. 2018). Through social media, citizens can easily participate in discussion forums, deliver views, and give valuable input to make policy(Yesuf et al., 2022). To understand draft participation public or participation society, preferably discussion especially formerly directed at who participates and what it contains in term participation(Gromoll, Terwilliger, and Zwart 2018). Review about who will lead to 2 (two) things, viz what is meant with society, public and how to position the public in government area, schema coordination connection between awesome humans(Callander et al. 2022). In understanding this, participation Can characteristic transitive or intransitive can also be moral or not moral? Content understanding is also characteristic of forced or free and can also be manipulative or spontaneous(Araújo et al. 2022). Shape Can go on in a manner to give a chance to the residents to enjoy access to more participation Because not all residents at the same time, in the same place, with the same interests can participate in a manner directly and together. There is a problem with time, effort, and resources. Power others are limiting the participation of the public (Singh et al., 2019).

Digital in Indonesia works side by side. Wilhelm (2003) proposes a number of views facing digital democracy, namely (1) the availability of infrastructure that can stimulate the public spirit for participation in politics; (2) making sure that information can be accessible to all users, incl group real marginal Still Not yet facilitated; (3) maintenance quality discussion in public Castells-style networking; (4) loss room public below pressure dominating market forces. The fourth challenge is the House net citizens of Indonesia remember pluralism users and circulation of more and more information increase(Rajesh et al. 2020). In closing the discussion, the author offers a view of How the government (state) should encourage the creation of political participation through a healthy digital public(Millenaar et al. 2018). In a system, democracy in its administration focuses on the participation of the public, so the presence of the state isfelt to be very important(Androutsopoulou,
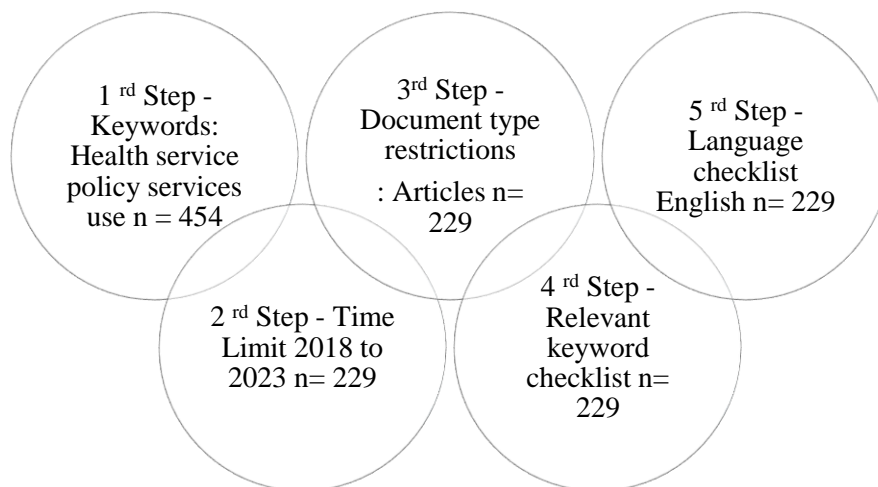
Charalabidis, and Loukis 2018). The presence in question is not in the form of restraint, domination, or intervention but rather protection of the right of inner citizens to convey opinions protected by law. The existence of mainstream media (letters, news, radio, and television) is activated return as shaper opinion public, so disinformation practices can also be minimized by net citizens themselves (McLean et al. 2019)

## METHODS

Study This uses a qualitative method with the studies library. In the bibliometric study here, the data collected is journals and articles retrieved from Scopus using the keywords "health service," "policy," and "service use" in the title articles, abstracts, and keywords. Data is later filtered via keywords based on a five-year period. Information is saved in RIS format and processed through device soft Citespace.

**Shapes 1.**

**Data Meaning Step**



1 rd Step - Keywords: Health service policy services use n = 454

3rd Step - Document type restrictions : Articles n= 229

5 rd Step - Language checklist English n= 229

2 rd Step - Time Limit 2018 to 2023 n= 229

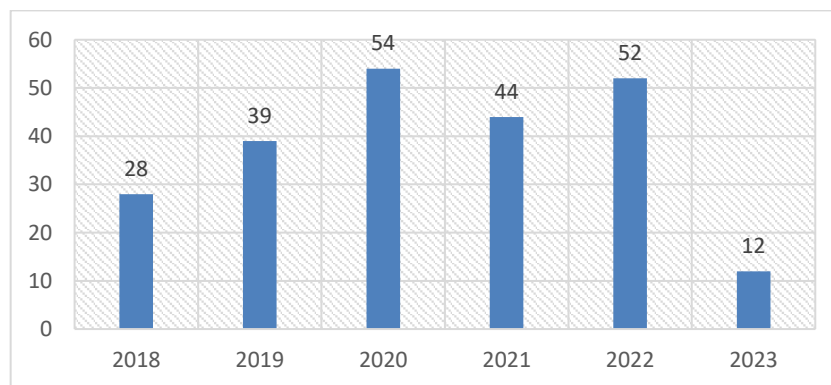4 rd Step - Relevant keyword checklist n= 229

*Source: Created by Scopus*

Mining articles using the Scopus database is carried out through a number of stages. In stage First, we categorize the search using three keywords, "health service," "policy," and "service use," which are identified based on title category, abstract, or keywords, resulting in 454 documents. Stage second, we limit time with modified database searches up to 6 years from 2018 to 2023; Deadline This was chosen to get reference latest regarding the issue of using social media for health services. At stage this, the investigation generated 454 documents. Then, in the third

stage of the study, we determined the focus type documents to be analyzed, i.e., type Article (269 documents), which then generated 229 documents. After inspecting the abstract and title of the 454 documents generated, we found that There is a number of document that is not relevant to the problem; to increase the moderate relevance of the topic studied, at stage 4, we classify the keywords used in every work write scientific with check keywords related health service, policy, service use and generated a total of 229 results document; document result; At stage fifth, so that the data processing is not experience language bias, we categorize them documents the produced only by documents mining uses Language English; The result is a total of 450 documents later will analyzed.

## RESULTS AND DISCUSSION

During six years, from 2018-2023, total related studies using social media for health services, in general, experienced less significant fluctuation and a more direction trend decline. Based on the results of search articles using the Scopus database, we found 454 articles relevant to documents with keywords and search strategies articles used.

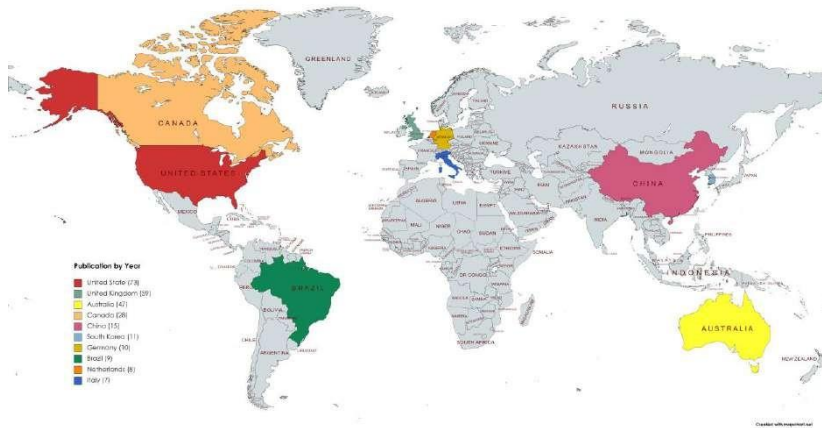**Figure 1.**

**Publication by Year**



*Source: Scopus database*

In 2018, there were 28 publications produced related to using social media for health. Services, in 2019 and 2020, total publications increased to 54 publications. In 2021, interest in the study decreased to 44 publications; in 2022, it increased Again to 52 publications. Next year, the number of publications will decrease drastically to 12, and then it will increase until the end of the front (Fig. 1)
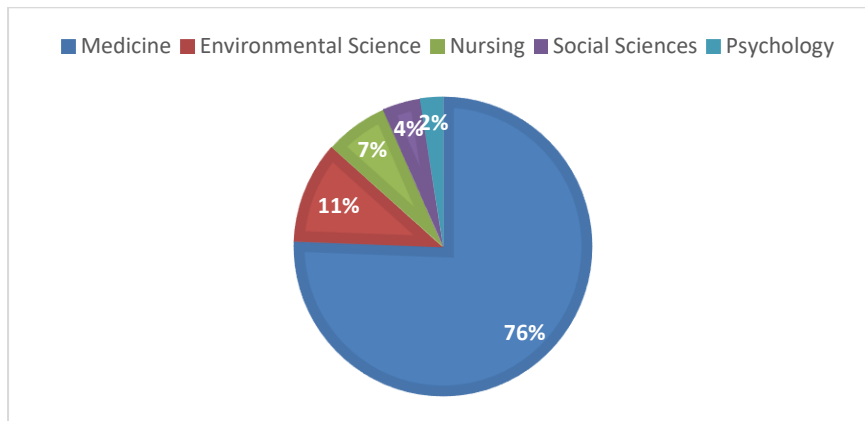
**Figure 2.**

**Trend Publications by State**



*Source: Scopus database*

Of the 454 articles in the Scopus database, the countries with the most publications are the United States (73), the United Kingdom (59), Australia (47), Canada (28), China (15), South Korea (11), Germany (10), Brazil (9), Netherlands (8), Italy (7), and other countries have around 20 articles. Besides that, 13 countries published a study about using social media for health services. Among those countries, Europe publishes a part of a big article about using social media for health services (Fig. 2).
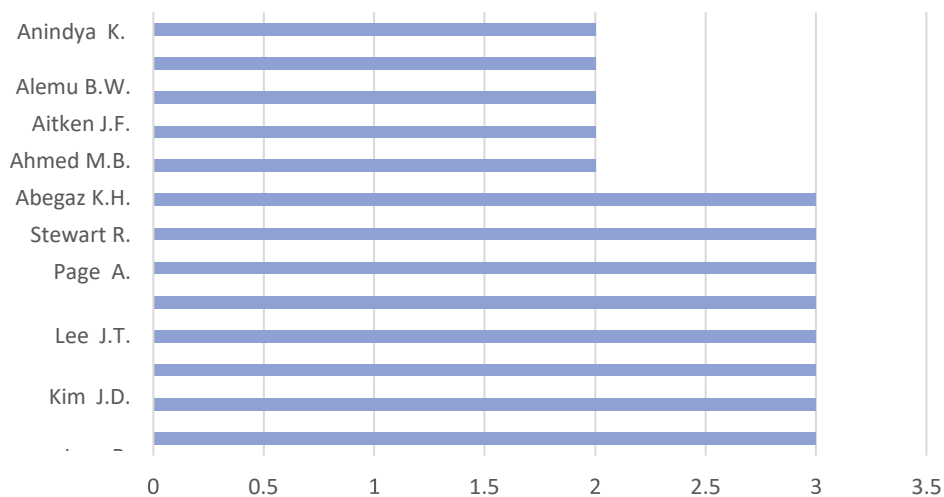
**Figure 3.**

**Documents by Subject Area.**



*Source: Scopus database*

Amount publications about using social media for health services in the 2018-2023 period most dominated by fields of Medicine studies with percentage (76%), Environmental Science (11%), Nursing (7%), Social Science (4%), Psychology (2%), and a number of field other studies that have proportion low. In total, there are 13 fields subject to this problem (Fig. 3).

Figure 4 above shows eleven articles with a number of quotes about the theme of social media For Policy Making. Anindya K. and Aitken JF (2022) are writers with a part big quote about the problem. At the same time, 13 authors and others have approximately the same quote. Amount high quote It also delivers knowledge new about a number of papers to be referenced, most important when discussing the issue with the title " Impact of the Affordable Care Act Medicaid expansion on utilization of mental Health care." This gives knowledge new and insightful about relevant and significant studies in the context of using social media for health services. Articles This can become a solid foundation for developing an understanding of the concept and using social media for health services in the context of government (Fig. 4).

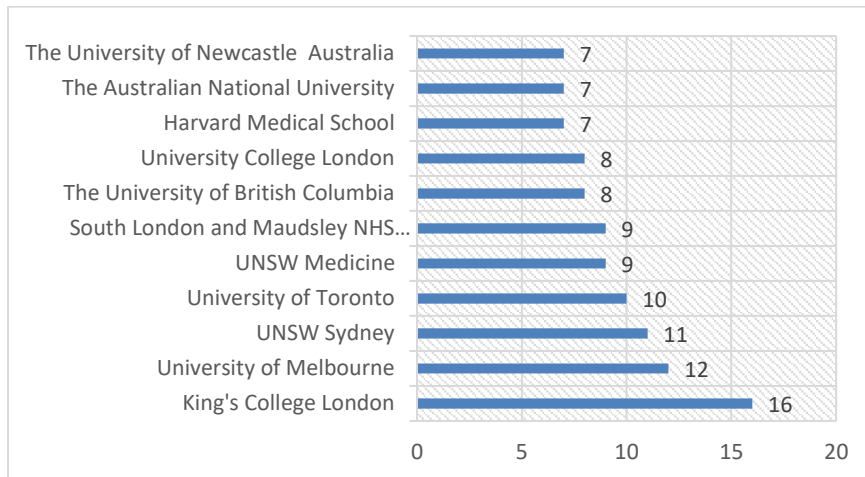**Figure 4.**

**Publication by Author.**



*Source: Database Scopus*

Temporarily, we before had seen the number of documents in each field study; we show the highest quote composition, based on the field subject in particular, in the table below. Subject the field of Medicine to be field studies with amount quote highest, followed by field studies Economics Econometrics and Finance in a position second. Besides that, some writers found that it occupies a number of field studies with the same publication. This happens Because the theme study or title study writer fulfills the criteria as the multi-subject field. For example, in the matter by Khoo, J Hasan, H Eagar (2019) with the title Utilization Patterns of Privately Funded Mental Health Services in Australia (2019) title Factors

Affecting Utilization of Traditional Korean Medical Services by privately insured persons: A Retrospective Study using the Korean Health Panel Survey (KHPS) agenda, by Jung, B Kim, J Ha, I. H.Lee, J two articles This interpreted as two fields studies, that enters the theme of Social media and Services health, as well a number of study others (Fig. 4).
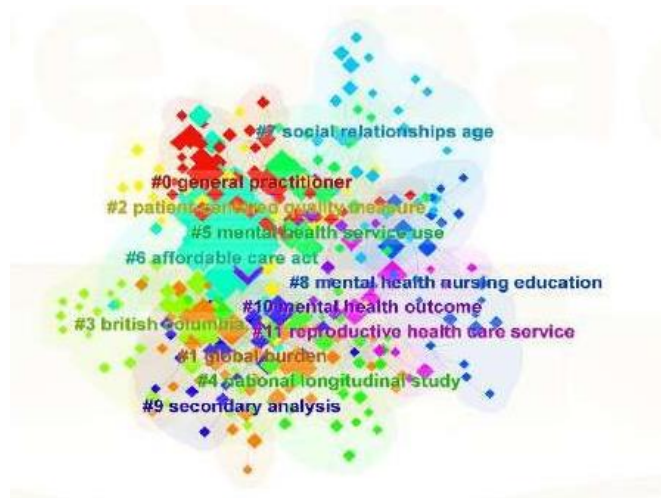
**Figure 5.**

**Publication by Affiliation.**



*Source: Database Scopus*

A number of institution affiliates do publication with the amount quoted highest, as shown in Figure 5, among others, namely King's College London (16) (Ghani et al., 2021), UNSW Sydney (12), UNSW Medicine (9), The University of British Columbia (8) Harvard Medical School (7) (Gupta et al., 2021), The University of Newcastle Australia (7), and Harvard TH Chan School of Public Health (7). The temporary majority affiliate only does One publication. This result shows contribution significant from a number of institutions in research and publications about the theme of social media and Health Services. Institutions This role is important in enriching the understanding of the concept, implementation, and impact of social media and Health Services in government. Receiving publications amount quote height also shows that research and contribution they influential widely recognized and recognized by other researchers in the field (Fig. 5).

**Figure 6.**
**Network visualizations.**



*Source: Citespace keywords*

Analysis Citespace Scopus data translate and read theme through content. From the analysis of the results, 12 clusters map the topic of social media research for policy making. Each cluster has items and topics with different amounts and differences. This is based on a visualization network from Citespace. The study obtained 12 clusters and 367 items, namely, cluster #0 general practitioners (43) items, cluster #1 global burden (39) items, cluster #2 following post-acute rehabilitation (34) items, cluster #3 british columbia (33) item, cluster #4 national longitudinal study (31) item, cluster #5 mental health service use (30) item, cluster #6 affordable care act (28) item, cluster #7 preventive health service (26) items, cluster #8 mental health nursing education (23) items, cluster #9 secondary analysis (21) items, cluster #10 mental health outcomes (14) items, cluster #11 examining trend (12) (fig. 6).

**Table 1.**

**Most articles have high citations.**

| Cluster-ID | Label | Citations |
|---|---|---|
| #0 | general practitioners | 53 cross-sectional study, 32 health insurance, 30 health services, accessibility |
| #1 | global burden | 50 adolescents, 44 children, 41 patients attitudes |
| #2 | following post-acute rehabilitation | 26 retrospective study,22 demographics,21 primary health care |
| #3 | British Columbia | 41 cohort analysis, 25 public health, 23 hospitalizations |
| #4 | national longitudinal study | 42 United States, 20 insurance, 20 priority journal |
| #5 | mental health service use | 50 mental health, 47 mental health services, 34 mental health services |
| #6 | affordable care act | 229 humans,195 humans,169 articles |
| #7 | preventive health services | 11 health care needs, 11 caregivers, 10 covid 19 |
| #8 | Mental health nursing education | 27 human experiments, 15 education, 12 qualitative research |
| #9 | secondary analysis | 36 health policies, 32 health care costs, 22 economics |
| #10 | Ten mental health outcomes | 42 young adults,11 depression, nine Canada |
| #11 | checking trends | 35 socioeconomics, 30 socioeconomic factors, 16 health care disparity |

*Source: Keywords analysis (2023)*

In analysis, bibliometrics performed with chosen keywords in published articles looking for a close relationship between dominant themes and using social media for health services. A number of topics are dominant, like doctor general, global load, after rehabilitation post-acute, and Columbia English is an integral part of using social media for health services. It also found keywords with studies, including health service, policy, and service use. Amount quote tall for keywords the show importance of concept and implementation of social media and services

health in context government. Human, as the keyword main with amount quote 229, shows focus on action maintenance affordable government for increase efficiency and effectiveness management public affairs (Table. 1).

Temporary it, article (169 citations) and mental health (50 citations) highlight fundamental changes that have taken place in government through the implementation of using social media for health services. Using social media for health services involves the use of social media and services health in a manner thorough for change and improve method government interacts with its citizens, gives service to the public well, and improves operational efficiency. Findings This shows that the concept and implementation of using social media for health services have become attention in literature academic. Governments in various countries are trying to follow social media trends, adopt technology information and communication, and improve the performance of service public as well as the effectiveness of management affairs public by combining invention from analysis bibliometric with the concepts outlined before (Table 1).

## CONCLUSION

Some countries are active enough in studying This field and show cooperation is important. About publications, United States (73), United Kingdom (59), Australia (47), Canada (28), China (15), South Korea (11), Germany (10), Brazil (9), Netherlands (8), Italy (7), and other countries, around 20 articles. Besides that, 13 countries published a study about using social media for health services. Among those countries, Europe published a part big article about using social media for health services. Recently, a study related to analysis, social media, and health services highlighted fundamental changes that have taken place in government through the application of digital technology. Most analyzed studies in the paper. This has explored conditions in general, global load after rehabilitation post-acute, and Columbia English is also an important large area investigated. Findings This shows the existence of relatedness and complexity in a study using social media for health services. With combined results analysis that has been explained before, the government can understand the role of social media in achieving objective efficiency and effectiveness in management affairs. Results presented in the study

This will be possible for deepening field analysis. Studies This will help researchers and scholars. For available articles moment, this

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