



## A Scientometrics Analysis of Global Research on Social Media: Trends, Influential Works, And Future Directions Explored

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### **Abstract**

*This research aims to study regulations on the use of social media around the world. This study uses a qualitative scientometric approach. The data source for this study was taken from the Scopus Database with the keywords "Social Media Use" and "Policies." There were 173 documents analyzed, and the data was filtered using bibliometrics based on keyword relevance, author country, and year of publication, which was limited to 2018-2022. Citespace software was used to process the data stored in RIS format. The study found that, firstly, 173 publications were addressing social media use and policy from 2018 to 2022. Second, the most published publications in the United States are 73; third, ten authors have collaborated in research on social media use and policy. The study also found that the social media use and policies of governments and countries worldwide continue to evolve as technology advances and people's behavior changes. Governments should make appropriate regulations and make good use of social media to communicate with the public and achieve their goals.*

**Keywords:** social media, online media, public policy

**Paper type:** Research paper

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## INTRODUCTION

The term “social media” refers to all websites, apps, and interactive social networking sites that allow people to interact, consume, create, and share content instantly. Information literacy and media have always been viewed from two perspectives: as users and producers (Bajwa et al. 2022). Social media allows people to interact with the government and turn communication into interactive discussions by sharing and participating virtually. (Habibie et al. 2021)

Social media is a new medium to increase community participation and create a framework (Palemba and Nurmandi 2023). (Bertot et al. 2010) Social media provides an opportunity for the government to strengthen democratic participation by inviting the public to contribute to the policy process, collaborate on improving services, and share ideas. In addition, social media is a means for the government to disseminate information and promote public services directly to the public. They can also encourage ordinary people to think about various self-service concepts in the future (Gofar F 2017). With its benefits, challenges and potential risks, it is important to revisit the role of social media in governance. This is closely related to the evolving flow of information, public access to government information, the use of technology to deliver innovative services, and how these technologies affect the power dynamics between the powerful and the more vulnerable. In addition, information and technology-related policies are increasingly becoming an important foundation for the survival of our democracy (Criado et al. 2013).

Some studies that have reviewed Social Media Use and Policies include (Malawani et al. 2020), which shows how government policy and post-disaster management can be improved with social media data. (Torpan et al. 2023), Examines the institutional rules and practices of social media in emergency management in Europe. (Daowd et al. 2021) Evaluate the benefits that the use of social media can bring in improving communication and cooperation between stakeholders in the microfinance ecosystem. (Helwig et al. n.d.), Examines the use of ICT in city government and how it impacts public participation, transparency and collaboration.

Previous studies on social media and policy as a whole emphasize the use of social media with a focus on citizen participation, which demonstrates good governance, openness, transparency, participation, and trust. Previous research also highlighted

that the main purpose of using social media in government is to encourage active participation, ensure transparency, and create openness for the public.

This study focuses on exploring how social media can be a supporting tool for various public policies. It is important for future research to pay more attention to the role of social media in governance, because the use of social media in this policy can bring real benefits, both for the wider community and for government effectiveness. As in the study (Latifah and Najicha 2022), social media are considered to be able to convey aspirations, so they can help the government and the public communicate with each other. In various policies, communication between the government and the public through social media can be better, more efficient, and have a positive impact.

### **Social Media Use for Policy**

This theory is based on the perspective of Harold D. Lasswell's perspective which aims to explain current policies and the possible future role of social media in public affairs (Auer 2011). Social media is an electronic communication platform that allows people to participate, share, exchange and capture information virtually. Human life has been greatly influenced by advances in information and communication technology (Misran et al. 2021). With the current state of social media, anyone can create news and influence many people. Social media is a type of online media where people can create content, participate and share. Some examples of social media include blogs, social networks, wikis, forums and virtual worlds (Maksudi 2018).

Social Media is also a means of communication interaction, starting from sharing insights between users in full through the social networks Facebook, Twitter, and YouTube (Habibie et al. 2021). Since social media are technological tools that operate online and because of the interaction between their users, they have different ethics and rules. The internet has become an important part of the lives of many people around the world because of the many advantages we can gain if we use it carefully. Internet use, of course, is inseparable from social media. Social media is consumed by Internet users worldwide, not just people in Indonesia; almost everyone has social media (Nurriszka 2016).

Social media has become a key element in community interaction, acting as a mass communication medium thanks to advances in technology and wireless networks. Devices like smartphones and platforms such as Facebook, Twitter, and Instagram enable fast and easy access to information. As a result, events within a community can be shared widely and discussed, particularly in relation to government policies, socio-political issues, public services, and development (Yovinus 2018).

Based on 2020 internet and social media trend data in Indonesia, which we researched, the number of internet and social media users in Indonesia has increased significantly in proportion to the increase in population. This proves that the Internet and social media position has shifted to become an inherent aspect of people's daily activities in Indonesia (Frederick 2021). The high intensity of social network use today also affects people's information and habits. Thus, the number of social media users can significantly impact people's information and habits in policy implementation. The government can design effective communication strategies to maximize the potential of social media in policy implementation. Public policy implementation is an essential stage in the policy process that enables realizing programs and activities (Setiadi et al. 2023).

**Table 1.**  
**Taxonomy**

No	Name/Year	Finding	Concept		
			Responsive	Participation Integration	Transparency
1.	(Criado et al. 2013)	Increase public participation in decision-making processes, accelerate information dissemination, and enable direct interaction between government and society.	–	✓	✓
2.	(Bertot et al 2010)	Technology is increasingly playing a role as an agent of government-public interaction.	–	✓	✓
3.	(Nurmandi et al. 2018)	The evolution of social media use in government consists of four stages: promotion, transformation, engagement, and impact.	✓	✓	–
4.	(Borah and Singh, 2022)	Twitter has opened up a communication space for political	–	✓	✓

		users in India and has also polarized online political discussions.			
5.	(Boahene et al. 2019)	The use of social media for educational purposes is positively associated with academic performance.	–	✓	✓

*Source: Scopus (edited by Author)*

The taxonomy revealed a notable trend in the research surrounding social media use for policymaking; specifically, it highlighted a substantial focus on aspects such as integration, participation, and transparency. However, the investigation uncovered a significant gap in studies examining the concept of responsive social media usage in the context of policy. Responsiveness on social media pertains to the promptness and effectiveness with which individuals or organizations react to interactions, comments, and messages that they receive across various social media platforms. This responsiveness is a crucial indicator of user engagement, reflecting the degree of openness and active communication present in a social media account or page.

## **METHODS**

This research adopts a qualitative method with a scientometric approach. The data used in this study were taken from the Scopus database, covering 254 documents related to the keywords “Social Media Use” and “Policies.” The period taken is from 2018 to 2022, or about five years. Then, screening was conducted to obtain relevant data and documents 173. ( TITLE-ABS-KEY ( "Social Media Use" ) AND TITLE-ABS-KEY ( "Policies" ) ) AND PUB YEAR > 2018 AND PUB YEAR < 2022. Then the screening becomes ( TITLE-ABS-KEY ( "social media use" ) AND TITLE-ABS-KEY ( "policies" ) AND PUB YEAR > 2018 AND PUB YEAR < 2023 AND ( LIMIT-TO ( EXACT KEYWORD, "Social Media" ) ) AND ( LIMIT-TO ( SRC TYPE, "j" ) ) With a total of 173 documents.

## **Data Analysis Techniques**

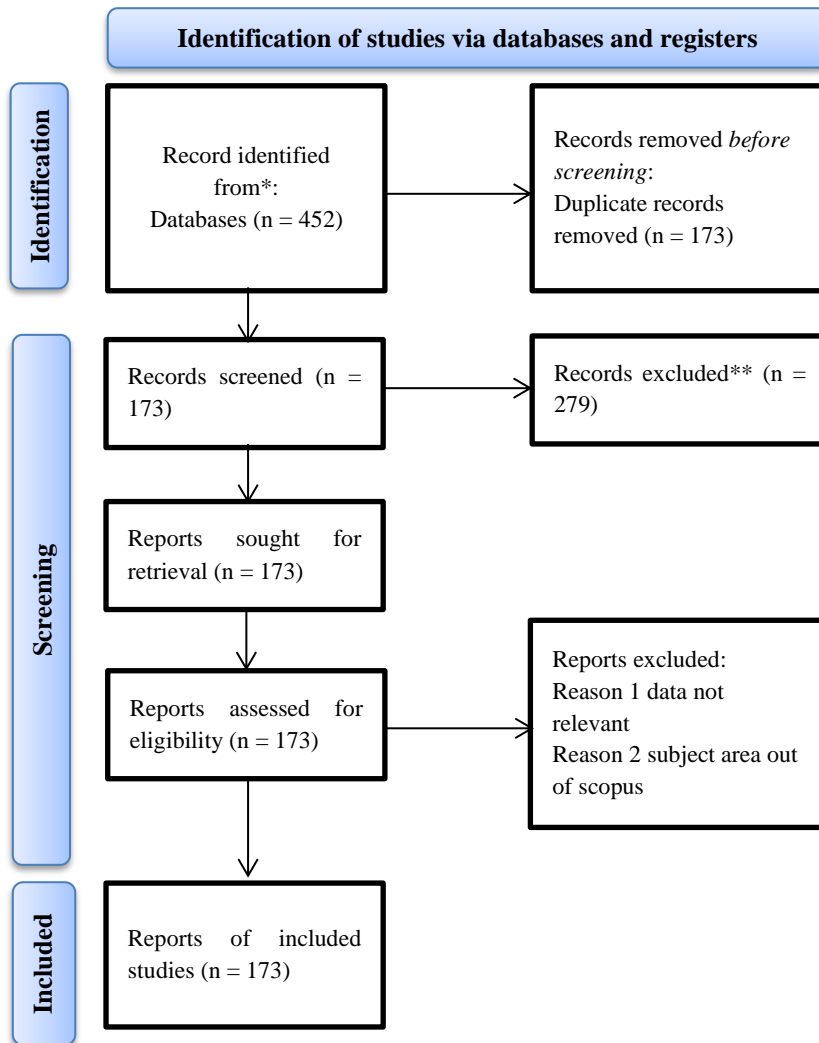
This study analyzed the data with the help of Citespace, a tool that facilitates visualization and clustering of research topics. Citespace is widely known as one of the most influential and frequently used information visualization tools in the

research world. There are 254 documents retrieved through the Scopus database and processed using Citespace software. Network visualization in Citespace is used to understand and analyze relationships between entities in a network. From this data, 160 nodes and 567 links form a collaborative network between researchers and each other using keyword clusters. Citespace translates and reads themes through content in analyzing Scopus data, resulting in 10 clusters mapping social media use and policy research topics. This tool highlights the structure and dynamics of a particular field (Chen 2017). CiteSpace, developed by Chinese scholar Professor Chaomei Chen, is an application that visually displays the dynamics of scientific literature and research results using mathematical and statistical methods (Wang et al. 2023).

CiteSpace was created to give us the option to use our own data sets to answer questions that arise about the ever-evolving knowledge domain. CiteSpace 2.0 first appeared in 2005. The next versions were 3.0 in 2011 and 4.0 in 2015. Moreover, in 2016, it was already 5.0. This is the 350th documented update, according to CiteSpace's What is New (Chen 2017). This research uses CiteSpace, a citation analysis visualization software package, to see potential knowledge found in scientific literature. CiteSpace is a hub for scientific metrics and data visualization. The aim was to identify research boundaries and dynamic development patterns in the field (Pan and Zhang 2023).

Data Collection Techniques

Figure 1. Prisma Flow Diagram



Source: Scopus Database (edited by Author)

RESULTS AND DISCUSSION

In the past five years, many academics have been interested in the study of social media policy and usage. This can be seen (fig.1) during the period 2018-2022, when a large number of publications have been published in the Scopus database. This study is interesting because the use of social media is crucial for policy implementation.

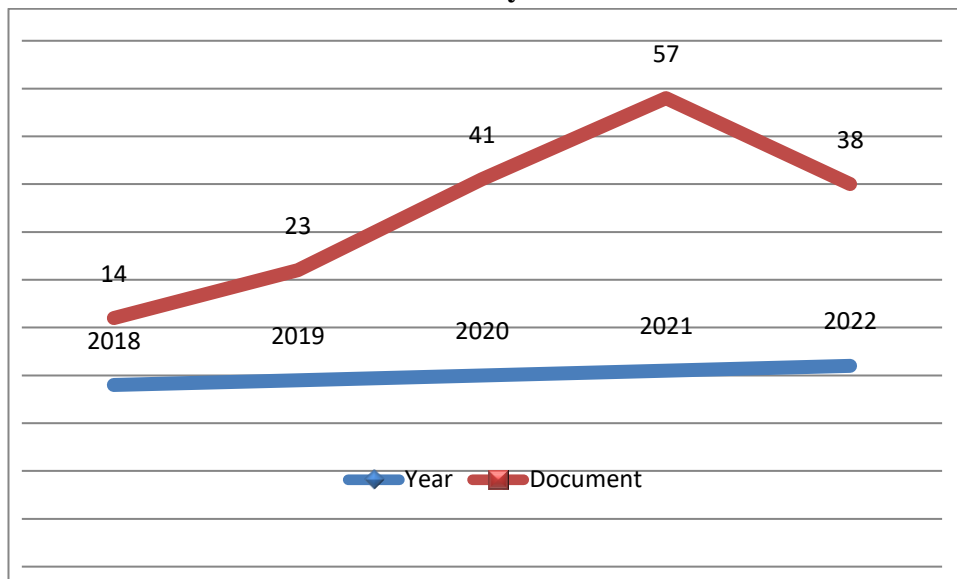
### Descriptive Bibliometric Analysis

The analytical methods used in this study to measure and analyze the distribution, patterns, and characteristics of scientific publications, including journals, articles, authors, and subjects/topics. This research uses data collection methods from relevant scientific sources, namely Scopus. The collected data is then processed and analyzed using statistical tools or data analysis software. The results of the data analysis are then interpreted to gain insight and understanding of the characteristics of the scientific publication analyzed.

### Annual Scientific Production

This study uses Annual Scientific Production (ASP) to measure the number of scientific publications annually produced by an individual, research team, institution, or country.

**Figure 2.**  
**Publication by Year**



*Source: Scopus database*

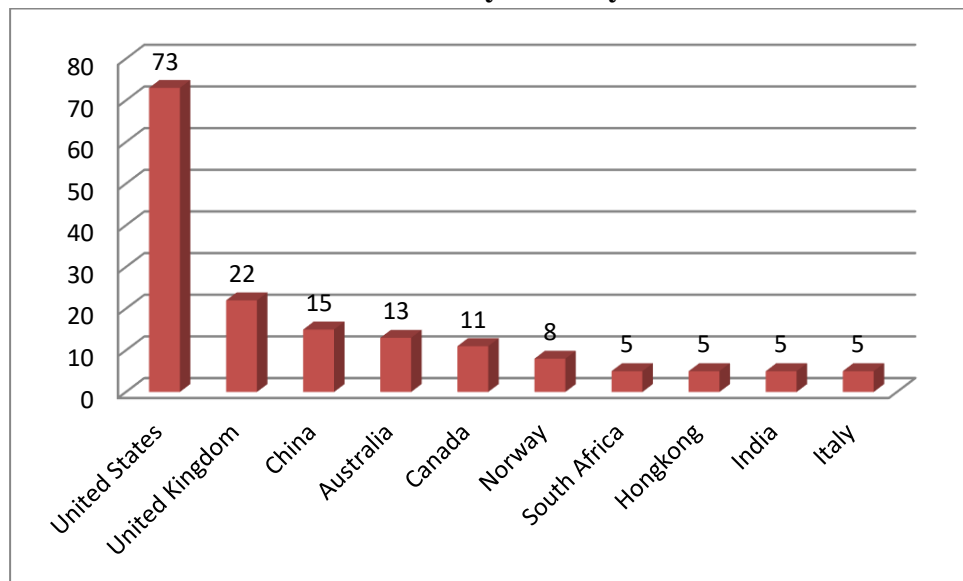
In 2018, there were 14 documents that addressed social media use and policy, with a primary focus on how organizations leverage social media to carry out established policies. In 2019, the number of documents increased to 23. These documents are broader in scope, exploring opportunities and barriers that may arise, guidance on the use of social media, as well as the application of social media policies specifically in medical practice.

In 2020, the number of publications on social media policy and use rose to 41. These publications mainly highlighted how social media affects compliance with policy guidance, as well as its role in assessing threats and responding to the



COVID-19 pandemic. This trend continued to grow in 2021, with 57 documents reviewing the use of social media, particularly in supporting organizational reputation and productivity. In 2022, the number of documents decreased to only 38 publications.

**Figure 3.**  
**Publication by Country**



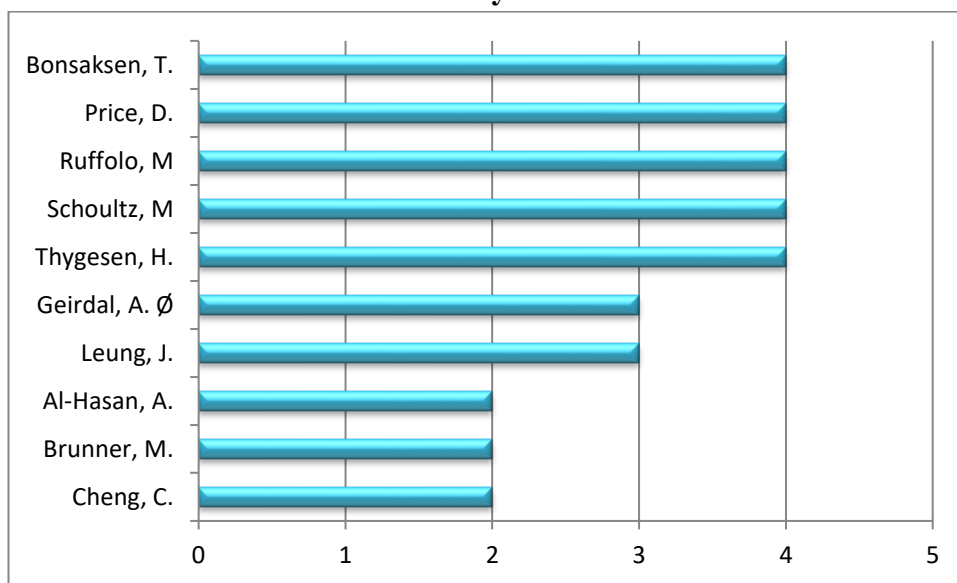
*Source: Scopus database*

The data shows that ten countries wrote the most about social media policies and media usage. Of these ten countries, the United States has 73. This review concentrated more on the relationship between social media use and policymakers and social media providers. The UK has the second-highest number of publications, with 22 documents. The country has investigated social media regulations and how they impact teenagers' use of social media. China has fifteen publications on social media that focus on the application of social media in disaster management policies, such as the COVID-19 pandemic.

Australia has 13 published documents that discuss the relationship and involvement of social media in various interests, such as governance and centralization of information in many countries. Next is Canada, with a total of 11 publication documents. This study explores how social media is used by different groups, covering the opportunities it offers and the challenges it poses. It also explores how social media can affect the mental health of its users.

South Africa and Norway both have eight related journals. Research from both countries often highlights the role of social media in supporting mental health and the importance of awareness in using social media. The main goal is to ensure inclusive development, especially for young people. The last are India, Italy and Hong Kong, each with five publications. In the various classification schemes, the research reviews concentrated more on social media use, leading to addiction. The research also examined the problems and difficulties associated with social media use in academia.

**Figure 4.**  
**Publication by Author**



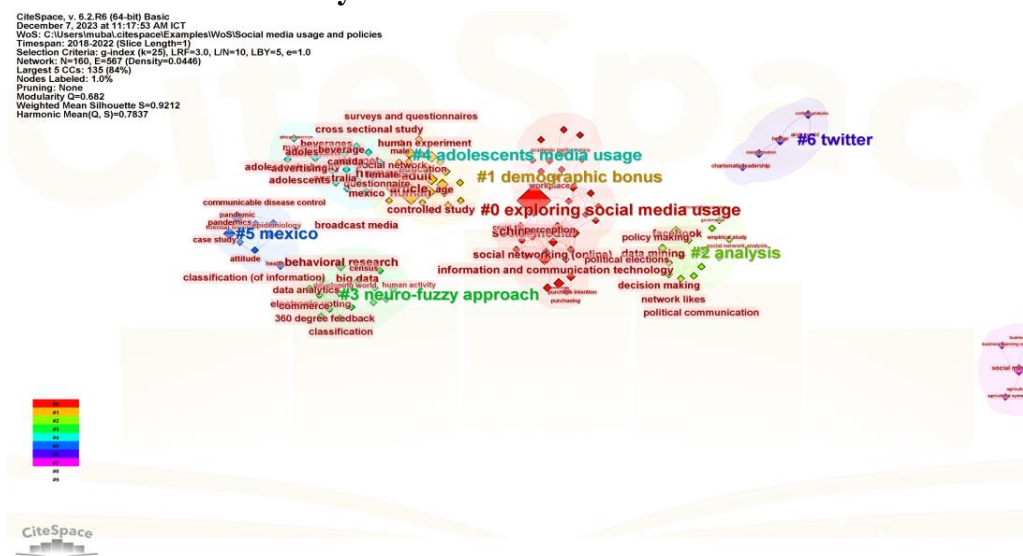
*Source: Scopus database*

A list of ten authors who conducted the most research on Social Media Use and Policy. Bonsaksen, T's publication (Bonsaksen et al. 2021) presents risk assessments, actions taken against risks, concerns, and social media use when adjusting for sociodemographic variables during the COVID-19 pandemic. Of the four works written by Bonsaksen, T., one is the result of collaboration with Price, D., Ruffolo, M., Thygesen, H., Leung, J., Schoultz, M., and Geirdal, A. Ø (Price et al. 2021). This study examines ways of handling economic problems due to COVID-19 through a cross-country approach involving the United States, Norway, Australia, and the United Kingdom as representatives of Western countries. They worked together to understand the impact of social media use on mental health during the COVID-19 pandemic (Thygesen et al. 2022). Much collaborative research has been conducted by Bonsaksen, T., Price, D., Ruffolo, M., Thygesen,

H., Leung, J., Schoultz, M., and Geirdal, A. Ø. in a subsequent study (Schoultz et al. 2021), which focused on policies for using social media as a means of information and communication during the COVID-19 pandemic (Schoultz et al. 2021).

In addition, Al-Hasan and his team, in their research (Al-Hasan et al. 2020) highlighted the role of social media in supporting social distancing policies during the COVID-19 pandemic. In addition, Al-Hasan also studied mitigation strategies for handling the COVID-19 pandemic situation (Al-Hasan et al. 2020). Cheng, C., in his study (Cheng and Lau 2022), focuses on interpersonal communication in the digital age. Cheng, C. also studied (Cheng and Lau 2022) social media addiction and psychosocial problems during the COVID-19 pandemic. Brunner, M. (Brunner et al. 2021) Concentrates on how social media use impacts one's mental health, social interactions, or community support for those suffering from brain injury. Brunner, M. continues previous research that discusses rehabilitation professionals' perspectives on social media use in brain trauma recovery (Brunner et al. 2021).

**Figure 5.**  
**Visualization of Keyword Clusters Social Media Use and Policies**



Source: Citespace

The data shows data on 160 nodes and 567 links forming a collaborative network between researchers and each other. This shows the attachment and continuity between several studies with the same theme, namely Social Media Use

and Policies. The density in the data shows a density figure of 0.0446. The number of discussions of the same article from several research data is illustrated in Figure 5.

**Table 2.**  
**The top 10 Subject and directions categories from Scopus in Social Media Usage and Policies research (2018-2022)**

Cluster-ID	Size	Silhouette	Label (LSI)	Label (LLR)	Label (MI)	Average Year
0	33	0.867	Social media	exploring social media usage (14.52, 0.001)	neuro-fuzzy approach (3.7)	2019
1	25	0.888	Social media usage	demographic bonus (15.68, 1.0E-4)	neuro-fuzzy approach (0.19)	2020
2	16	0.98	politician	analysis (14.41, 0.001)	work (0.06)	2018
3	16	0.925	a neuro-fuzzy approach for user behavior classification and prediction	neuro-fuzzy approach (10.18, 0.005)	social media (0.06)	2019
4	16	0.944	Healthy food	adolescents media usage (19.55, 1.0E-4)	social networking (0.09)	2021
5	8	0.921	Mexico	Mexico (9.98, 0.005)	mental health (0.07)	2022
6	5	0.923	investigation of covid-19 misinformation in Arabic on Twitter: content analysis	Twitter (9.5, 0.005)	social media (0.05)	2022
7	5	1	agricultural system	social capital (12.66, 0.001)	moderating role (0.1)	2021
8	4	1	organizational culture and public diplomacy in the digital sphere: the case of South Korea	case (8.99, 0.005)	social media (0.04)	2018
9	4	1	can social media usage of scientific literature predict journal indices of ajg, snip, and jcr? an altimetric study of economics	journal indices (8.26, 0.005)	social media (0.04)	2020

*Source: Keyword analysis*

Table 2 shows that Citespace translated and read themes through content in analyzing Scopus data, resulting in 10 clusters in mapping social media use and policies research topics. Each group has a different number of items and problems.

Based on the visualization of the citation room network, 10 clusters, and 132 articles were obtained, namely:

Cluster #0 (León-Sandoval et al. 2022) This study maps and measures changes in Mexican society's feelings over time in the face of the COVID-19 pandemic. The results showed a 2.38-fold increase in social media use during the pandemic, which is an adverse emotional effect. Social media is used by people as a way to reduce the sense of isolation caused by long-standing social restrictions. These findings have a significant impact on mental health infrastructure in terms of ongoing mitigation efforts and policy changes and other measures.

Cluster #1 (Lefebvre et al. 2020) Policy and practical guidelines require an understanding of the nursing social networking landscape. The research survey was participated in by 397 nurses. Overall, 87% of participants stated that they had a common social media account. Lower social media usage was associated with increasing age.

Cluster #2 (Alperin et al. n.d.) Election campaigns and policymaking processes on social media are the focus of this research. Electronic petitions help drive public support. The panel allowed participants and speakers to exchange information and strategies for political communication on social media.

Cluster #3 (Atta-ur-Rahman et al. 2019) This study was conducted with various purposes, such as understanding user interest in a particular product (for marketing purposes, e-commerce, etc.) or interest in a special event (e.g., elections or sports tournaments), as well as monitoring suspicious activities related to security and privacy on the Internet. In this study, a neurofuzzy method is proposed to help classify and predict user behavior. The results obtained are then analyzed and compared with other state-of-the-art methods that have been discussed in the literature, where this method shows great potential in providing accurate classification and prediction results.

Cluster #4 (Demers-Potvin et al. 2022) This study aimed to understand media viewing habits among adolescents, explore the association between media viewing activities and exposure to unhealthy food and beverage advertising based on self-

reports, and examine differences in patterns between younger and older adolescents in six high schools in an upper-middle-income country.

Cluster #5 (León-Sandoval et al. 2022) Understanding and tracking how Mexicans feel about the COVID-19 pandemic is our main focus. To achieve this, we use open sentiment analysis tools that allow us to see how public opinion is evolving, influenced by the development of the pandemic itself, the news, and government policies. To achieve this, we analyzed 760,064,879 public domain tweets collected from public access repositories. These results have a huge impact on mental health infrastructure, especially in terms of ongoing mitigation efforts, as well as policy inputs and other perceptions of action. Overall, the sentiment polarity was 0.0001110643.

Cluster #6 (Al-Rawi et al. 2022) identified the three main subjects that Arabs talk about most often on Twitter. The focus of these categories are demonstrations against the government, civil liberties violations, and vaccine conspiracy theories. In addition, these results suggest that further research is needed to understand the influence of fake news about COVID-19 in the Arab world.

This study's cluster #7 examined the link between social media usage, entrepreneurship training, and agricultural policy. It found that trained entrepreneurs exhibited significantly better social and cognitive skills than their untrained counterparts. This highlights the importance of education in entrepreneurship and the role of social media in building networks for sustainable agriculture and rural development. The study emphasizes that digital transformation is crucial for agricultural sustainability, helping entrepreneurs address modern challenges effectively.

It also points out that organizational culture significantly impacts digital diplomacy. Rigid cultures can hinder adaptation to digital advancements, while conservative values may prioritize balance and secrecy over change. However, culture isn't an insurmountable barrier. By promoting transparency, inclusivity, and accountability, organizations can shift toward digital diplomacy through initiatives like creating a best practices office, learning from digital competitors, and providing training for all staff levels. This study's cluster #9 (Drongstrup et al. 2020) used machine learning models to predict how likely a research article would be classified into the best quality journal rankings based on altimetric mentions. The results showed that Support Vector Machine and Logistic Regression were the most

accurate in classifying journal ranking tiers. These models achieved 77% accuracy in SNIP, 71% in JCR, and 66% in AJG and classified research articles into the highest quality journal rankings based on altimetric mentions.

## **CONCLUSION**

Based on data analysis from the Scopus database, the main attention is drawn to publications by year, country, and Author. First, it found 173 document publications discussing Social Media Use and Policies from 2018-2022. The study focuses heavily on using social media in implementing existing policies in organizations. The text enables direct public feedback, allowing the government to make responsive policy changes. The United States leads with 73 publications on the interplay between social media use, providers, and policymakers, who significantly influence public opinion. Author T. Bonsaksen focuses on risk assessment and social media's role in addressing these risks. Social media offers a platform for timely communication with stakeholders and clarifying misinformation. A collaboration network of 160 nodes and 567 links illustrates the connections between various studies on Social Media Use and Policies. Citespace translates and reads themes through content and analysis, producing 10 clusters mapping social media use and policy research topics. Each group has a different number of items and problems. Another finding of this research study is that the Social Media Use and Policies of governments and countries in the world continue to evolve along with technological developments and changes in people's behavior. Governments need to adopt appropriate policies and utilize social media effectively to improve communication with the public and advance their goals.

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