Social Media Research Publications in Asian Countries - A Scientometric Study

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Abstract:- This paper discusses or analyses trends in Social Media research during from 2012-2017, the data have been collected from web of science database. Aim of the study to analyze source wise research output, year wise publications, authorship pattern, and country wise research. The study finds that articles occupies first place among various forms of sources, during the study period in the year 2017 published highest research output, Peoples R China have published highest publication among the Social Media, majority research papers published themes of Social Media in general field.

Keywords:-Facebook, Messenger, WeChat, Weibo, WhatsApp.

I. INTRODUCTION

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

II. OBJECTIVES

To major objectives are formulated the present study as mentioned below:
- To examine the Social Media output during the study period.
- To study the country wise research output of Social Media research.
- To identify the authorship pattern.
- To study the language wise and institution wise Social Media research publications studies.
- To identify the source wise Social Media research publications studies.

III. METHODOLOGY

This study aims to analyze the trend in the development of Social Media research in scientometrics. It is also focused to trace the past trends in the area of Social Media research publications in scientometrics based on the sample data. The study evaluates the contribute on countries to the growth pattern and development of research productivity in this discipline during the last few decades.

IV. DATA COLLECTION

The publication of research output on Social Media research in scientometrics is obtained from various sources, such as Journals articles, Conference papers. Review, short survey, note, editorial press release and letter. The research data required for the present study are downloaded from the Social Media and scientometric cover the period from 2012-2017. Further, the researcher has downloaded the data in the form of notepad files; then the bibliographical details are converted to the form of MS-EXCEL format using the PHP (Hypertext Preprocessor) scripting language text unique data are rearranged in MS-EXCEL format to eliminate duplication from the download data. Overall data retrieved by the researcher are 5198 records for analyzing the present study.

V. LIMITATIONS

The findings of this study apply only to Social Media studies in to the fields related to the social media and social networking and their relation to social media sites and work. This study covers Social Media with respect to the general field, brought under the purview of the study and no other themes. This study makes a special attention only on the performance of research output in Social Media research. This study covers the years from 2012 to 2017 only.

➢ *Analysis and Interpretation*

S.NO	Publication Year	Recs	Percent
1	2012	265	5.1
2	2013	344	6.6
3	2014	503	9.7
4	2015	999	19.2
5	2016	1393	26.8
6	2017	1692	32.6
	Totel	5198	100

Table 1:- Year wise publication Social Media research

Note:- TLCS: Total Local Citation Score, TGLS: Total Global Citation Score

The year wise productivity of publications in Social Media research during from year 2012 to 2017 is presented in table-1. It shows that the publication of output is gradually increased and decreased trend. In the 2017 occupied first position that the output is increased (32.6%) compared to 2012 and 2017. It is clearly stated that in future the research productivity in Social Media research is increasing trend.

The source wise output in continent level of Social Media research is given in table-2. It shows that the Article is occupies first position (91.7%), second is Review (3.8%); Editorial Material (1.6%) followed by Article; Proceedings Paper; Meeting Abstract; Book Review; Letter; Correction and etc.

S.NO	Document Type	Recs	Percent	TLCS	TGCS
1	Article	4766	91.7	2072	29139
2	Review	197	3.8	58	2144
3	Editorial Material	81	1.6	13	234
4	Article; Proceedings Paper	47	0.9	32	344
5	Meeting Abstract	44	0.8	0	4
6	Book Review	29	0.6	0	0
7	Letter	18	0.3	13	91
8	Article; Book Chapter	4	0.1	0	6
9	Correction	3	0.1	0	0
10	News Item	2	0.0	0	0

Table 2:- Sources wise output in Social Media research

S.NO	YEAR	SINGLE	DOUBLE	THREE	FOUR	FIVE	ABOVE FIVE	TOTAL
1	2012	68	64	52	40	14	27	265
2	2013	68	59	71	59	42	45	344
3	2014	85	115	95	76	53	79	503
4	2015	190	247	205	143	92	122	999
5	2016	231	321	291	219	138	193	1393
6	2017	259	430	372	236	158	237	192
	TOTAL	901	1236	1086	773	497	703	5196

Table 3:- Authorship pattern in Social Media research output

The author productivity of research output is given in Table-3. The authorship pattern is classified as single, double, three, four, five and above authors. It could be noted that single author contribution is dominated (901 articles) followed by double, triple authors.

#	AUTHOR	RECS	PERCENT	TLCS	TLCS/t	TLCSX	TGCS	TGCS/t	TLCR
1	Liu Y	35	0.7	24	6.75	22	411	120.72	23
2	Fu KW	30	0.6	29	9.40	7	220	69.33	25
3	Li Q	30	0.6	40	12.67	18	355	111.45	38
4	Zhang J	28	0.5	28	6.90	25	224	69.12	7
5	Zhang Y	28	0.5	16	6.17	11	173	53.87	15
6	Wang Y	25	0.5	6	2.20	4	108	39.77	13
7	Chen L	22	0.4	30	9.53	27	332	112.23	8
8	Lee FLF	21	0.4	51	15.18	20	181	62.62	54
9	Law R	19	0.4	66	15.80	48	722	178.75	32
10	Li J	19	0.4	9	2.47	2	132	46.53	27

Table 4:- Top 10 authors in Social Media research

Table 4 shows that top 10 authors of continent level of Social Media research. It could be noted that the Liu Y occupied in first position (0.7%) compared to Fu KW second position (0.6%) followed by Li Q and others. Li J occupied in last position (0.4%).

S.NO	JOURNAL	RECS	PERCENT	TLCS	TLCS/T	TGCS	TGCS/T	TLCR
1	Computers In Human Behavior	153	2.9	214	74.72	2150	774.65	141
2	Plos One	85	1.6	0	0.00	738	233.10	23
3	Journal Komunikasi-Malaysian Journal Of Communication	50	1.0	9	5.00	43	22.50	21
4	Telematics And Informatics	50	1.0	37	16.13	293	155.95	76
5	Multimedia Tools And Applications	48	0.9	16	8.33	164	95.08	33
6	Neurocomputing	47	0.9	36	12.48	375	153.62	37
7	Ieee Transactions On Multimedia	39	0.8	97	29.55	710	223.90	57
8	Journal Of Medical Internet Research	39	0.8	0	0.00	319	139.05	14
9	Chinese Journal Of Communication	36	0.7	21	7.00	119	41.32	32
10	Public Relations Review	35	0.7	16	3.93	146	45.13	12

Table 5:- Top 10 Journals in Social Media research

The Journal wise output in continent level of Social Media research is given in table-5. It could be noted that the Computers In Human Behavior occupies in first position (2.9%) compared to Plos One (1.6%); third is Journal Komunikasi-Malaysian Journal Of Communication (1.o%) followed by Telematics And Informatics, Multimedia Tools And Applications, Neurocomputing, Ieee Transactions On Multimedia and followed by others.

S.NO	COUNTRY	RECS	PERCENT	TLCS	TGCS
1	Peoples R China	2092	40.3	1429	17118
2	USA	950	18.3	669	10349
3	India	490	9.4	107	2766
4	Turkey	490	9.4	84	1476
5	Singapore	427	8.2	366	3821
6	Israel	359	6.9	82	2775
7	Malaysia	343	6.6	106	1364
8	UK	294	5.7	131	3136
9	Japan	293	5.6	40	1577
10	Australia	256	4.9	78	2206

Table 6:- Top ten Country wise of Social Media research

The country wise output in continent level of Social Media research is given in table-6. It could be noted that the Peoples R China is occupies in first position (40.3%) compared to USA (18.3%); India (9.4) followed by Turkey and etc.

S.NO	INSTITUTION	RECS	PERCENT	TLCS	TGCS
1	Nanyang Technology Univ.	200	3.8	207	1968
2	Natl Univ Singapore	161	3.1	122	1374
3	City Univ Hong Kong	153	2.9	142	1569
4	Chinese Acad Sci	133	2.6	120	1367
5	Univ Hong Kong	128	2.5	60	920
6	Chinese Univ Hong Kong	124	2.4	122	892
7	Tsinghua Univ	117	2.3	137	1310
8	Hong Kong Polytech Univ	101	1.9	108	1311
9	Univ Malaya	94	1.8	63	699
10	Hong Kong Baptist Univ	75	1.4	40	594

Table 7:- Top ten Institutions wise of Social Media research

The Institution wise output in continent level of Social Media research is given in table-7. It could be noted that the is Nanyang Technology Univ. occupying in first position (3.8%); second Natl Univ. Singapore (23.1%) followed by City Univ. Hong Kong etc.

S.NO	WORD	RECS	PERCENT	TLCS	TGCS
1	Social	1872	36.0	1283	13142
2	Media	1433	27.6	1059	9409
3	Analysis	422	8.1	221	2610
4	Based	366	7.0	176	2695
5	Online	306	5.9	239	2798
6	China	277	5.3	91	1421
7	Use	270	5.2	176	2062
8	Information	265	5.1	188	1962
9	Using	261	5.0	82	1537

Table 8:- Word wise of Social Media research

The word wise output in continent level of Social Media research is given in table-8. It could be noted that the is occupies in first position Social (36.0%) compared to Media (27.6%), Analysis (8.1%) followed by Based and etc.

S.NO	Language	Recs	Percent	TLCS	TGCS
1	English	8430	99.0	4610	93850
2	Russian	38	0.4	5	32
3	German	10	0.1	0	4
4	Polish	8	0.1	1	4
5	Turkish	8	0.1	0	6
6	French	7	0.1	6	29
7	Ukrainian	6	0.1	0	3
8	Spanish	5	0.1	0	0
9	Italian	3	0.0	0	1
10	Japanese	1	0.0	0	2

Table 9:- Languages wise of Social Media research output.

The language wise output in continent level of Social Media research is given in table-9. It could be noted that the English is occupies in first position (99.0%) compared to Russian (0.4%); German (0.1%) followed by Polish, Turkish and etc.

VI.   CONCLUSION

It is due to the pivotal place of journal as a medium of scientific communication than any other form of publication; majority of the research output published in article in general. It could be deduced from the discussion that, during the study period the research paper publication trend is increasing and degreasing. Highest percent of publication published in 2017. Very lowest percent of research paper published in the year 2012. Conclude from the study, multi authored contributions is high compare to single authorship pattern. More papers published theme of Facebook, Messenger, Google+, Myspace, Instagram, LinkedIn   evident of continent level developed general field.

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