

# Growth of research publications on Social Media as reflected in Scopus:

## An overview

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### Abstract

The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Instagram and Twitter etc. Yet despite this interest, this study has been made an attempt to know the growth documents on “Social Media” as reflected in the Scopus. This study found that majority of the articles has published between the years 2015-2018. It is observed from the study that 40.48% of the documents are related to Social Sciences, Computer Science (22.29%) and Medicine (20.19%). The study found that 62.89% of the documents are published in the form of Article and Conference Papers (15.92%). The finding of the study shows that the majority 95.78% of the documents have published in English language. The result of the study shows that 35.21% of documents have been published by USA and United Kingdom (10.72%). The author Liu, H has published 133 documents on Social Media and he secured first rank.

### 1. Introduction

The idea behind Social Media is far from groundbreaking. Nevertheless, there seems to be confusion among managers and academic researchers alike as to what exactly should be included under this term, and how Social Media differ from the seemingly-interchangeable related concepts of Web 2.0 and User Generated Content. It therefore makes sense to take a step back and provide insight regarding where Social Media come from and what they include

(Kaplan & Haenlein, 2010). By 1979, Tom Truscott and Jim Ellis from Duke University had created the Usenet, a worldwide discussion system that allowed Internet users to post public messages. Yet, the era of Social Media as we understand it today probably started about 20 years earlier, when Bruce and Susan Abelson founded “Open Diary,” an early social networking site that brought together online diary writers into one community. The term “weblog” was first used at the same time, and truncated as “blog” a year later when one blogger jokingly transformed the noun “weblog” into the sentence “we blog.” The growing availability of high-speed Internet access further added to the popularity of the concept, leading to the creation of social networking sites such as MySpace (in 2003) and Facebook (in 2004). This, in turn, coined the term “Social Media,” and contributed to the prominence it has today. The most recent addition to this glamorous grouping has been so-called “virtual worlds”: computer based simulated environments inhabited by three dimensional avatars. Perhaps the best known virtual world is that of Linden Lab’s Second Life (Kaplan & Haenlein, 2009).

There are over 3 billion people using social media, and the number increases every year (Smart Insights, 2018). Every second, there are 11 new people that use social media for the first time (Skyword, 2018). About 90% of marketers noticed their social marketing efforts increased exposure (Ignite Visibility, 2018). In 2016, \$40 billion was spent on advertising via social media channels (Brandwatch, 2018). 75% of marketers noticed that social marketing increased their traffic (Ignite Visibility, 2018). Social media users aged 55 and older are twice as likely to engage with brands online (Brandwatch, 2018). Worldwide, 47% of adults believe that social media is an effective channel for customer service, while 53% do not (Statista, 2018). Social media budgeting for advertising doubled from 2014-2016 (Hootsuite, 2018). 48% of Americans have interacted with companies and institutions through social media at least once (Fotor, 2019). 63% of marketers found social media to be useful for building a loyal fanbase (Bluecorona, 2017). 78% of businesses have dedicated teams for managing their social media (Digital Marketing Institute, 2019). Keeping in view the importance of social media, the study has been undertaken to identify the growth of publications on social media as shown in the Scopus database.

## 2. Objective of the study

- To know the publication growth on social media as reflected in Scopus.
- To identify the different types of records included in the Scopus.
- To identify the most productive authors based on the number of publications.

### 3. Scope and Methodology

The scope of the study is confined to know the publications on “Social Media” literature. In order to know the literature published between the years 2000-2018, the Scopus database has been used. The search term “Social Media” has been entered in the search box of the Scopus. The retrieved records were saved in a separate file. The data downloaded from the Scopus was analysed using MS-Excel spread sheet. The Correlation test has been applied to know the correlation between the years and growth of records.

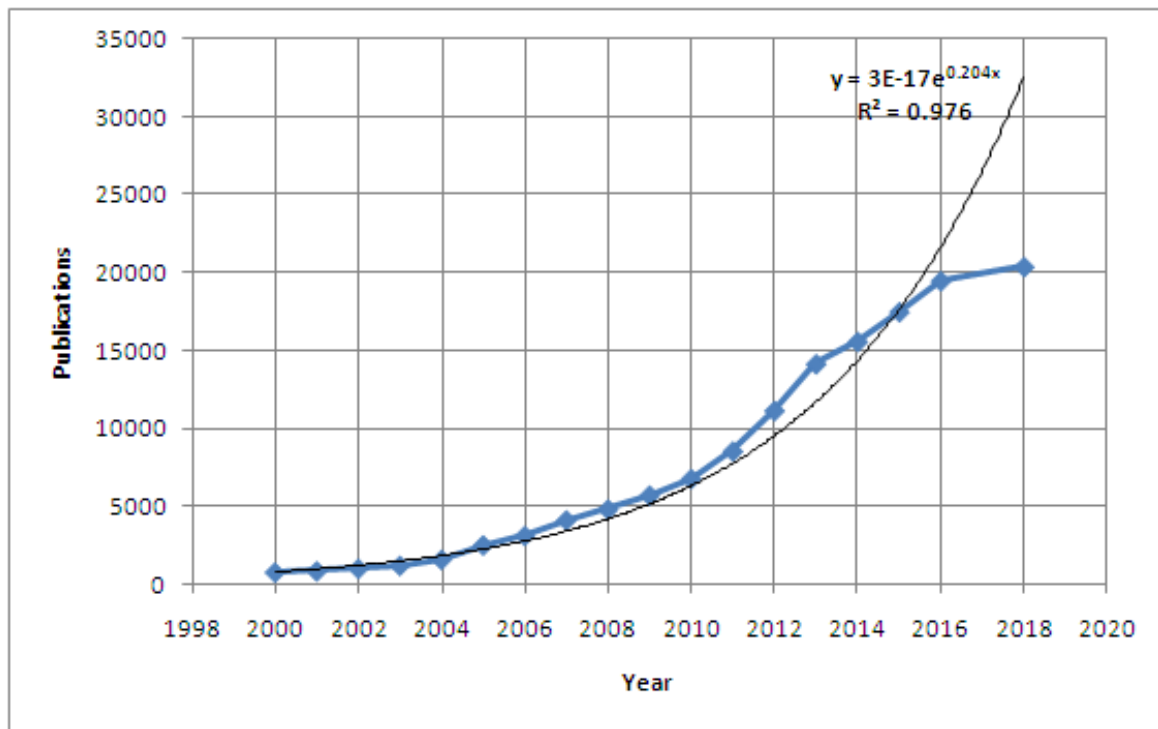
### 4. Data Analysis and Interpretation

The table 1 indicates the growth of documents published in the Scopus on Social Media between the years 2000-2018. The table indicates that 14.15% of the documents have been published in the year 2018, followed by in the year 2017 (12.53%), in the year 2016 (11.97%) and in the year 2015 (10.76%). The highest percentages of documents have been published in the Scopus on social media between the years 2015-2018. Table also shows that the least (0.49%) of records have published in the year 2000. From the data presented in the table, it is found that there is positive correlation between the year and number of articles ( $r=.901$ ,  $p=.000$ ) and Correlation is significant at the 0.01 level.

Table 1. Year wise growth of documents on social media

Year	Documents	Percentage
2018	23002	14.15
2017	20375	12.53
2016	19472	11.97
2015	17490	10.76
2014	15583	9.58
2013	14158	8.71
2012	11159	6.86
2011	8562	5.27
2010	6801	4.18
2009	5736	3.53
2008	4841	2.98
2007	4150	2.55
2006	3148	1.94
2005	2550	1.57
2004	1623	1.00
2003	1235	0.76

<b>2002</b>	1046	0.64
<b>2001</b>	881	0.54
<b>2000</b>	801	0.49
<b>Total</b>	<b>162613</b>	<b>100.00</b>



**Figure 1. Year wise growth of publications**

**Table 2. Distribution of documents by subject (Top-10)**

<b>Subject</b>	<b>Documents</b>	<b>Percentage</b>
Social Sciences	65,825	40.48
Computer Science	36,250	22.29
Medicine	32,833	20.19
Arts and Humanities	22,547	13.87
Psychology	19,643	12.08
Business, Management and Accounting	15,733	9.68
Engineering	13,508	8.31
Agricultural and Biological Sciences	9,249	5.69
Economics, Econometrics and Finance	8,466	5.21
Biochemistry, Genetics and Molecular Biology	8,320	5.12

The distribution of documents by subject as reflected in the Scopus is presented in Table 2. It is observed from the table that 40.48% of the documents are related to Social Sciences, followed by

Computer Science (22.29%) and Medicine (20.19%). It is also observed from the table that only 5.69% of published document are belongs to Agricultural and Biological Sciences, 5.21% Of Economics, Econometrics and Finance and 5.12% of documents belongs to Biochemistry, Genetics and Molecular Biology among top ten subjects.

**Table 3. Type of Documents included in the Scopus**

Type of Documents	Numbers	Percentage
Articles	102,261	62.89
Conference Papers	25890	15.92
Book Chapters	12,131	7.46
Reviews	9,818	6.04
Books	3,966	2.44
Article in Press	2,780	1.71
Editorials	2,129	1.31
Notes	1,581	0.97
Conference Reviews	1,309	0.80
Letters	748	0.46
<b>Total</b>	<b>162,613</b>	<b>100.00</b>

Type of records included in the Scopus is presented in Table 3. It is observed that 62.89% of the documents are published in the form of Article, Conference Papers (15.92%), Book Chapters (7.46%) and Reviews (6.04%) published in Scopus. It is also observed from the table that only 0.46% of the documents are published in the form of Letters. It can be noted that research articles have been published more than the other form of documents.

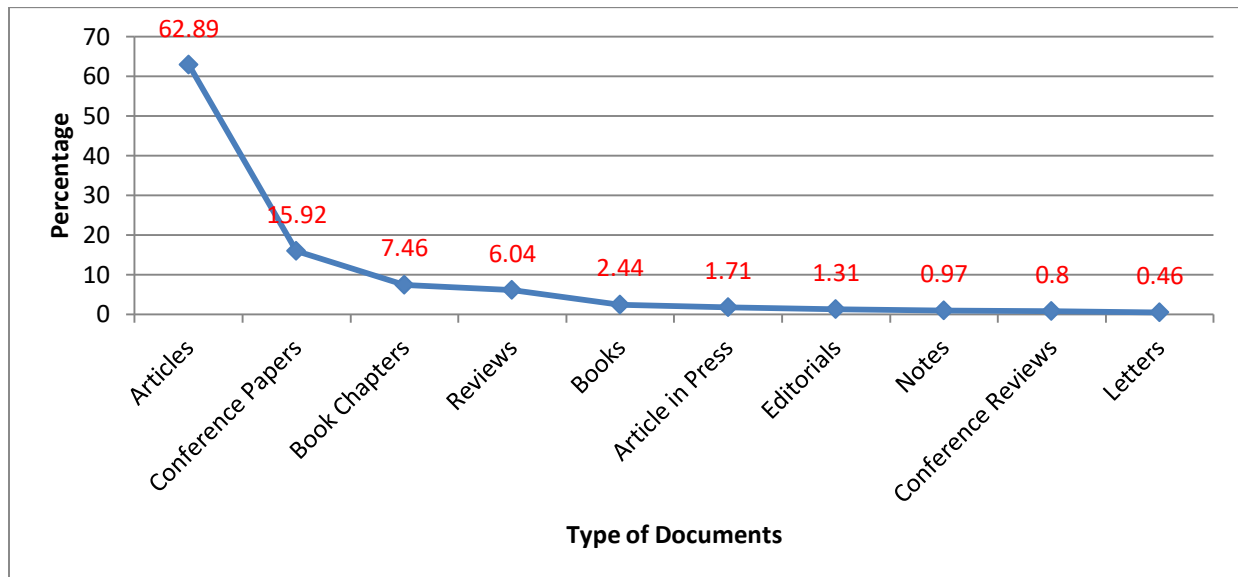
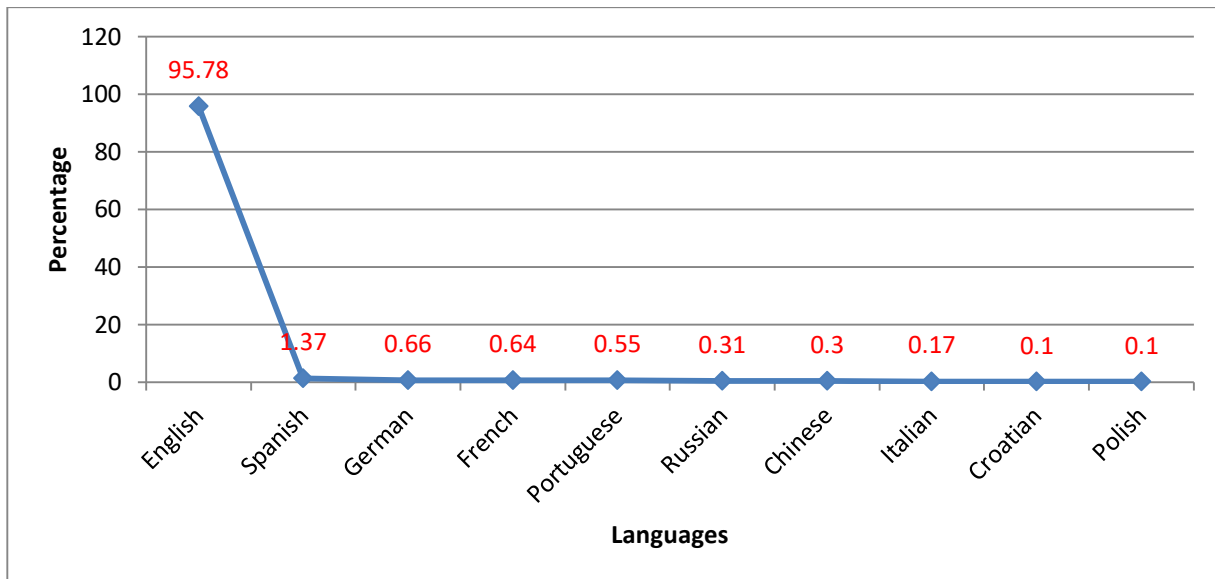


Figure 2. Type of Documents included in the Scopus

Table 4. Distribution of documents by Language (Top-10)

Language	Documents	Percentage
English	155751	95.78
Spanish	2,224	1.37
German	1,073	0.66
French	1,037	0.64
Portuguese	898	0.55
Russian	510	0.31
Chinese	496	0.30
Italian	271	0.17
Croatian	167	0.10
Polish	167	0.10

Table 4 shows the distribution of documents by language. The majority 95.78% of the documents have published in English language among top 10 languages. As compared to other languages, English is the major language of scholarly communication. It is also observed from the table that 1.37% of the documents have published in Spanish language followed by German (0.66%), French (0.64%) and Portuguese (0.55%) respectively.



**Figure 3. Top ten language wise distribution of documents**

**Table 5. Distribution of documents by country (Top-10)**

Country	Documents	Percentage
United States	57,260	35.21
United Kingdom	17,435	10.72
Australia	10,073	6.19
Canada	8,680	5.34
China	8,443	5.19
Germany	7,694	4.73
Spain	5,552	3.41
Italy	4,943	3.04
India	4,566	2.81
Netherlands	4,352	2.68

Table 5 indicates the distribution of documents by top 10 countries. Table depicts that 35.21% of documents have been published by USA followed by United Kingdom (10.72%), Australia (6.19%) and Canada (5.34%). The table also shows that only 2.81% of the articles published by the India and Netherlands (2.68%) among top ten countries.



**Table 6. Ranking of authors based on the number of publications**

Authors	Documents	Rank
Liu, H	133	1
De Choudhury, M	72	2
Luo, J	70	3
Tang, J.	55	4
Chen, H	54	5
Yang, C.C	54	6
Moreno, M.A	53	7
Chua, T.S	52	8
Papadopoulos, S	51	9
Carley, K.M.	49	10

The ranking of authors based on the number of publications is presented in Table 6. It can be seen from the table that the author Liu, H has published 133 documents on Social Media and he secured rank 1, followed by De Choudhury M. has published 72 documents and he placed in the rank 2 and Luo, J he is in the 3<sup>rd</sup> place and published 70 documents. It also can be seen from the table that the author Carley K. M. published 49 documents and he secured 10<sup>th</sup> rank among the top 10 authors.

## 5. Conclusion

Present day's use of social media is not only for the communication but also used in various purposes. Social media offer various opportunities for companies in a wide range of business sectors, data mining, politics, use in hiring, use in school and college admissions, use law enforcement agencies, use in court cases, social media marketing, use in science etc., Social Media has made an impact in marketing. Social media marketing has increased tremendously due to the growing active user rates on social media sites. For example, Facebook currently has 2.2 billion users, Twitter has 330 million users and Instagram has 800 million users. Social media marketing has to keep up with all the different platforms. They also have to keep up with the ongoing trends that are set by big influencers and draw many people's attention.



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