



Exploring Academic Trends in Popular Culture: A Bibliometric Analysis of Media Evolution, Management, and Cross-Cultural Dynamics in Islamic Education

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Abstract. This study aims to perform a thorough bibliometric analysis of academic research trends in human studies and popular culture, with a particular emphasis on how these fields are increasingly overlapping. The study maps out important themes and related concepts using network visualization techniques, especially about media, cross-cultural dynamics, and globalization. 7,312 papers between 2001 and 2024 were subjected to a Boolean search. R-Studio, VOSViewer, and Microsoft Excel were used for data analysis. The findings show that there was a notable drop in research output from 2023 to 2024 and that contributions were concentrated among a small number of well-known authors and institutions. Cross-cultural and digital media themes became popular areas of interest. These results demonstrate how globalization and the emergence of digital platforms have changed scholarly interest in popular culture and human studies. By identifying understudied links and new media dynamics, the study offers insightful information for future research. By using sophisticated bibliometric analysis to show the growth of research and uncover new interdisciplinary trends and cross-cultural dynamics in popular culture and human studies, this work adds to the academic debate. The results indicate the need for more research into how digital media affects the development of identities and cross-cultural interactions and provide a direction for future academic investigations.

Keywords: Cross-Cultural Analysis, Human Studies, Islamic Education, Management, Media Studies, Social media.

1. INTRODUCTION

Human studies and popular culture have long been important fields of study in academia, each providing special insights into how society behaves, the impact of media, and the evolution of culture (Muhtar Arifin Sholeh et al. 2023). Popular culture, which includes a wide range of pursuits, goods, and symbols, mirrors daily life in communities and molds group identities (Rizka et al. 2021). It interacts with human studies, which aim to comprehend the cultural, social, and historical aspects of human life, and shape social norms, behaviors, and trends (Nugroho, Kiram, and Andriawan 2023). The dynamics between popular culture and human experiences change as media and technology advance quickly, opening up new fields for research and study (Thoyib, Jinan, and Hidayat 2023).

In recent years, there has been a notable increase in the interaction of popular culture with media, social media, and human cultural aspects (Jumadi and Priyana 2016). The emergence of digital platforms has significantly altered the production, dissemination, and consumption of popular culture, underscoring the necessity for academic examination of these advancements (Arfan et al. 2024). Concurrently, the field of human studies has broadened its scope to include cross-cultural analysis, globalization, and the effects of digital media on cultural interchange and identity (Undari, Muthali'in, and Prasetyo 2022).

Determining the connections between important ideas in popular culture and human studies is still necessary, notwithstanding the increasing amount of research in both fields (Masduki, Suwarsono, and Teguh Budiarto 2024). Gaining a greater understanding of the connections between these subjects can help one better understand how societies change over time and how cultural phenomena influence social structures and human behavior (Hidayah et al. 2023). This study aims to fill this gap by using network visualization techniques to analyze the most frequently researched themes and their evolution over time (Achyani and Riyardi 2024).

This study offers a thorough summary of the current status of research in popular culture and human studies by highlighting key themes, temporal patterns, and the density of academic concentration. Furthermore, it will provide suggestions for future study routes by highlighting understudied links and developing areas of interest between popular culture and human experiences (Elbanna 2025).

2. RESEARCH METHOD

This study uses a quantitative method with a comprehensive bibliometric analysis approach, including document and network analysis (Donthu et al. 2021). Data was collected through a Boolean search on the database from 2001 to 2024, conducted on September 22, 2024, at 20:00. R/R-Studio software, VOSViewer, and Microsoft Excel were used for document analysis, citations, and networking (Enceng, Burhanudin, and kon

Furkony 2024; Hasan et al. 2024; Kerwanto, Hasani, and Hamdani 2024; Pasha 2023)

The stages of the study include: The researcher conducts a literature review to ensure the relevance of the research and identify gaps in bibliometric topics. The study also helped determine the right keywords for the scope of the study, then, a search using the Boolean operator in Scopus (TITLE-ABS-KEY ("Contemporary Interpretation") OR TITLE-ABS-KEY ("Popular Culture") OR TITLE-ABS-KEY ("Cultural analysis")) produced 22177 documents. Furthermore, filtration uses the Boolean operator from Scopus TO (SUBJAREA , "SOCI") AND (LIMIT-TO (EXACTKEYWORD , "Popular Culture") OR LIMIT-TO (EXACTKEYWORD , "Culture") OR LIMIT-TO (EXACTKEYWORD , "Cultural Analysis")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (LANGUAGE , "English")) in total it produced 782 documents.(Elbashir, Alkhair, and Al-Thani 2024)(Suri et al. 2021)(Mahmudulhassan, Waston, and Nirwana AN 2023)

In the end, bibliometric analysis was used in this study to determine the annual quantity of documents based on journals, authors, affiliations, nations, and fields of study. Scopus analyzer and R/R-Studio were utilized for this purpose(Budiono et al. 2023). VOSViewer was used to study the document network visualization, and Microsoft Excel was used to handle the data. This is shown in Figure 1 of the Research Flow.

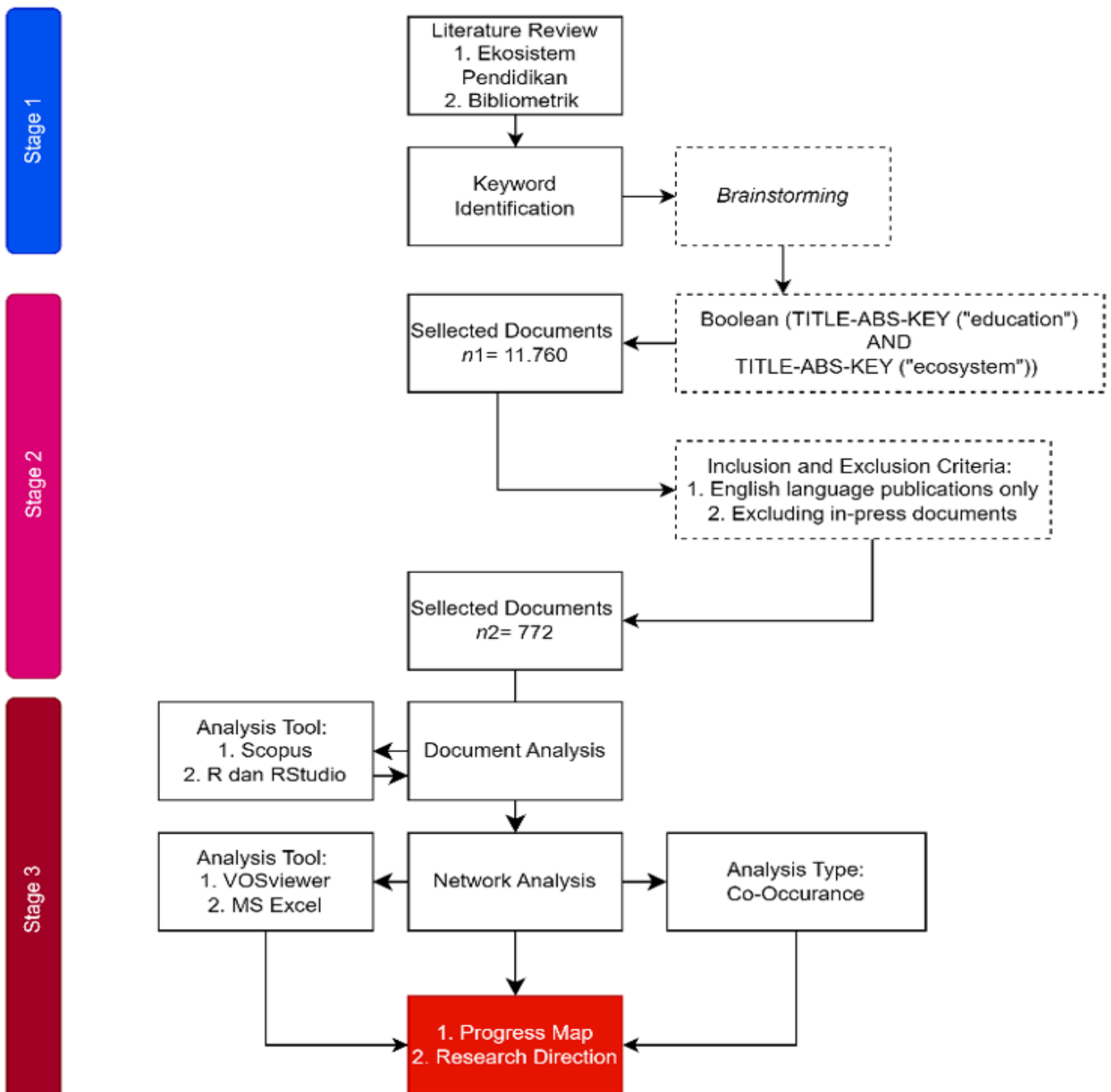


Figure 1:

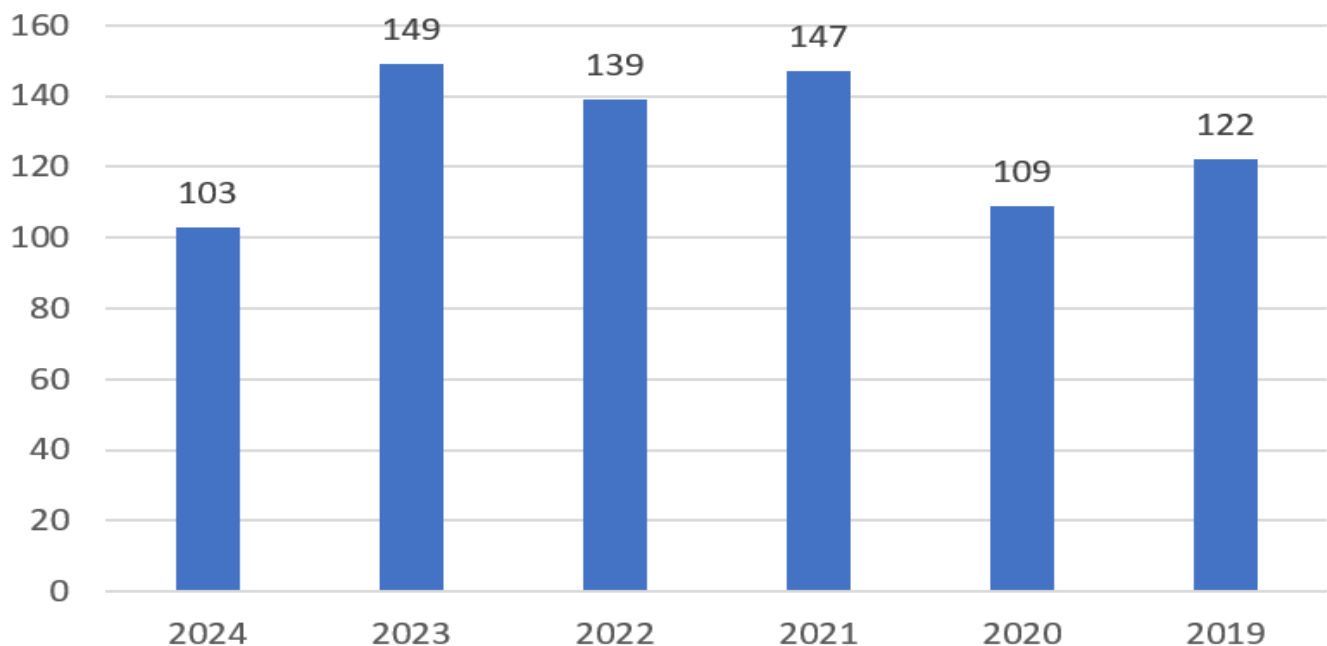
Table 1: Main Information.

Main Information About Data	
Timespan	2019:2024
Sources (Journals, Books, etc)	4445
Documents	7312
Annual Growth Rate %	-9.91
Document Average Age	2.64
Average citations per doc	3.495
References	377253
DOCUMENT CONTENTS	
Keywords Plus (ID)	6225
Author's Keywords (DE)	17723
AUTHORS	
Authors	11521
Authors of single-authored docs	4195
AUTHORS COLLABORATION	
Single-authored docs	4585
Co-Authors per Doc	1.77
International co-authorships %	10.27
DOCUMENT TYPES	
article	4530

3. RESULTS AND DISCUSSION

3.1. Documents Analysis

The dataset, which has a negative annual growth rate of -9.91%, covers the years 2019 to 2024 and includes 7,312 papers that were sourced from 4,445 various venues, including books and periodicals. These papers are 2.64 years old on average, receive 3.495 citations each, and cite 377,253 references in total (Mohd. Salleh et al. 2020). 6,225 automatically generated Keywords Plus and 17,723 author-provided keywords are included in the material. 11,521 authors have contributed, according to authorship data, and 4,195 of them have written single-authored documents, for a total of 4,585 such documents (Ahmad et al. 2024). An average of 1.77 co-authors per document is found in collaboration patterns, and 10.27% of the publications include international co-authorship (Rajiani et al. 2023). Articles account for 4,530 of the total number of documents (Salleh et al. 2016). The scope, collaboration, and publication types of the dataset are highlighted in this overview (Mohd Salleh et al. 2015).

**Figure 2:** Yearly Occurrences Trend (2019-2024).

A bar chart illustrating the number of occurrences for every year between 2019 and 2024 is displayed in Figure 2. The graph shows variations over the years; 2023 has the greatest value at 149, followed by 147 in 2021, 139 in 2022, and 122 in 2019. 2020 sees a significant decline to 109, and 2024 has the lowest value ever recorded at 103. Although no title or axis is labeled on the figure, the data points to a general downward trend starting in

2023(Rhain et al. 2024)(AN, Mahmudulhassan, Muthoifin, et al. 2024)(Ardiansyah, Mahmudulhassan, et al. 2024). The chart's trend illustrates how the number of occurrences has fluctuated over time, peaking at 149 in 2023 and then noticeably declining to 103 in 2024(Taufik, Lestari, and Ashfi Raihana 2023). The chart lacks a title and axis labels, but the data suggest a general trend of decline from 2023 onwards.

The chart's trend illustrates how the number of occurrences has fluctuated over time, peaking at 149 in 2023 and then noticeably declining to 103 in 2024. From 2019 (122) to 2021 (147), the values increase gradually(Hanifah Kusumastuti, Imron Rosyadi, and Rizka 2023). However, in 2022 (139), they slightly decline before peaking in 2023. In 2024, there is a significant decline following 2023. In general, the pattern indicates increase intervals for 2019 and 2023, with a steep decline in 2024.

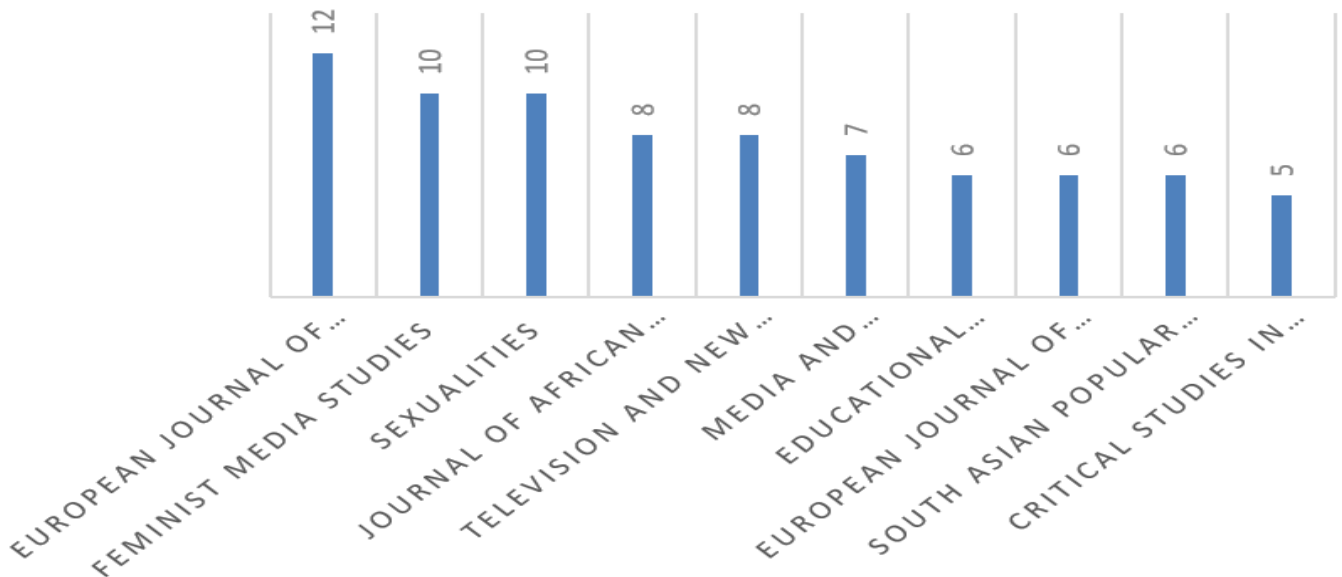


Figure 3: Top 10 Academic Sources by Number of Contributions".

The number of contributions from ten distinct academic sources is shown in Figure 3, with the "European Journal of Cultural Studies" topping the pack with 12 contributions. "Journal of African Cultural Studies" and "Feminist Media Studies" come in second and third, respectively, with ten contributions, while "Media and Communication" and "Television and New Media" each provide eight(Muthoifin, Abuzar, et al. 2024). "Educational Researcher" accounts for seven contributions, while "European Journal of American Studies," "South Asian Popular Culture," and "Critical Studies in Media Communication" range from six to five. The numbers then gradually decline (Kuusela 2024)(Reuster-Jahn 2024)(Clarke and Donian 2024)(White 2023)(Grondin and Hogue 2024)(Burke, Juzwik, and Prins 2023)(Dean 2024)(Hanan 2021)(Sandras and Hoerl 2024). The pattern indicates a distinct decrease in the number of contributions made in each of these sources, emphasizing a few leading journals at the top with far fewer contributions than the others(Thoyib, Jinan, and Hidayat 2023). This implies that certain journals are more prevalent in the dataset than others, even though some still play a significant role.

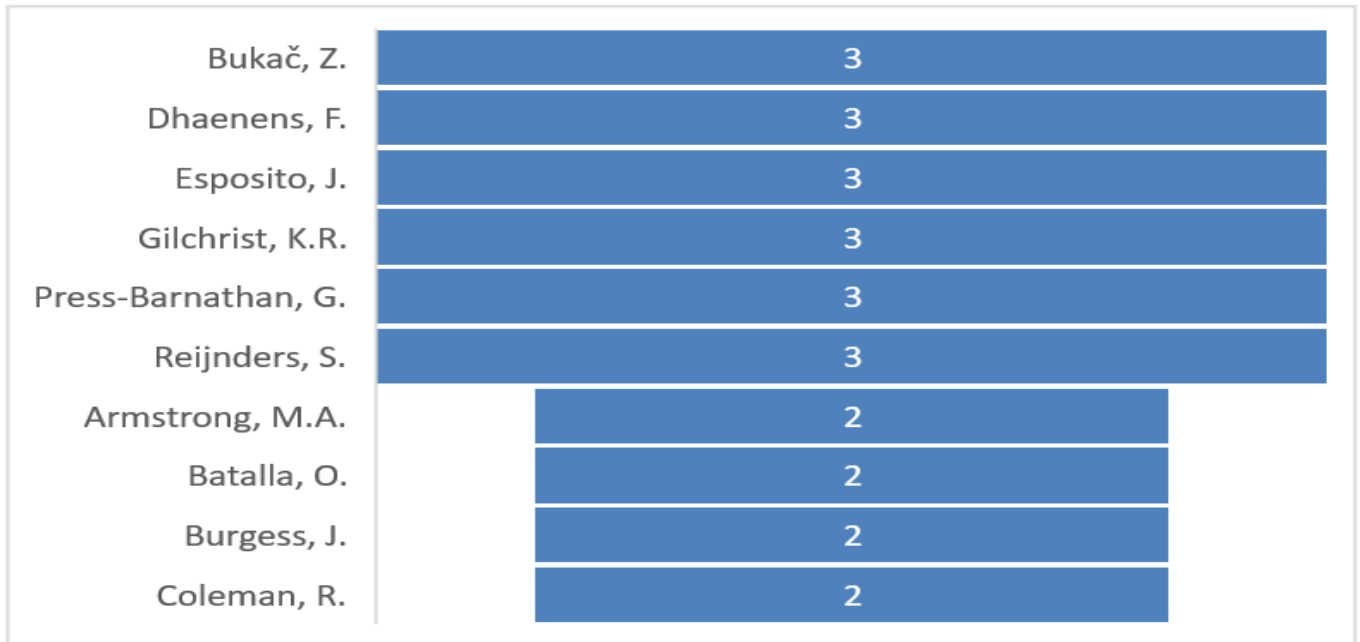


Figure 4. Top Authors by Number of Contributions.

A bar chart showcasing the contributions of different writers about the quantity of documents they have added to the dataset is shown in Figure 4. With each author submitting three documents, the six writers that have contributed the most are Press-Barnathan G., Reijnders S., Dhaenens F., Esposito J., Gilchrist K.R., and Bukač Z. Five more authors have provided two documents apiece: Armstrong M.A., Batalla O., Burgess J., and Coleman R.

The graph displays two groups of authors: one larger group with relatively smaller contributions, and another where the top six authors have equal contributions (Nirwana AN et al. 2024). The arrangement makes it easy to compare how many papers are credited to each author visually.

Based on their contributions, two groups of authors are divided in Figure 4. This is a noteworthy pattern. With three contributions each, six authors—Bukač Z., Dhaenens F., Esposito J., Gilchrist K.R., Press-Barnathan G., and Reijnders S.—are the most prolific contributors to the dataset. With two papers apiece, the second set of authors—Armstrong M.A., Batalla O., Burgess J., and Coleman R.—has made a somewhat smaller contribution.

There appear to be two levels of author productivity based on this trend: a small number of authors are the top contributors, but after that, the number of contributions rapidly declines (Muthoifin, Hamid, et al. 2024) (A.N. et al. 2024). A few prominent writers are emphasized, with the rest of the dataset featuring a more moderate representation.

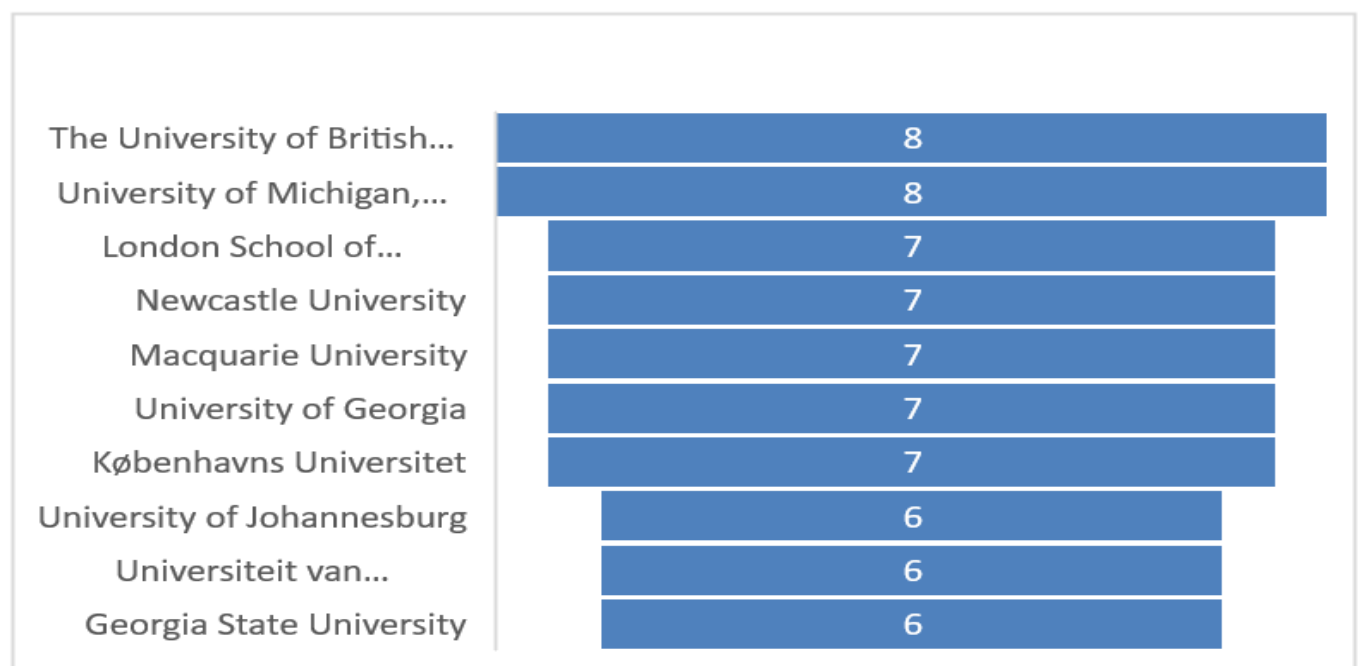


Figure 5: Top University Affiliations by Number of Contributions.

A bar chart showing the quantity of contributions from different academic institutions or connections is shown in Figure 5. With eight donations apiece, the University of British Columbia and the University of Michigan, Ann Arbor, top the ranking(Sutarja et al. 2024). The London School of Economics, Newcastle University, Macquarie University, University of Georgia, Copenhagen University, and University of Johannesburg are the next six universities in order of contribution, each with seven documents(Ahmad et al. 2024).

Finally, six documents each from Georgia State University and Universiteit van Amsterdam. The University of British Columbia and the University of Michigan, Ann Arbor are the top contributors, however, the other universities all give between six and seven documents, thus the distribution of contributions from these two institutions is rather close(Ismail et al. 2024). This implies a moderate but large presence from other universities, with a concentration of contributions from a small number of very active universities.

Figure 5's trend illustrates how academic institutions' contributions are comparatively concentrated within a small number of elite colleges. With eight donations apiece, the University of British Columbia and the University of Michigan, Ann Arbor, take the lead. Six more schools trail closely after them, with slightly lower contributions—each at seven—including Newcastle University and the London School of Economics(Ashfahany et al. 2023). Each of the two remaining universities, Georgia State University and Universiteit van Amsterdam, contributes six documents(Ismail et al. 2022).

Overall, the variations in contributions are rather minimal, but this trend shows a slight gap between the top two universities and the others(Haris 2024). According to the chart, a cluster of universities with high but evenly dispersed contributions is formed, even if the top two colleges have a slightly higher presence(Suud, Rouzi, and Ismail 2024). Many other universities make similar contributions. There isn't a sharp decline, suggesting that the listed universities have contributed equally to academia overall(Kirin et al. 2024).

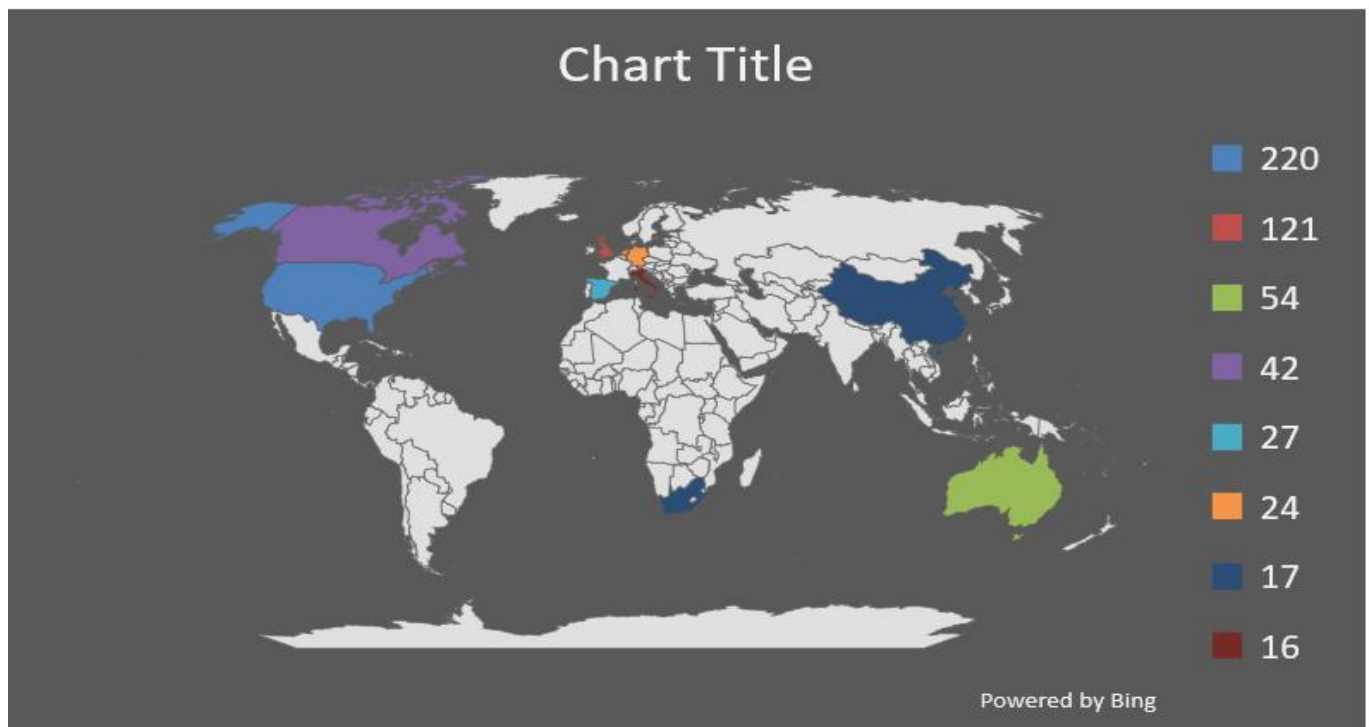


Figure 6: Top 10 Countries by Dataset Contributions.

The global map in Figure 6 shows the top ten countries that have contributed to the dataset, with different hues denoting different contribution levels. The legend shows the ranges, and the countries are colored based on the quantity of contributions(Adanu 2024). The contributions with the highest value, 220, are displayed in dark blue, while the lowest value, 16, is displayed in light green.

- The United States (in dark blue) leads with 220 contributions.
- Canada (yellow) follows with 121 contributions.
- Several countries, including China (in light green) and the United Kingdom (in orange), have contributions of 54 and 42, respectively.
- Other countries like South Africa, Australia, and various European countries contribute between 17 and 27 documents, as indicated by shades of blue, green, and orange.

The global distribution of contributions is represented graphically, with North America making the largest contributions. The majority of contributions are made from North America, Europe, and some regions of Asia.

Table 2: Global cited document.

Paper	Total Citations	TC per Year	Normalized TC
GAMSON J, 2023, CLAIMS TO FAME: CELEBRITY IN CONTEMPORARY AMERICA	520	260.00	132.99
GARLAND-THOMSON R, 2023, STARING: HOW WE LOOK	503	251.50	128.64
HELD D, 2023, INTRODUCTION TO CRITICAL THEORY: HORKHEIMER TO HABERMAS	384	192.00	98.21
SALDÍVAR JD, 2023, BORDER MATTERS: REMAPPING AMERICAN CULTURAL STUD	294	147.00	75.19
CURRID E, 2020, THE WARHOL ECONOMY: HOW FASHION, ART, AND MUSIC DRIVE N Y CITY	284	56.80	62.07
ROHLEN TP, 2023, FOR HARMON AND STRENGTH: JPN WHITE-COLLAR ORGAN IN ANTHROPOL PERSPECT	274	137.00	70.07
BORN G, 2023, RATIONALIZING CULT: IRCAM, BOULEZ, AND THE INSTITUTIONALIZATION OF THE MUSICAL AVANT-GARDE	232	116.00	59.33
MCGEE EO, 2020, EDUC RES	230	46.00	50.27
URBINATI N, 2019, ANNU REV POLIT SCI	175	29.17	31.89
CAMERON A, 2023, GREEK MYTHOGRAPHY IN THE ROMAN WORLD	163	81.50	41.69

The results presented in Table 2 demonstrate the influence of multiple internationally renowned documents on citations. GAMSON J's *Claims to Fame: Celebrity in Contemporary America* tops the list with 520 total citations and an average of 260 citations per year, making it the most referenced work from 2023. The works of "HELD D" and "GARLAND-THOMSON R" also trail closely in total citations, demonstrating their considerable scholarly influence (Wan Zahari et al. 2022)(Mujiburrahman et al. 2022). Some works have significantly less overall citation counts but maintain high citation averages, such as SALDÍVAR JD's "Border Matters" and "ROHLEN TP's "For Harmon and Strength". Some of the works from "2020 and 2019", such as CURRID E's "The Warhol Economy" and URBINATI N's "Annu Rev Polit Sci", have fewer citations than works from more recent years, possibly because of their older publication dates (Sholeh et al. 2024).

Overall, total citations and citations per year suggest that the papers published in 2023 have a significant and recent influence. The works' relative importance in their respective academic domains is further indicated by the normalized total citation ratings, where "GAMSON J" and "GARLAND-THOMSON R" have the highest normalized influence.

3.2. Network Analysis

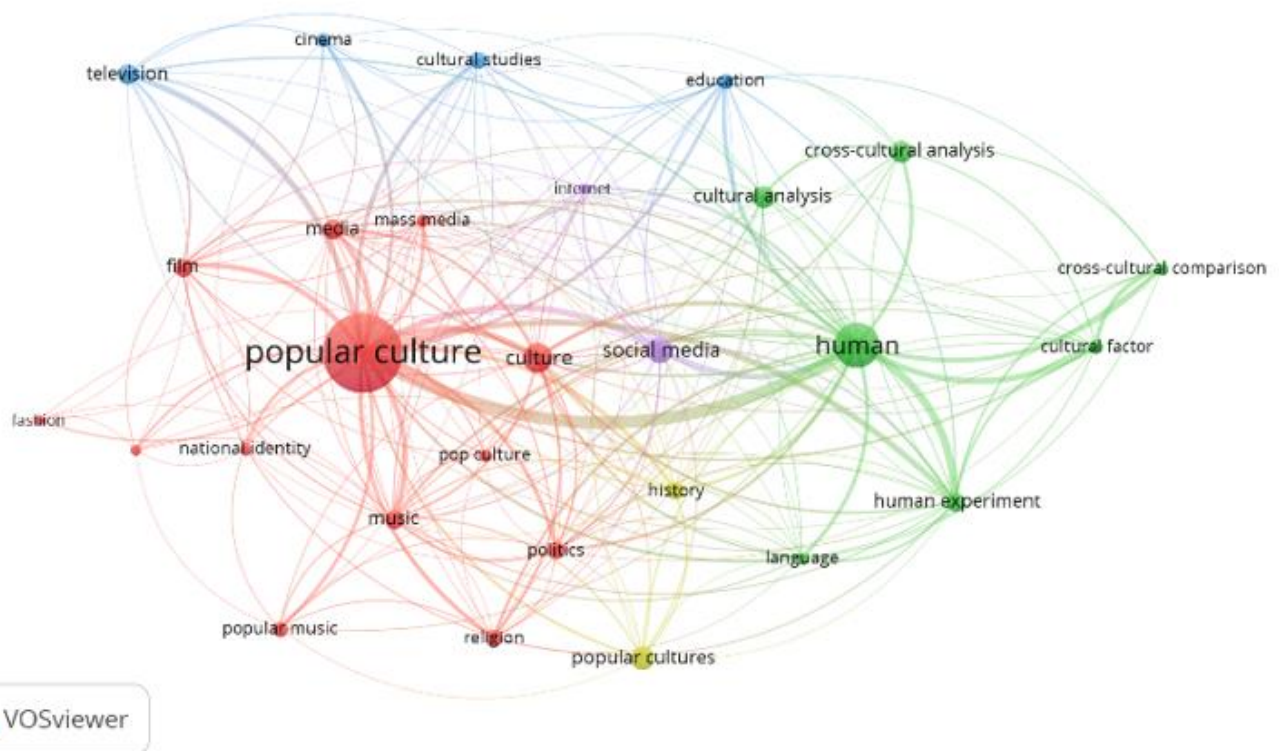


Figure 7: Network Visualization of Key Concepts in Popular Culture and Human Studies.

A network visualization based on VOSviewer mapping relationships between different ideas or keywords, like “popular culture” and “human”, is shown in Figure 7. The visualization shows clusters of closely linked phrases and the strength of their relationships using various colors and connecting lines.

- “Popular culture” (in red) is the focal point of the largest and most noticeable cluster; it is associated with phrases such as “media,” “mass media,” “television,” “cinema,” and “politics.” This suggests a heavy emphasis on media, entertainment, and cultural phenomena-related subjects.

With “human” at its core, the green cluster is linked to concepts like “cross-cultural analysis,” “cultural factor,” “history,” and “language.” This demonstrates an emphasis on historical settings, cultural similarities, and human studies (Nirwana et al. 2024).

- The blue cluster suggests an additional field of study within the larger theme of popular culture, focusing on cultural studies and the connections between television, cinema and other media forms (Muthoifin, Hamid, et al. 2024).

Stronger links between the concepts are indicated by thicker connecting lines, which are used to represent relationships between these clusters. This network visualization demonstrates the connections between several fields of study, including popular culture, media, and human studies, which contribute to an integrated scholarly debate on the topic (Rhain et al. 2024).

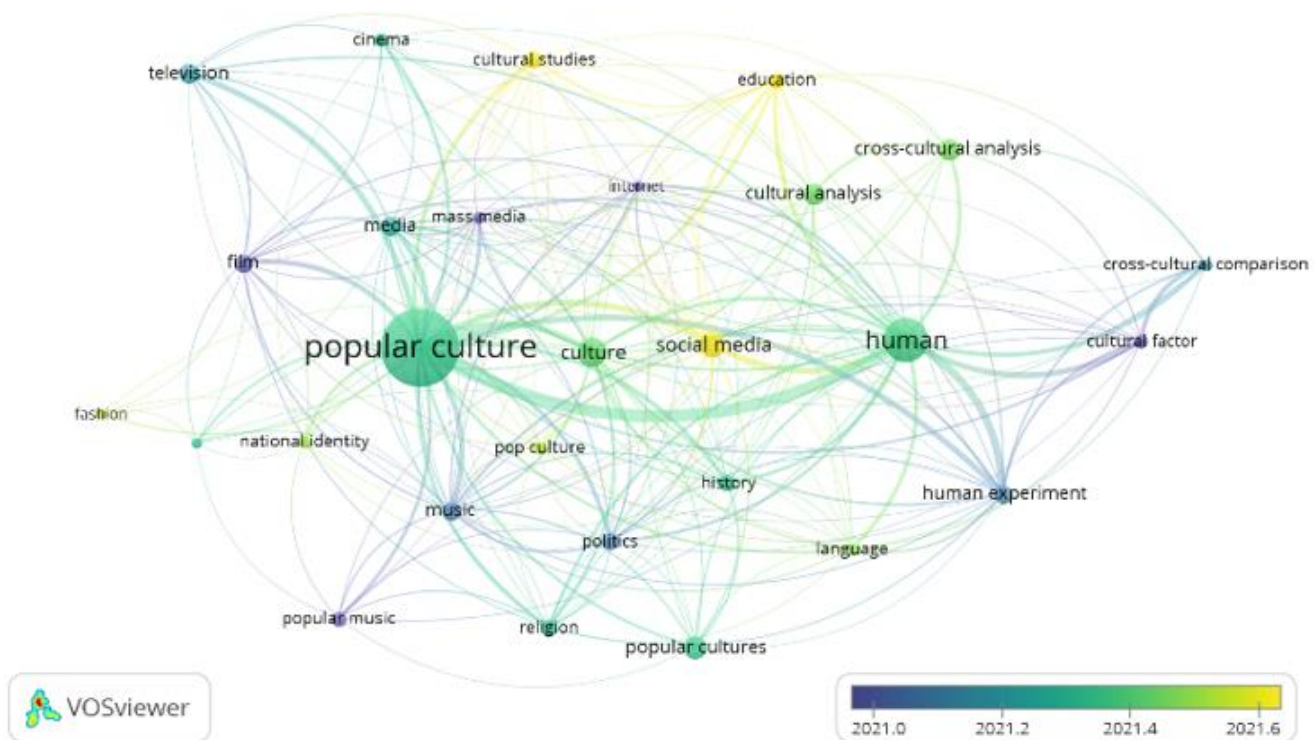


Figure 8: Overlay Visualization of Research Trends in Popular Culture and Human Studies.

An overlay visualization based on VOSviewer is shown in Figure 8, showing the evolution over time of several interlinked themes linked to “popular culture” and “human” studies. The color scale in the bottom-right corner shows the period from 2021.0 (blue) to 2021.6 (yellow). The colors vary from blue to yellow. Each term’s color indicates the period it was most frequently researched or cited, with blue denoting earlier ideas and yellow denoting more modern or developing subjects (AN, Mahmudhassan, Ali, et al. 2024).

- “Popular culture” is still a key and extensively researched notion that links to several other concepts, including “mass media,” “media,” “social media,” and “culture.” The predominant color scheme of this cluster is pale yellow and green, indicating that it has been actively and continuously relevant recently (Ali et al. 2025).

Though not as recently as some yellow-shaded terms, the green cluster surrounding “human” and related terms like “cross-cultural analysis,” “cultural factor,” “history,” and “language” suggests that these subjects have been regularly researched recently.

- Terms that are highlighted in blue indicate that they were studied or spoken more frequently earlier in the timeframe (about 2021.0), such as “television” and “cinema” (Ali et al. 2025).

The overall organization demonstrates the evolution of these different notions throughout time, with newer research concentrating on topics such as cross-cultural analysis and social media (Ardiansyah, Waston, et al. 2024). The overlay also illustrates the ongoing significance of popular culture and human studies, demonstrating the evolution of the scholarly debate.

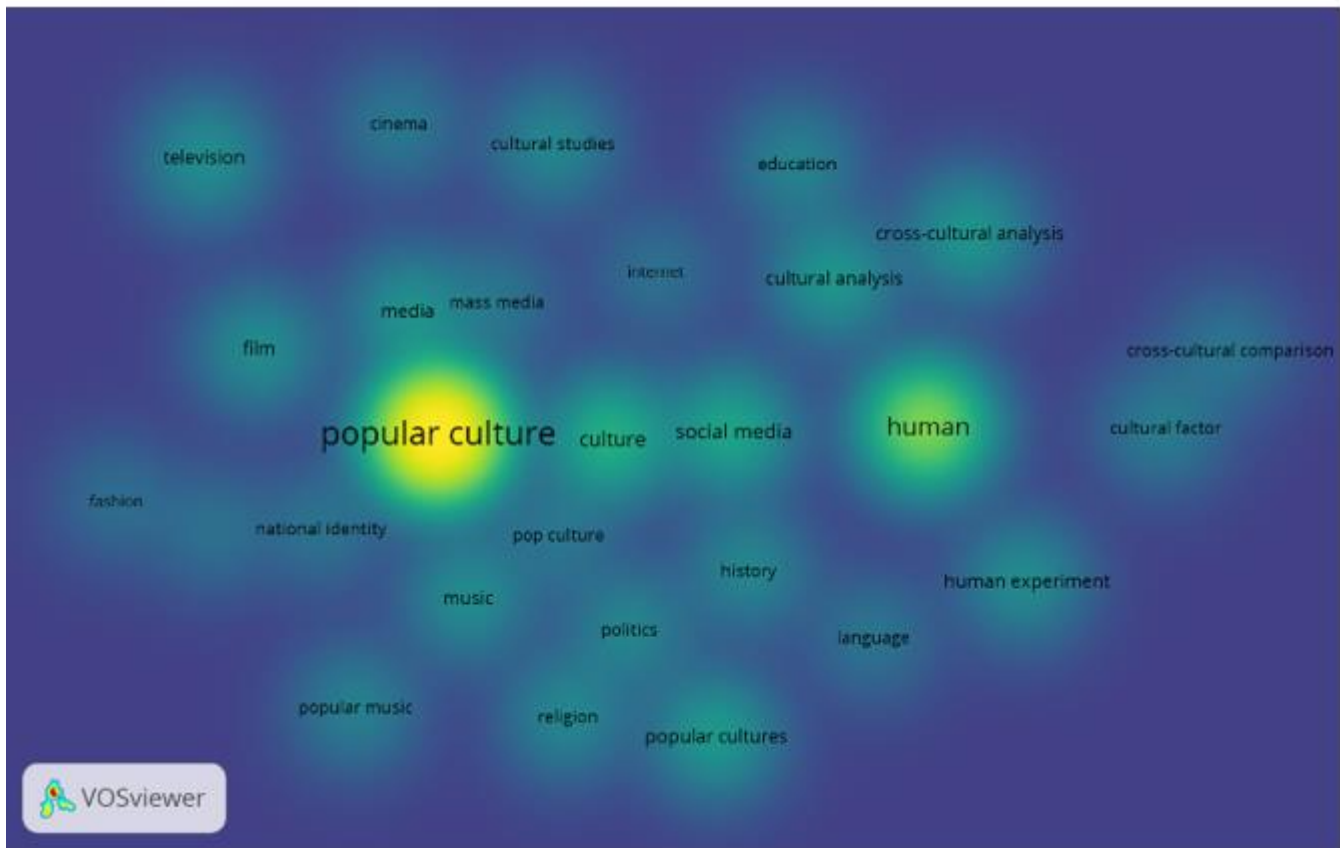


Figure 9: Density Visualization of Research Focus in Popular Culture and Human Studies.

A density visualization based on VOSviewer is shown in Figure 9 to show how academic research or focus has been concentrated on particular themes connected to “popular culture” and “human” studies. Higher-density areas of research activity are depicted in warmer colors (yellow, orange, and red) in this representation, while lower-density areas are indicated in cooler colors (green and blue)(An et al. 2025).

- The visualization's most focused and important idea is “popular culture,” which is highlighted in a bright yellow spot to indicate that there has been a lot of research and citations on this phrase(AN, ., ., et al. 2024).
- Warm colors surround “popular culture,” and other closely related terms like “media,” “mass media,” and “social media”, indicating that these ideas are well investigated and frequently linked to the main theme.

Conversely, terms such as “human,” “cultural analysis,” and “history” are represented by lighter green and yellow, corresponding to modest levels of research activity in these domains(Marthoenis, Nirwana, and Fathiariani 2019).

- Compared to more central phrases, concepts like “television” and “cinema” are located on the peripheral with colder hues, indicating less current research concentration.

We can see which subfields of popular culture and human studies have garnered the greatest scholarly interest thanks to this density visualization, with popular culture undoubtedly taking center stage. The color gradient depicts the academic environment by emphasizing well-researched subjects and showing the areas of focus of more current or substantial research projects.

4. CONCLUSION

The scholarly environment around popular culture and human studies is thoroughly examined in this study, emphasizing the growing significance of digital platforms in forming a cultural identity as well as the primary focus on media, mass media, and social media. Current research trends indicate a movement in emphasis away from traditional media such as television and cinema and toward social media and cross-cultural analysis. This points to a sharp shift in scholarly focus toward more modern media and modes of cultural expression. The study's conclusions have significant ramifications for future research since they highlight the importance of examining how digital platforms and global media influence identities. Additionally, there are opportunities for more research in understudied areas such as traditional media and the junction of human studies and contemporary cultural phenomena. Future research should look into the impact of social media on cultural identity, cross-cultural comparisons in an increasingly globalized digital world, traditional media studies to be revived, and popular culture's role in social and political movements. To comprehend the changing interface between popular culture and human studies, research should also take interdisciplinary approaches and address the ethical implications of media influence.

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