

Mapping Media Framing and Politics: A Bibliometric Analysis Across the Globe

Nur Syaza Aqilah Mohamed Fuhath, Juliana Abdul Wahab

Universiti Sains Malaysia Penang

Email: shazafuhath@student.usm.my

Corresponding Author Email: julia@usm.my

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Abstract

In a democratic society where the public have the prerogative to exercise their choices and rights, media serve as a primary source of information for the public. The way in which political issues are framed and presented can influence how the public perceives and evaluates the events. Media framing plays a crucial aspect that influences public opinion, guide discussions, and shape the narrative surrounding political issues. This study presents a bibliometric analysis of media framing and politics with a visualization of the global mapping research trends results using RStudio 4.3.2 and Biblioshiny. A textual query on Scopus database was performed, retrieving 795 scholarly publications from 1985 to 2024. The findings reveal a rising trend in article production within the field, but a consistent decline in average citations from 2020 to 2023. Journalism emerges as the most prolific journal, with Strömbäck J as a notable figure. The central themes within the domain are "Framing", "Media", and "Politics." The USA leads in scientific productions, followed by the UK, showcasing the dominance of Anglo-American regions. There is a concentration of research collaborations within Europe, particularly among neighboring countries, with Denmark standing out for its notable collaboration with other countries.

Keywords: Media Framing, Politics, Bibliometric Analysis, Rstudio, Scopus

Introduction

In a democratic society, where the public have the prerogative to exercise their choices and rights, media serve as a primary source of information for the public by providing news, entertainment, and educational content through various platforms. However, the role of media extends beyond information dissemination. The media has the ability to influence public perception and evaluation of certain events, through the way in which news is framed and presented (Günther & Christen, 2002). Additionally, it can also influence the behaviour of the policymakers (Arceneaux et al., 2015). Media framing involves the strategic presentation and organization of information by the media to shape how audiences perceive and interpret news and events (Dimitrova & Strömbäck, 2005). It entails constructing a

particular viewpoint or narrative around an issue, influencing public understanding and opinions (Connolly-Ahern & Broadway, 2008). Frames can be conscious or unconscious, serving to create a “common sense” understanding of complex issues (Connolly-Ahern & Broadway, 2008). Frames can include elements like attribution of responsibility, conflict, human interest, economic consequences, and morality, impacting how stories are told and received (Semetko & Valkenburg, 2000).

The influence of media framing on public opinion is substantial across a variety of issues. The dissemination of information via the media exerts a significant influence on the public's perception and understanding of various subjects. Studies have shown that media framing has the ability to sway public opinion in situations of conflict, international policy disagreements (Rice & Bartlett, 2006), and in altering how people perceive risks (Rim et al., 2014). The presentation of news items can bolster specific concepts and influence public sentiment towards particular factions or topics (Harsa & Rofil, 2021). Furthermore, the way the media presents political issues can influence how people understand and perceive these topics (Shen & Edwards, 2005). Moreover, the choice and visibility of frames in media coverage can greatly impact how the public perceives crisis occurrences, the reputations of corporations, and the assignment of responsibility (Mason, 2016). In addition, several media frames have been discovered to enhance the development of a more thoughtful and engaged citizenry by broadening the perspectives of the audience (Huang, 2009).

In the field of media framing and politics, bibliometric analyses offer a quantitative approach to examining the content and impact of research (Sanak-Kosmowska & Wiktor, 2021). By analysing publication trends, prominent authors, and international collaborations, researchers can better understand the dissemination of knowledge and the global reach of research in this domain (Zyoud et al., 2018). Additionally, a bibliometric review can help in identifying gaps in the existing literature, highlighting areas that require further exploration and contributing to the development of new research agendas (Kaur et al., 2022).

Literature Review

According to Scheufele (1999), framing can be viewed as both a presentation and comprehension tool, with media frames and individual frames playing crucial roles in how information is processed and understood. It is a process involving four stages: frame building, frame setting, individual level of frame effect and a relationship between individual frames and media frames (Scheufele, 1999). De Vreese (2005), emphasizes that frame building occurs through the constant interaction between journalists and elites or social movements, which manifests in the frames that are evident in news content. The construction of a frame is influenced by internal elements such as ownership, editorial policies, and journalistic values, as well as external factors such as advertising. Frame setting refers to the degree to which audiences adopt the frames presented to them through communicative materials like news. Thus, the attitudinal and behavioural effects of the journalistic news frame the audience is introduced to through the media (de Vreese. 2005).

The media's influence in constructing interpretive "schemas" for the public, which shape their perspectives on various topics, should not be undervalued (Lopez-Rabadan, 2021). The media selectively emphasises certain issues while disregarding others, and further offers specific "schemata of interpretations" that the public uses to understand both familiar and unfamiliar events (Vaughan & Johns, 2021). This schema of interpretations (frames) directs citizens' contributions to public discourses. Through framing, media outlets can highlight specific angles, perspectives, or interpretations of a story while downplaying

others. This selective framing can impact how audiences interpret the information presented to them, ultimately influencing their attitudes, beliefs, and behaviours (Roslyng & Dindler, 2022), especially in times of conflicting information (Papacharissi & Oliveira, 2008). Moreover, as the technology evolves, media framing extends beyond traditional news outlets to modern platforms like social media, which has been shown to influence traditional media frames (Etter & Vestergaard, 2015). Modern media outlets are increasingly using frames to cover political protests, building political campaigns, and other events, showcasing the adaptability of framing techniques in different contexts (Ashfaq et al., 2021; Anshori et al., 2022; Sahly et al., 2019).

In politics, media framing plays a crucial aspect that influences public opinion and shapes the understanding of political issues de Vreese (2005). Oftentimes, framing is a powerful tool used by media organizations to influence public opinion, guide discussions, and shape the narrative surrounding political topics. The media's choice of frames can affect how responsibility for political issues is attributed and can lead to different interpretations of the same events (Matthes, 2009). The frequency and salience of frames in media coverage play a crucial role in shaping the narrative around political actors and events (Hänggli, 2011; Tresch, 2008). Media tend to focus on specific events and occurrences while framing political parties and leaders with negative attributes, often leading to a conflict-driven and personalized frame (Dahal, 2019). However, framing process is not only limited to the media but is also significantly influenced by the political elites (Glazier & Boydston, 2012; Hänggli, 2011). Media framing is not always objective Chuma (2008), its framing of political events can be heavily influenced by political passions and personal narratives, deviating from the ideal of objective journalism (Chuma, 2008). This influence can lead to the media adopting specific tones and perspectives that align with the statements and agendas of political leaders (Glazier & Boydston, 2012). The relationship between political framing and media framing is dynamic, and changes in political framing can influence how the media portray certain issues (Esmark & Schoop, 2017), as the power of media framing lies in its ability to select specific aspects of an issue and highlight them, thereby influencing public perception (Ödmark, 2021). This selective presentation of information can lead to the construction of certain realities and the narrowing of available political alternatives (Carragee & Roefs, 2004).

The study of media framing is a critical aspect of communication research that delves into how information is presented and interpreted by the media and its audiences. It is crucial in various contexts, such as crisis communication, political discourse, and social movements. The importance of studying media framing lies in understanding how different actors, including politicians, journalists, and audiences, contribute to framing realities according to their views, ultimately shaping the dominant narrative (Anshori et al., 2022). The majority of research on media framing is conducted using two approaches: analysing the content of news (frame building) and studying the impact of news on the audience (Asiamah et al., 2022; de Vreese, 2005; Lecheler & De Vreese, 2019; Lukyanova, 2018; Thankachan & Thomas, 2021). In analysing media content and understanding how different frames influence audience perceptions He et al (2020), framing theory has become a fundamental tool. The theory underscores the power of the media to shape public opinion by presenting certain perspectives and determining the context and intention behind news creation (Hassan et al., 2022). It is through framing that the media can narrow down political alternatives and ultimately, guide public discourse towards specific interpretations (Munoriyarwa & Chibuwe, 2022).

However, in order to find relevant literatures related to the field of media framing and politics, it is frequently necessary to search multiple databases, particularly in interdisciplinary fields where relevant information may be spread out across different types of journals (Grindlay et al., 2012). This is done to ensure that researchers have access to the most current and comprehensive literature. To ensure a thorough coverage, the continual process of identifying and monitoring relevant journals involves tracking worldwide cataloguing databases such as Scopus and Web of Science. Through bibliometric analysis, the significance and quality of journals can be assessed, which helps in determining the impact and relevance of published material (Wooster et al., 2019).

Bibliometric analysis is a good technique for assessing scientific literature in many disciplines. It involves the application of mathematical and statistical methods to books and other forms of communication (Hussin et al., 2021). This approach enables a methodical examination of literature, where theme structures are identified, research trends are mapped, and growth in publications, citation analysis, international collaboration, and emerging topics are highlighted (Župič & Čater, 2014; Zyoud et al., 2018). For the past recent years, bibliometric analysis has been used in the field of media framing to study several aspects, including social media research in hospitality and tourism, social media engagement, and social media security (Nusair, 2020; Kaur et al., 2022; Chhtrapati et al., 2023). The purpose of this tool is to allow researchers to conduct a thorough examination of existing literature, identify key discoveries, and propose areas for future research (Ellili, 2022). Furthermore, bibliometric analysis has been employed to delineate the themes and intellectual framework of customer engagement, providing valuable insights into the realm of marketing (Srivastava & Sivaramakrishnan, 2021). In addition, research has examined how migrants and refugees are visually portrayed in the media, employing a mixed methods approaches to analyse pictures and presentation strategies used by media organisations (Krstić, 2022). This exemplifies the adaptability of bibliometric analysis in scrutinising not just the written but also the visual elements of media framing.

To researcher knowledge, this is the first bibliometric analysis research that conduct bibliometric analysis related to media framing and politics, focusing on Scopus database. By employing bibliometric analysis, researcher seek to gain a comprehensive understanding of the trends and pattern, identify influential works, and trace the development of ideas and concepts within the fields of media framing and politics.

Methodology

Data source and Search strategy

On 11th of March 2024, a comprehensive systematic search was conducted using the online database Scopus (<https://www.scopus.com>). Data searches were performed on a single day to avoid any potential for bias caused by daily changes to the database. For this retrospective analysis, the researcher chose to focus on the subject of Media Framing and Politics between the year 1985 to 2024. The selection of the timeframe was due to the field of media framing began to gain prominence in the early 1990s. By 1993, media framing theory had started to attract significant attention, with scholars acknowledging its importance and impact (Majin, 2019). Table 1 shows the search strategy of Boolean operators OR in the database. Researcher downloaded one sample articles in the *CSV format from Scopus to analyse all of the essential information pertaining to the publications databases, such as the paper title, author name and affiliation, abstract, keywords, and references. Subsequently, the data underwent analysis using RStudio software version 4.3.2. Following the refinement procedure, a total of

795 documents were collected and downloaded from the Scopus database. Biblioshiny for bibliometric has been used to evaluate trends in the form of bibliometric maps. Figure 1 shows a flowchart research methodology for databases extraction, based on the PRISMA flow diagram, which visually summarizes the screening process. The procedure first records the quantity of articles discovered and subsequently ensures transparency in the selection process by providing reports on the judgements taken at different phases of the systematic review. Quantities of articles are documented at various levels.

Table 1
The search strings

Database search string	Search String strategy Boolean operators.	No. of Documents
Scopus	TITLE-ABS-KEY (media AND framing AND politics) AND PUBYEAR > 1984 AND PUBYEAR < 2025 AND (LIMIT-TO (SUBJAREA , "SOC") OR LIMIT-TO (SUBJAREA , "ARTS")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (LANGUAGE , "English"))	795

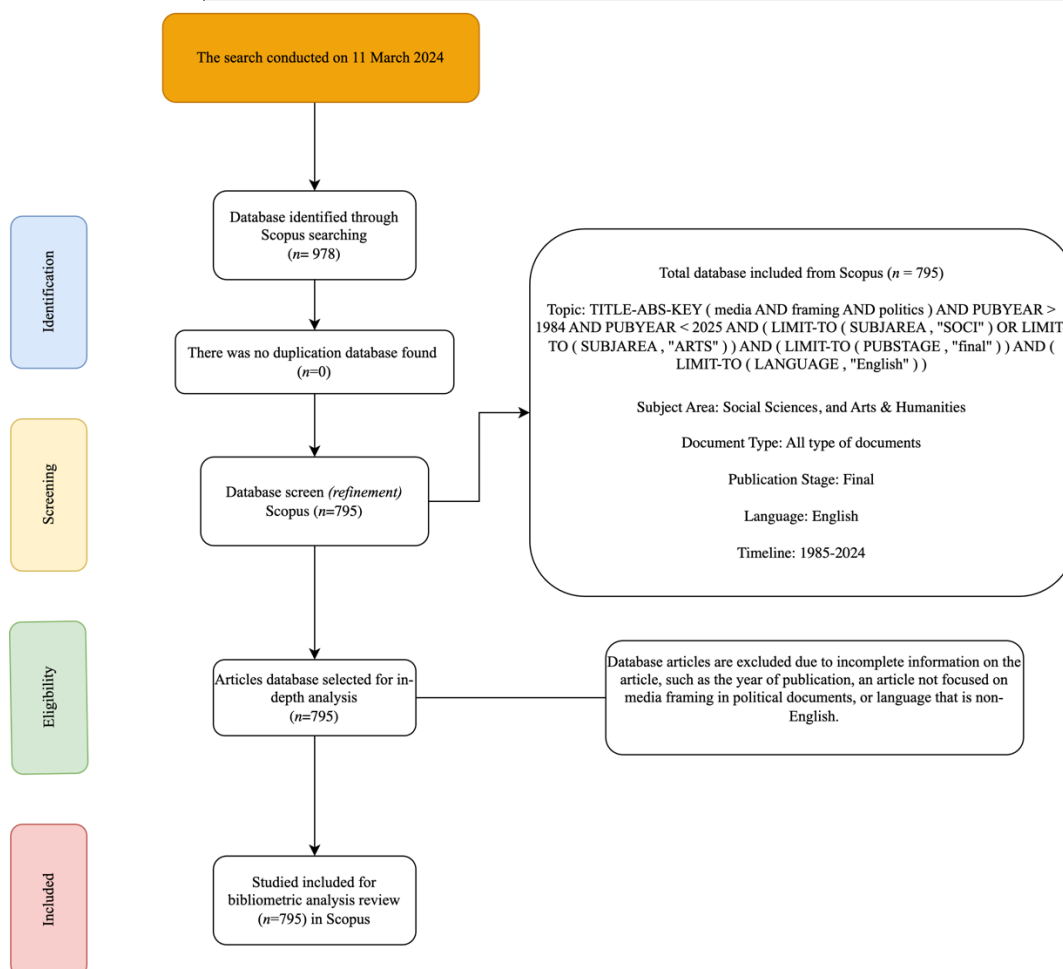


Figure 1. flowchart research methodology for databases extraction

Eligibility criteria and study selection

Table 2 shows the eligibility criteria and study selection on the themes of media framing and politics. Only documents published between 1985 to 2024 with a research focus on media framing and politics were extracted from the Scopus database. Scopus was preferred over other databases due to its extensive coverage, encompassing a higher number of articles, represented journals, and papers on specific subjects (Cancian et al., 2018). Over the years, there has been a substantial increase in the total number of indexed papers in the Scopus database, reflecting the growth in research outcomes (Supriyadi, 2022). Moreover, there was no restriction on the type of documents that were included, but only restriction on English language documents. The selection of English language documents was due to English is widely recognised as the global language for scientific publication (Raman et al., 2021), and Scopus, being a US-based database, adheres to this practice, resulting in English being the primary language for most international journals (Zyoud et al., 2016). All types of documents were included in this bibliometrix analysis as researcher wants to look into the global growth trend focusing on the field of media framing and politics. To visualize the database of research trends, researcher aim to explore all types of documents related to the subject area of Social Sciences, and Arts and Humanities. This will be beneficial for novice researchers who intend to undertake future research specifically focused on the intersection of media framing and politics.

Table 2

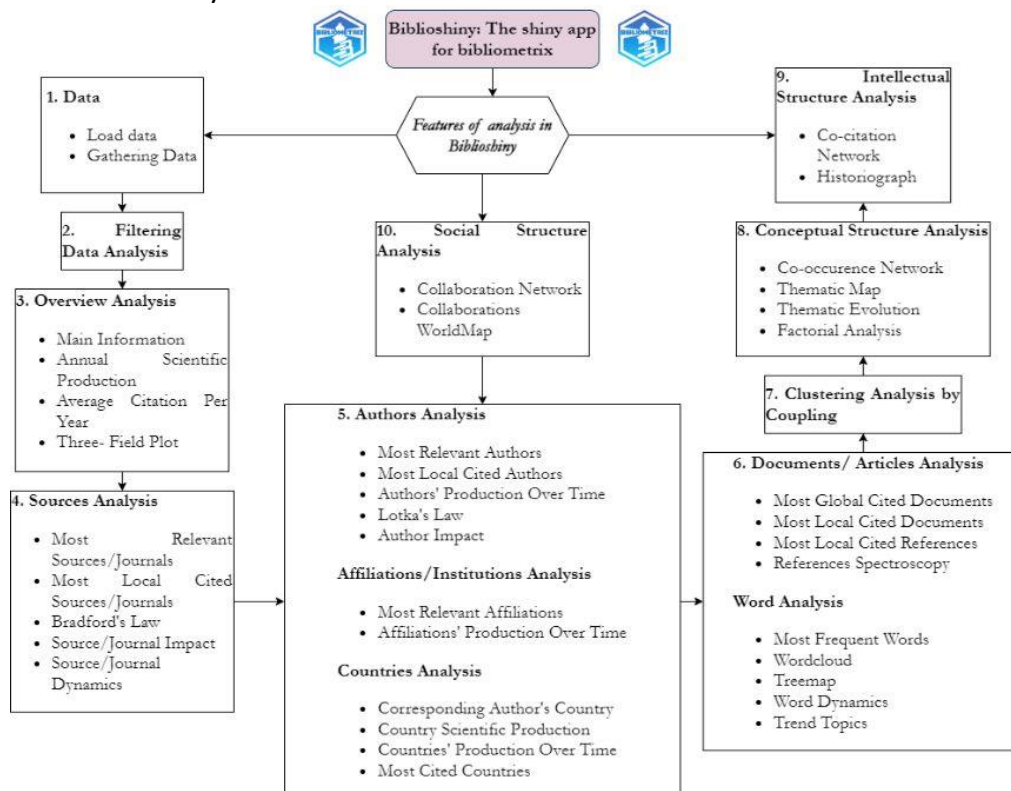
Database Criteria

Database criteria	Eligibility	Exclusion
Timeline	1985-2024	<1985
Language	English	Non-English
Publication Stage	Final	Article in press
Document Type	Article, Book chapter, Review, Book, Conference paper, Editorial and Note	Not Applicable
Location and Country	Worldwide (there was no restriction on the type)	Not Applicable
Subject Area	Social Sciences, and Arts & Humanities	Environmental Science, Psychology, Computer Science, Business, Management and Accounting, Economics, Econometrics and Finance, Engineering, Medicine, Earth and Planetary Sciences, Decision Sciences, Agricultural and Biological Sciences, Nursing, Energy, Health Professions, Physics and Astronomy, Neuroscience, Chemistry, Chemical Engineering

Data Analysis

The researcher used RStudio latest version 4.3.2 which was installed on macOS Sonoma version 14.1.1. The bibliometrix application were installed by researcher by opening RStudio

and then typing >install.packages("bibliometrix") into the command prompt. In the RStudio command prompt, researcher then type >library(bibliometrix) and Biblioshiny(bibliometrix) in order to initiate the Biblioshiny web-interface (figure 2). The researcher used the Biblioshiny application to analyse the data (Rashid, 2023). Based on the published literature, an overview of media framing and politics was presented. From 1985 to 2024, the database comprised types of documents and was limited to English language only. The database information gathered from Scopus has been retrieved. Researcher obtained 795 databases of documents from one index such as Scopus on relevant topics such as media framing and politics from 1985 to 2024. Figure 2 below shows the features of Biblioshiny web-interface that were used to analyse the data.



Source: (Rashid, 2023)

Figure 2: Features of the Biblioshiny app for Bibliometrix

Results and Discussion

Main Information Analysis

Table 3 shows the main information of the Scopus database on media framing and politics, spanning from 1985 to 2024, comprising 795 documents from 529 sources. The annual growth rate stands at 6.08%, indicative of sustained interest and research activity in the field. The average age of the documents is 7.94 years, suggesting a relatively recent and dynamic body of literature. Each document garners an average of 21.29 citations, underlining the significance and influence of the research. With 45491 references in total, there is a rich network of scholarly connections within the dataset. The document contents reveal a breadth of topics, as indicated by 928 Keywords Plus and 2242 Author's Keywords. In terms of authorship, 1332 individuals have contributed, with 388 single-authored documents and 400 collaborative efforts, yielding an average of 1.81 co-authors per document. Moreover, international collaboration is evident, constituting 12.2% of co-authorships. The dominant

document types include articles (609), book chapters (96), and books (45), showcasing a variety of scholarly outputs.

Table 3

Main Information of Database

Main information of data	
Timespan	1985:2024
Sources (Journals, Books, etc)	529
Documents	795
Annual Growth Rate %	6.08
Document Average Age	7.94
Average citations per doc	21.29
References	45491
DOCUMENT CONTENTS	
Keywords Plus (ID)	928
Author's Keywords (DE)	2242
AUTHORS	
Authors	1332
Authors of single-authored docs	388
AUTHORS COLLABORATION	
Single-authored docs	400
Co-Authors per Doc	1.81
International co-authorships %	12.2
DOCUMENT TYPES	
article	609
book	45
book chapter	96
conference paper	7
editorial	6
review	32

Annual Article Production and Average citations per year

Table 4 shows an overview of annual article production and average citations per year within the realm of media framing and politics. Based on the data, there is a clear upward trend in the number of articles produced over the years, indicating a growing interest or focus on the intersection of media framing and politics. The increase in article production from the late 1990s and early 2000s onwards signifies a growing interest in media framing and politics, possibly influenced by socio-political events, growing interest in the field among researchers and technological advancements during the timeframe. Certain periods show significant spikes in article production. Notably, there is a substantial increase in articles from 2005 to 2007, and another significant surge from 2015 to 2023. In the most recent years, which is 2020, 2021 and 2023, there is a consistent and steady increase in the number of articles produced, indicating sustained interest or relevance in the field. The year 2021 and 2023 stand out as the peak years in terms of article production, with 72 and 80 articles respectively. Meanwhile, in 2024, there is notable decrease within the year, with only 10 articles, which might be due to it is only the first quarter of the year during the time this bibliometric analysis

was conducted. While there is an overall increasing trend, there are periods of fluctuation in the number of articles produced, such as between 1986 until 1995, where there are sporadic articles with no significant growth. However, despite the fluctuation seen in earlier years, the number of articles has remained consistently high in recent years (2015-2023), indicating a sustained level of interest and research publications in media framing and politics.

Moreover, the data also reveals that there are some outlier years where the average citations per year are exceptionally high (e.g. 2000 with an average of 55.40 citations per year) (Figure 3) and low (e.g. 2023 with an average of 0.47 citations per year). From 2001 to 2012, there's a consistent upward trend in average citations per year. During this period, the number of articles published annually increases steadily, suggesting growing interest and activity in the field. Mean citations per year also increase substantially, indicating increasing recognition and influence towards the field's research. However, following the peak in 2012, there's a stabilization and some fluctuations in mean citations per year. While the number of articles published remains relatively high, mean citations per year start to fluctuate more, indicating a varying level of impact for individual publications. Starting from 2013 onwards, there is a noticeable decline in mean citations, suggesting a potential saturation point or increased competition within the field. The most recent years (2021, 2022, 2023 and 2024), shows a steady decrease in mean citations per year. From the data, it can be seen that newer articles tend to have fewer citations per year, compared to older articles. This is evident from the decreasing trend in average citations per year as the data move towards more recent years. This phenomenon may be attributed to various indicators. One primary factor is that citations usually require time to accrue, resulting in older works having higher average citation counts (Maflahi & Thelwall, 2015). Furthermore, the longer lifespan of older articles allows them to accumulate more citations, resulting in greater citation rates (Ghobadi & Robey, 2017). Moreover, the concept of "Cited Half-Life" also plays a role, as older articles have a stronger impact on citation statistics than newer ones (Bendels et al., 2018).

Table 4

Annual article productions and average citations per year

Annual Article Production			Average Citations Per Year			
Year	NP	%	MeanTC perArt	N	MeanTC perYear	Citable Years
1985	1	0.25	11	1.00	0.28	40
1990	1	0.25	0	1.00	0.00	35
1996	7	0.88	84.43	7.00	2.91	29
1997	0	0	0	0	0	0
1998	2	0.25	15	2.00	0.56	27
1999	4	0.5	12	4.00	0.46	26
2000	1	0.25	1385	1.00	55.40	25
2001	5	0.62	52	5.00	2.17	24
2002	3	0.37	71.67	3.00	3.12	23
2003	7	0.88	118.57	7.00	5.39	22
2004	4	0.5	49.5	4.00	2.36	21
2005	10	1.25	56.2	10.00	2.81	20
2006	13	1.63	56.23	13.00	2.96	19
2007	17	2.13	25.53	17.00	1.42	18

2008	13	1.63	42.69	13.00	2.51	17
2009	23	2.89	34.83	23.00	2.18	16
2010	25	3.14	27.6	25.00	1.84	15
2011	23	2.89	26.7	23.00	1.91	14
2012	33	4.15	59.06	33.00	4.54	13
2013	33	4.15	29.12	33.00	2.43	12
2014	40	5.03	31.83	40.00	2.89	11
2015	47	5.91	17.26	47.00	1.73	10
2016	48	6.03	12.31	48.00	1.37	9
2017	58	7.29	19.33	58.00	2.42	8
2018	44	5.53	18.77	44.00	2.68	7
2019	51	6.41	7.55	51.00	1.26	6
2020	58	7.29	6.67	58.00	1.33	5
2021	72	9.05	4.35	72.00	1.09	4
2022	62	7.79	4.44	62.00	1.48	3
2023	80	10.06	0.94	80.00	0.47	2
2024	10	1.25	0.1	10.00	0.10	1

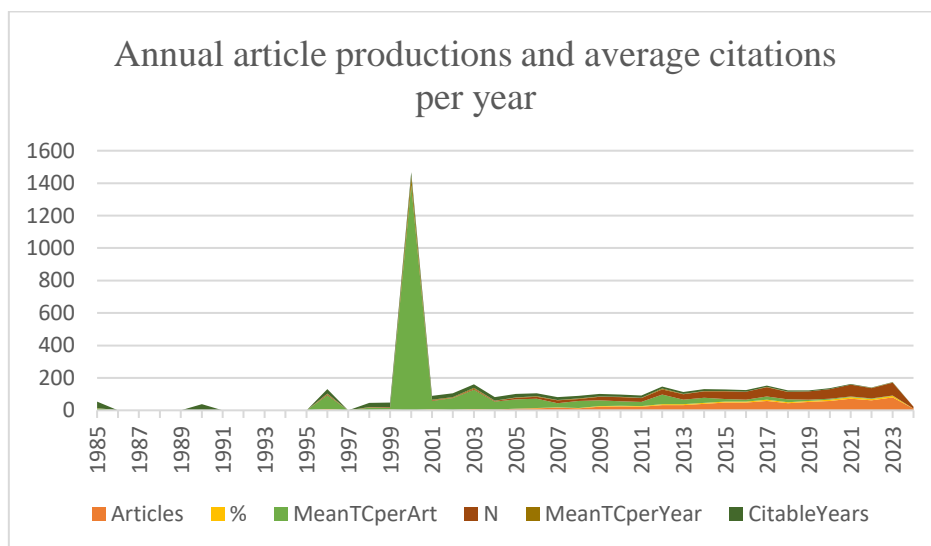


Figure 3. Annual article productions and average citations per year

Most relevant journal and journals local impact

Analysis of the most relevant journal articles on media framing and politics on the Scopus database has identified 529 journals with a total of 795 publications. Based on table 5, top 10 most relevant journals are outlined. Notably, UK-based interdisciplinary journal, *Journalism* emerges as the most prolific contributor in the scholarly work, with the highest number of articles (16), substantial citation count (532) and the highest h-index (10), indicating both productivity and impact within the field. The journal impact factor is often employed as a proxy for journal quality, making it a significant indicator of a journal's standing within the academic community Sewell et al (2015), since they feature more significant and groundbreaking findings, which in turn provide recognition and opportunities for further research in the relevant field (Tosun, 2022). Ranked second is US-based journal, *International Journal of Press/Politics*, known for its discourse analysis on the influence of the press and politics in a

globalised society (Scimago Journal and Country Rank, n.d.-a). The journal shown a relatively high h-index (9) and g-index (10), indicating a significant impact and productivity. However, despite having a comparable h-index, its total citation count (396) is lower compared to *Journalism* and *Journal of Communication*, indicating potentially fewer cited articles. This reason might be attributed to the differences in index size among the databases. For instance, Scopus, despite having an extensive database, it typically produces lower citation counts compared to Google Scholar, which has a more comprehensive coverage of the literature (Hallinger & Wang, 2019). The difference in the number of citations can be explained by the distinct sources that are used for citations in Google Scholar, which may not be completely accounted for by Scopus (Martín-Martín et al., 2018).

Follows next, is US-based journal, *Journal of Communication* which concentrates on communication research, practice, policy, and theory (Scimago Journal and Country Rank, n.d.-b). Despite the journal having a lower h-index (8), g-index (9), and fewer articles (9), it has the highest total citation count (2307), compared to the other top two journals. This may be due to the fact that while the impact factor is often used to rank and evaluate journals, it may not always precisely reflect the citations individual articles receive (Garfield, 1996). Articles published in low impact factor journals can still receive high citations, indicating that impact factor alone is not a definitive predictor of citation counts (Falagas et al., 2010). Meanwhile, journals like *Political Communication* and *Social Science and Medicine* have lower h-index values (7) but moderate total citation counts, indicating a reasonable level of impact within the field. While journals like *International Communication Gazette*, *Journalism and Mass Communication Quarterly*, *American Behavioral Scientist*, *European Journal of Communication*, and *Geoforum* have lower h-index values (ranging from 5 to 6) and lower total citation counts, suggesting less impact compared to the previously mentioned journals.

Table 5

Most relevant journals and journals local impact

Journal	NP	h_ index	g_ index	m_ index	TC	PY_ start
Journalism	16	10	16	0.5	532	2005
International Journal of Press/Politics	10	9	10	0.529	396	2008
Journal of Communication	9	8	9	0.229	2307	1990
Political Communication	8	7	8	0.241	399	1996
Social Science and Medicine	7	7	7	0.241	420	1996
International Communication Gazette	8	6	8	0.5	76	2013
Journalism and Mass Communication Quarterly	8	6	8	0.353	244	2008
American Behavioral Scientist	6	5	6	0.227	175	2003
European Journal of Communication	6	5	6	0.192	236	1999
Geoforum	6	5	6	0.313	391	2009

Most Relevant Authors and author's local impact

In the realm of media framing and politics, a total of 1332 authors were identified within 795 publications founded in the Scopus database. Table 6 presents data on the top 10 most notable authors in the field, along with their local impact. Strömbäck J has the highest number of articles (9), with a notable h-index (8) and g-index (9). Strömbäck J. is a distinguished scholar in the realm of political communication and media studies. The research conducted

by Jesper Strömbäck et al (2022) has made substantial advancements in comprehending knowledge resistance under information-rich situations. In addition, Strömbäck has performed research into populist communication, specifically examining the substance and mannerisms in the self-representation of political figures (Blassnig, 2021). With a relatively high total citation count (989) and starting publication year of 2006, Strömbäck J appears to have a strong impact over a considerable period. Ranked second, is author De Vreese C.H, with number of articles (7) and a respectable h-index of (6). De Vreese has made substantial contributions to study in areas such as populist communication, impact of media on political behaviour, and the influence of media on public opinion (Blassnig, 2021). The percentage of his fractionalized articles is 3.42, with a noteworthy total citation count, amounting to 539 citations.

Follows next, is author Bennett W. Lance who has fewer articles (4), but still maintains a moderate count of h-index (3) and g-index (4). Despite the percentage of Bennet's fractionalized articles is relatively low at 2.50, his total citation count is higher compared to the top two authors, amounting to 1056 citation counts, indicating a significant impact of influence. Bennett's research centres on the influence of the media in shaping public opinion and political discourse. He introduced the concept of "indexing" (Binderkrantz, 2011), which suggests the coverage of news frequently aligns with the opinions of official elites, hence reflecting the number of government officials expressing particular viewpoints (Cook, 2013). Meanwhile, authors such as Papaioannou T, Aalberg T, Dimitrova Dv, Esser F, Greenwald G, Hopmann Dn, and Ibrahim Y, each shows a varying level of productivity, total citation count and impact, as shown in table 6.

Table 6

Top 10 most relevant authors and authors' local impact

Author	NP	%	Article Fractionalized	h_index	g_index	m_index	TC	PY_start
Strömbäck J	9	1.13	3.33	8	9	0.421	989	2006
De Vreese Ch	7	0.88	3.42	6	7	0.333	539	2007
Bennett Wl	4	0.50	2.50	3	4	0.15	1056	2005
Papaioannou T	4	0.50	4.00	3	4	0.3	19	2015
Aalberg T	3	0.38	1.83	3	3	0.176	296	2008
Dimitrova Dv	3	0.38	1.50	3	3	0.158	287	2006
Esser F	3	0.38	1.20	3	3	0.136	373	2003
Greenwald G	3	0.38	2.50	2	2	0.333	6	2019
Hopmann Dn	3	0.38	0.49	2	3	0.167	78	2013
Ibrahim Y	3	0.38	2.00	2	3	0.111	20	2007

Author's keywords and co-occurrence networks

In bibliometric analysis, there are two types of keywords, which is author's keywords and index keywords (Ni et al., 2022). This study focuses on author's keywords in order to capture the central topics within the field of media framing and politics. By examining these keywords, researcher can identify the main themes and trends within the field of study, based on the occurrences of the keywords. Within 795 publications relevant to media framing and politics, the Scopus database has recorded a total of 2242 author's keywords. Table 7 displays top 10 most utilized author's keywords in the Scopus database. 'Framing' is the most frequently

utilized keyword, with 140 occurrences. Subsequently, 'Media', with 52 occurrences, 'Media Framing' with 45 occurrences, 'Politics' and 'Social media' with 42 occurrences each, 'Climate Change' with 23 occurrences, 'Social Movements' with 21 occurrences, 'Content Analysis' with 18 occurrences, 'COVID-19' with 17 occurrences, and ultimately, 'Political Communication' with 16 occurrences. The recurring keywords "Framing", "Media", and "Politics", underscores the central themes explored within the dataset, which reflects the ongoing exploration and analysis of communication dynamics within political contexts. Moreover, the frequent occurrence of the keywords "Climate Change" and "Social Movements" suggests a growing interest among researchers in this particular subjects. In addition, the data also indicates a prevalence of the keyword "Content Analysis", suggesting that researchers within this field frequently employ this method of study. Content analysis is a systematic and widely used qualitative research technique that involves the objective, systematic, and quantitative analysis of various types of communication messages, including written, verbal, or visual content (Hsieh & Shannon, 2005; Elo & Kyngäs, 2008).

Table 7

Top 10 frequently utilized keywords in Scopus

Words	Occurrences
Framing	140
Media	52
Media Framing	45
Politics	42
Social media	42
Climate Change	23
Social Movements	21
Content Analysis	18
Covid-19	17
Political Communication	16

Country Scientific Production

Based on the Scopus database, 67 countries have contributed to the field of media framing and politics. Table 8 shows top 25 country scientific production in Scopus database. The frequency distribution reveals the concentration of scientific output in specific countries, with the USA, UK, Australia, Netherlands, and Canada emerging as the primary producers. According to the data, the United States has the highest number of publications (417), followed by the United Kingdom (159). The substantial volume of research outputs in media framing and politics in the United States and the United Kingdom can be attributed to factors such as their roles as significant political actors Reis (2008), the competitive nature of their media systems Hanusch (2007), the widespread use of social media in political discussions Boulianne & Koc-Michalska (2021), the presence of populist politics and hyper-partisan news Rae (2020), and the high level of news audience compared to other countries. These factors indicate a strong emphasis on studying the effects of media in these regions (Fletcher et al., 2019). Meanwhile, Australia comes next, amounting to 90 scientific productions in Scopus database. Although European countries such as Netherlands (67), Canada (59), Germany (43), Sweden (39), Spain (27), Denmark (25), Norway (22), Italy (20), and others have less publications compared to their Anglo-American counterparts, they are nevertheless included

in the data. Moreover, the data also comprises contributions from Asia and South African counterparts, notably from Malaysia (20), Indonesia (13), China (18) and South Africa (14).

Table 8

Top 25 Country scientific production in Scopus

Region	Frequency	Region	Frequency
USA	417	Belgium	19
UK	159	China	18
Australia	90	Switzerland	17
Netherlands	67	Portugal	16
Canada	59	Greece	15
Germany	43	New Zealand	15
Sweden	39	Ireland	14
Spain	27	South Africa	14
Denmark	25	Austria	13
Israel	25	Indonesia	13
Norway	22	Cyprus	12
Italy	20	Finland	12
Malaysia	20		

Collaboration among countries

Table 9 showcases top 25 collaboration among countries in the Scopus database. International collaboration in research significantly impacts the quality and impact of research outputs. Studies has demonstrated that collaboration between countries results to a higher number of citations compared to research conducted within a single country (Onyanha, 2020). Collaboration is crucial in boosting the research outputs of countries, highlighting the significance of working together to enhance the visibility and influence of research (Zardari et al., 2022). In the realm of media framing and politics, the data on collaboration among countries depicts a worldwide scenario marked by a wide range of partnerships and differing frequencies of collaboration, totalling to 163 collaborations between countries. Denmark, Austria, Australia, and China are notable countries that frequently collaborate, indicating their active participation in international research efforts within this field. These collaborations span across continents, showcasing a broad interest and involvement in media framing and politics on a global scale. Analysis of the data indicates Denmark as the most notable country involved in collaborations with multiple countries, particularly with Austria, Czech Republic, Finland, Italy, Poland, Portugal, and Romania. The country's higher level of research collaborations with other countries might be attributed to the factors such as government funding and the proximity of researchers to each other geographically (Leydesdorff et al., 2018; Jonkers, 2009). Follows next is Austria, which shows a significant collaboration with Czech Republic, Finland, Poland, Hungary, and Romania. Meanwhile, Australia and China, both collaborated with 4 countries, showing moderate levels of collaboration. Countries like Canada and Belgium have minimal level of collaborations, compared to other countries. From the data, it can be seen that there is a concentration of collaborations within Europe, particularly among its neighbouring countries. Larger countries are expected to engage in more intensive national-level collaborations due to the availability of a larger pool of researchers within their borders (Frenken, 2002). In addition, there are also

collaborations between countries from different continents, such as Australia-South Africa and Canada-China, despite relatively less frequent. While it is typical for countries within the same continent to collaborate, it is essential to have collaborations with countries from different continents in order to expand research networks and address global issues. These collaborations not only enhance research productivity but also foster advancement and expansion of research in other regions (Onyanha, 2018).

Table 9

Top 25 Collaboration among countries in Scopus

From	To	Frequency
Australia	France	1
Australia	Lebanon	1
Australia	Netherlands	1
Australia	South Africa	2
Austria	Czech Republic	2
Austria	Finland	2
Austria	Hungary	1
Austria	Poland	2
Austria	Romania	2
Belgium	Hungary	1
Canada	China	1
Canada	Hungary	1
Canada	South Africa	1
China	India	1
China	Korea	1
China	Pakistan	1
China	Thailand	1
Denmark	Austria	2
Denmark	Czech Republic	2
Denmark	Finland	2
Denmark	Hungary	1
Denmark	Italy	2
Denmark	Poland	2
Denmark	Portugal	3
Denmark	Romania	2

Conclusion

From the analysis, several significant themes and patterns become apparent in the realm of media framing and politics. Firstly, there is a clear and steady rise in the number of published articles over time, indicating a growing interest and engagement within the field. Between the year of 2020, 2021, and 2023, there has been a consistent and steady increase in the output of publications, suggesting a continuing interest in the field of study. However, despite the quantity of publications increases over time, when it pertains to the average citations and impact, there has been consistent decline in the recent years, as the data move from 2020 until 2023. This indicates that recent articles tend to receive fewer citations compared to

articles from older years, which generally have longer lifespans in terms of being cited, highlighting their lasting importance and impact in the field.

Notably, UK-based interdisciplinary journal, *Journalism* emerges as the most prolific contributor in the scholarly work. When it comes to authorship, Strömbäck J is a notable figure who has produced a substantial body of work, demonstrated steady production, and made major contributions to the field. The recurring keywords “Framing”, “Media” and “Politics” underscore the central themes explored within the data, which reflects the ongoing exploration and analysis of communication dynamics within political contexts. Researchers in this discipline commonly employ "Content Analysis" as their chosen method of study.

In addition, the geographic distribution of scientific production emphasises the dominance of Anglo-American regions, particularly the United States and the United Kingdom, in their contribution to the scholarly discourse on media framing and politics. Moreover, the data also comprises contributions from European, Asia, and South African counterparts. Denmark stands out for its notable collaboration with other countries in the subject, while there is a concentration of collaborations within Europe, particularly among its neighbouring countries.

This study provides an analysis of the academic field related to media framing and politics, spanning nearly four decades. Through quantitative analysis, the study identifies influential journals and authors in the field by assessing metrics like citation counts, h-index, and total publications. It assists researchers in navigating the literature and identifying key sources of knowledge and expertise, so enhancing comprehension of scholarly influence and output. By identifying central themes and topics through the examination of author’s keywords, assessing journal impact and author contributions, and analysing geographical distribution and collaboration patterns, the study contributes to the understanding of media framing and politics within socio-political contexts.

Furthermore, the study's findings have implications for future research endeavours and practical applications, highlighting the importance of collaboration across different fields and global engagement in addressing concrete challenges related to media framing and politics. Overall, this study makes a valuable contribution to the academic discussion and offers valuable insights by synthesizing quantitative data with qualitative insights, advancing our understanding of the complex interplay within the realm of the field.

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