A bibliometric analysis of coming trend in cultural identity

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Abstract

There are various dimensions in the study of cultural identity, but this study focuses on cultural identity reformation and ethnic culture communication. This study aims to analyse trend of cultural identity in (a) the publication trends in the field of cultural identity; (b) the most profile authors in the field of cultural identity; (c) the most active countries in the field of cultural identity; (d) the most common keywords and themes in the literature on cultural identity and (e) the key themes and authorship country that emerge from co-occurrence analyses. The study conducted a bibliometric analysis, and the findings show that the trend of cultural identity has increased every year from 2003 to 2025, but the total citation trend has decreased. The most author that published in cultural identity is Collins Randall and the most active country is the United States of America. The publication towards cultural identity is an interesting area to study, and the trend of publication in the cultural identity is a tendency to increase every year. The study's contributions can serve as a guideline for authors interested in studying cultural identity and enhancing publications on the topic.

Keywords: Communication, Cultural identity reformation, Cultural identity, Culture, Ethnic culture communication.

1. Introduction

Cultural identity is an individual or group that present their culture or nation to the world. The identity can be a uniqueness of culture, language, custom or lifestyle. Cultural identity defined by Altugan [1] as nature and nurture of a person contains experiences, competencies, talents, beliefs, and knowledge, which associated by family, school, work, environment and nation become globalisation. Another definition, cultural identity is the whole thins that create life liveable and it is the elements of society [1, 2]. Cultural identity can be a way to communicate with others. Moreover, cultural identity can present through online or social media platforms. Changing of traditional culture identity is a main problem of a group or a community that present themselves as cultural identity. The various reasons that changing culture

identity for instance, threatened, force to change and miscommunication from others. The four main problems effect on cultural identity are changing of traditional languages because of young generation using modern language or accent [3]. Secondly, trending of fashion, culture and lifestyle from media or social media platforms impact on changing of culture identity [4, 5]. Thirdly, conflict between multiple identities in the country; the difference between multiple identities in a community make changing of traditional culture identity [6]. Fourthly, politics and policies control the cultural identity influence changing of traditional cultural identity [7, 8]. The various aspects of cultural identity and confront with various problems of cultural identity create interest in studying in cultural identity. Bibliometric analysis can be an information to inspire an idea in research area of cultural identity.

Thus, this study would be answering the following research questions; there are (1) what are the publication trends in the field of cultural identity? (2) who are the most profile authors in the field of cultural identity? (3) what are the most active countries in the field of cultural identity? (4) What are the most common keywords and themes in the literature on cultural identity? (5) What are the key themes and authorship country that emerge from co-occurrence analyses? The benefit of bibliometric analysis is allowing researchers or authors realise the trend, the information of topic, research areas, gain the ideas to conduct new contributions in various methodology [9].

2. Literature Review

Several publications conducted bibliometric analysis in various aspects of cultural identity, for instance cultural identity in tourism industry, cultural identity in city branding, ethic identity [10-12] but the cultural identity reformation and ethnic culture communication remaining lack of information in the research analysis. The 1,470 documents in the field of cultural identity reformation and ethnic culture communication in the Scopus database provide the main information in Table 1.

Table 1.
Main Information.

Main Information	Data
Publication Years	1980 - 2025
Total Publications	1470
Citable Year	46
Number of Contributing Authors	2082
Number of Cited Papers	1166
Total Citations	61,355
Citation per Paper	41.74
Citation per Cited Paper	52.62
Citation per Year	1363.44
Citation per Author	29.47
Author per Paper	1.42
Citation sums within h-Core	56,529
h-index	107
g-index	220
m-index	2.326

The data was collected in the search query keyword of Cultural Identity Reformation AND Ethnic Culture Communication in Scopus database on 28 September 2025 in timespan 1980 to 2025. The 1470 documents in the types of article, book, book chapter, conference paper, editorial, note and review were downloaded to analysis with Bibliometric R and BiblioMagika. The document types, source types in the total of publication and percentage of this keyword provided in Table 2 as follows:

Table 2.
Document Types and Source Types.

Document Type	TP	%
Book	1094	74.42%
Article	228	15.51%
Review	72	4.90%
Book Chapter	64	4.35%
Conference Paper	5	0.34%
Editorial	5	0.34%
Note	2	0.14%
Source Type	TP	%
Book	1123	76.39%
Journal	236	16.05%
Book Series	109	7.41%
Conference Proceeding	2	0.14%

On the other hand, Shuangyun and Hongxia [10] analysed the 1574 documents in the topic ethnic identity AND acculturation in WOS database. Shekari [12] the 338 documents downloaded from Scopus database in the topic "national identity" or "ethnic identity" and "tourism". Ismail, et al. [9] search for ((ALL(Identity)) analysed 18,399 documents. Thus, analysis structure in this study provided in Figure 1.
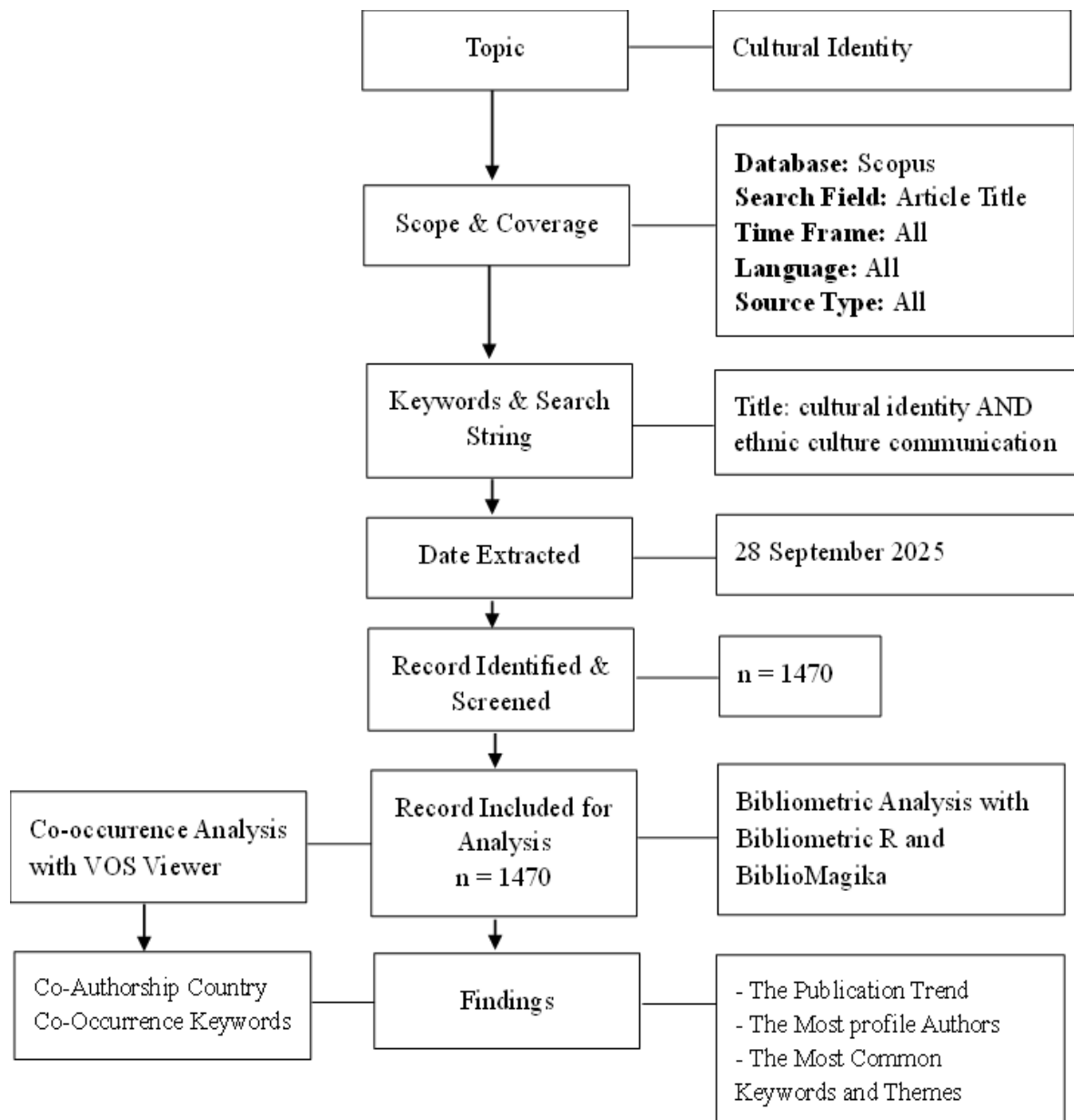

Figure 1.
The Structure of Bibliometric Analysis.

The different areas of study create new and various contributions to research field. Cultural identity and ethnic culture communication is an area of study that several researchers do not pay attention to study in this area. This study inspires the ideas of others to the way to conduct research that solves problems of changing cultural identity by bibliometric analysis. Bibliometric analysis can analyse using various analysis programmes and techniques for instance, CitNetExplorer, SciMAT, BibExcel [13]. But the familiar analysis programmes are bibliometric R and VOS viewers [9, 13].

3. Methodology

Bibliometric analysis is analysed a specific time that present the development of a field study. Also, it can be multiple time for instance, previous time or the further of that time period. So, bibliometric appropriate to analyse the way to conduct a study in a specific field. The scholars can search for estimate the trend of their interest field of study through bibliometric articles Abdul Rahman, et al. [14]. Abdul Rahman, et al. [14] confirmed that bibliometric analysis is analyse the recorded sources in the database information towards published articles to reveal the results of trend or statistic knowledge in the particular field of study or a concept of study.

The bibliometric R, biblioshiny known as a shiny application in the Bibliometric R package was used to analyse in this study. Bibliometric R package is a statistic programme that can cleaning the bibliometric data that downloaded from the popular database Scopus and Web of Science and can analyse and calculate bibliometric data [13]. BiblioMagika is a programme was conducted to analyse bibliometric data from Scopus database. The analysis results from biblioMagika provide different information in bibliometric to support the data that analysed from bibliometric R. The findings of analysis results are the answers of the 6 research questions that has mentioned in the introduction section. The research questions are consistent with research objective that (RO1) to examine the publication trend in the cultural identity. (RO2) to identify the most authors that publication in cultural identity. (RO3) to investigate the most active countries in cultural identity. (RO4) to provide the information of the most common keywords and themes in cultural identity. (RO5) to examine the key themes and authorship country that emerge from co-occurrence analysis in cultural identity.

4. Findings

The publication trend of cultural identity reformation and ethnic culture communication started to increase from 2003. The 2003 has 15 total publications (1.02%) with the total citation is 2091 and remaining increase until the year of 2025. The highest total publications are in the year of 2017; there are 104 publications (7.07%), the total citation is 1215. The second highest is in the year of 2023 with 102 total publications (6.94%), the total citation is 2608. The highest total citation in the year of 2012; 6266 total citations. The information of publications trend provided in Table 3. And Figure 2 as follows.

Table 3.
Publications Trend.

| Year	TP	%	Cumm. TP	Cumm. %	NCA	NCP	TC	C/P	C/CP	h-index	g-index
2003	15	1.02%	35	2.38%	21	14	2091	139.40	149.36	9	15
2004	22	1.50%	57	3.88%	37	21	2053	93.32	97.76	18	22
2005	18	1.22%	75	5.10%	25	18	1728	96.00	96.00	13	18
2006	24	1.63%	99	6.73%	26	24	2789	116.21	116.21	15	24
2007	43	2.93%	142	9.66%	66	39	3676	85.49	94.26	23	43
2008	39	2.65%	181	12.31%	45	36	5639	144.59	156.64	23	39
2009	51	3.47%	232	15.78%	63	45	5248	102.90	116.62	31	51
2010	67	4.56%	299	20.34%	85	61	3634	54.24	59.57	33	60
2011	59	4.01%	358	24.35%	75	53	5435	92.12	102.55	27	59
2012	89	6.05%	447	30.41%	106	80	6266	70.40	78.33	35	79
2013	64	4.35%	511	34.76%	82	52	1949	30.45	37.48	22	43
2014	65	4.42%	576	39.18%	94	61	5390	82.92	88.36	25	65
2015	74	5.03%	650	44.22%	104	67	2332	31.51	34.81	26	47
2016	98	6.67%	748	50.88%	146	78	1877	19.15	24.06	25	41
2017	104	7.07%	852	57.96%	131	81	1215	11.68	15.00	19	32
2018	63	4.29%	915	62.24%	90	55	1383	21.95	25.15	20	36
2019	70	4.76%	985	67.01%	109	59	1867	26.67	31.64	21	42
2020	69	4.69%	1054	71.70%	104	58	1154	16.72	19.90	16	32
2021	75	5.10%	1129	76.80%	108	60	522	6.96	8.70	13	20
2022	82	5.58%	1211	82.38%	141	69	1151	14.04	16.68	14	32
2023	102	6.94%	1313	89.32%	152	67	2608	25.57	38.93	12	50
2024	96	6.53%	1409	95.85%	134	47	157	1.64	3.34	6	9
2025	61	4.15%	1470	100.00%	119	10	24	0.39	2.40	3	4
Total	1470	100.00%			2082	1166	61355	41.74	52.62	460	876
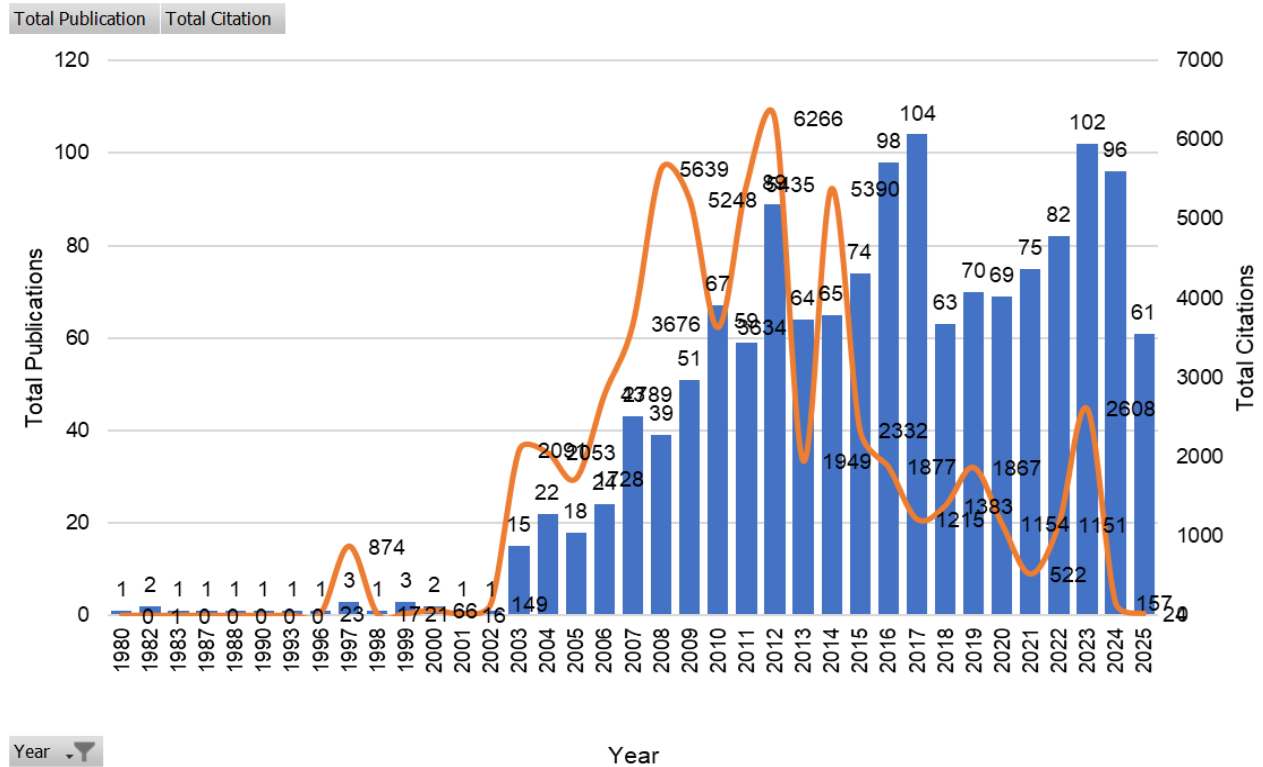
Figure 2.
Publications Trend.

The most publication by authors in the key words of cultural identity reformation and ethnic culture communication were provided in the 12 authors; they published in the three publications, but the highest total of citations is Collins Randall in the year 2009 with 4400 total citations. The second highest is Dursteler Eric R. with 333 total citations in 2006. The information related to the publication by authors provided in Table 3 below and Figure 3 the author production over time as follows.

Table 4.
The Most Publication by Authors

| Author	h_index	g_index	m_index	TC	NP	PY start
BOTTICINI MARISTELLA	3	3	0.214	153	3	2012
CAMPBELL WILLIAM SANGER	3	3	0.167	82	3	2008
COLLINS RANDALL	3	3	0.176	4400	3	2009
DELANTY GÉRARD	3	3	0.176	37	3	2009
DURSTELER ERIC R.	3	3	0.15	333	3	2006
ECKSTEIN ZVI	3	3	0.214	153	3	2012
HAAS MICHAEL	3	3	0.214	13	3	2012
POSSAMAI ADAM M.	3	3	0.3	37	3	2016
RÜPKE JÖRG	3	3	0.214	195	3	2012
THROOP SUSANNA A.	3	3	0.2	58	3	2011

Authors' Production over Time
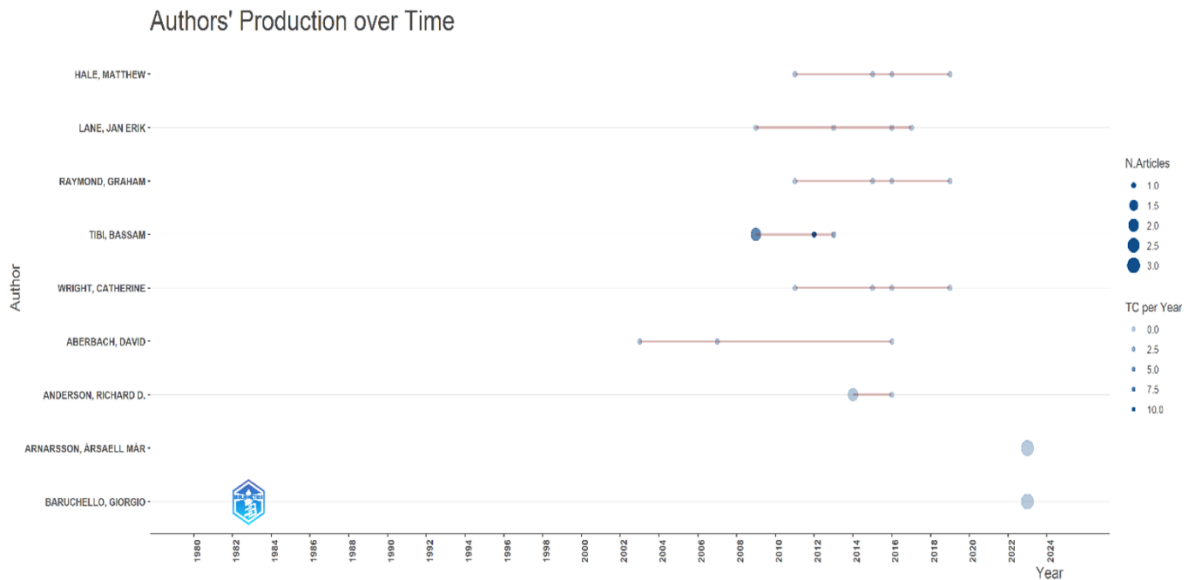
Figure 3.
Authors' Production Over Time

The most active countries in the field of cultural identity reformation and ethnic culture communication are United States of America with 562 publications; followed by United Kingdom provides 343 publications and Australia with 91 publications. The information towards the most active countries is provided in Table 5 the most active countries below and Figure 4 as follows.

Table 5.
The Most Active Countries.

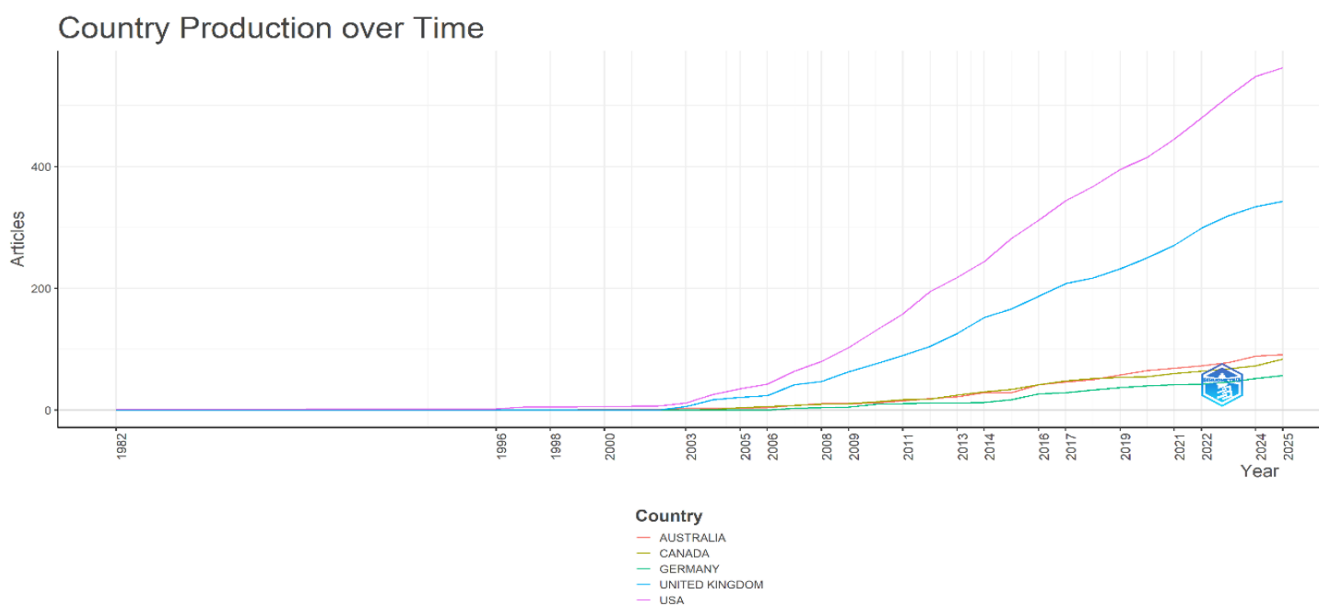| Country	Freq
USA	562
UK	343
AUSTRALIA	91
CANADA	84
GERMANY	57
INDONESIA	48
CHINA	32
ISRAEL	32
FINLAND	30
NETHERLANDS	25

Country Production over Time

Figure 4.
Country Production over Time.

The index keywords that using in the cultural identity reformation and ethnic culture communication are female with total 21 count (1.56%), history total 19 count or 1.42 per cent and human with total 19 count (1.42%). This information is presented in Table 6 keywords and themes, Figure 5 index keywords and themes and Figure 6 show the wordcloud as follows.

Table 6.
Keywords and Themes.

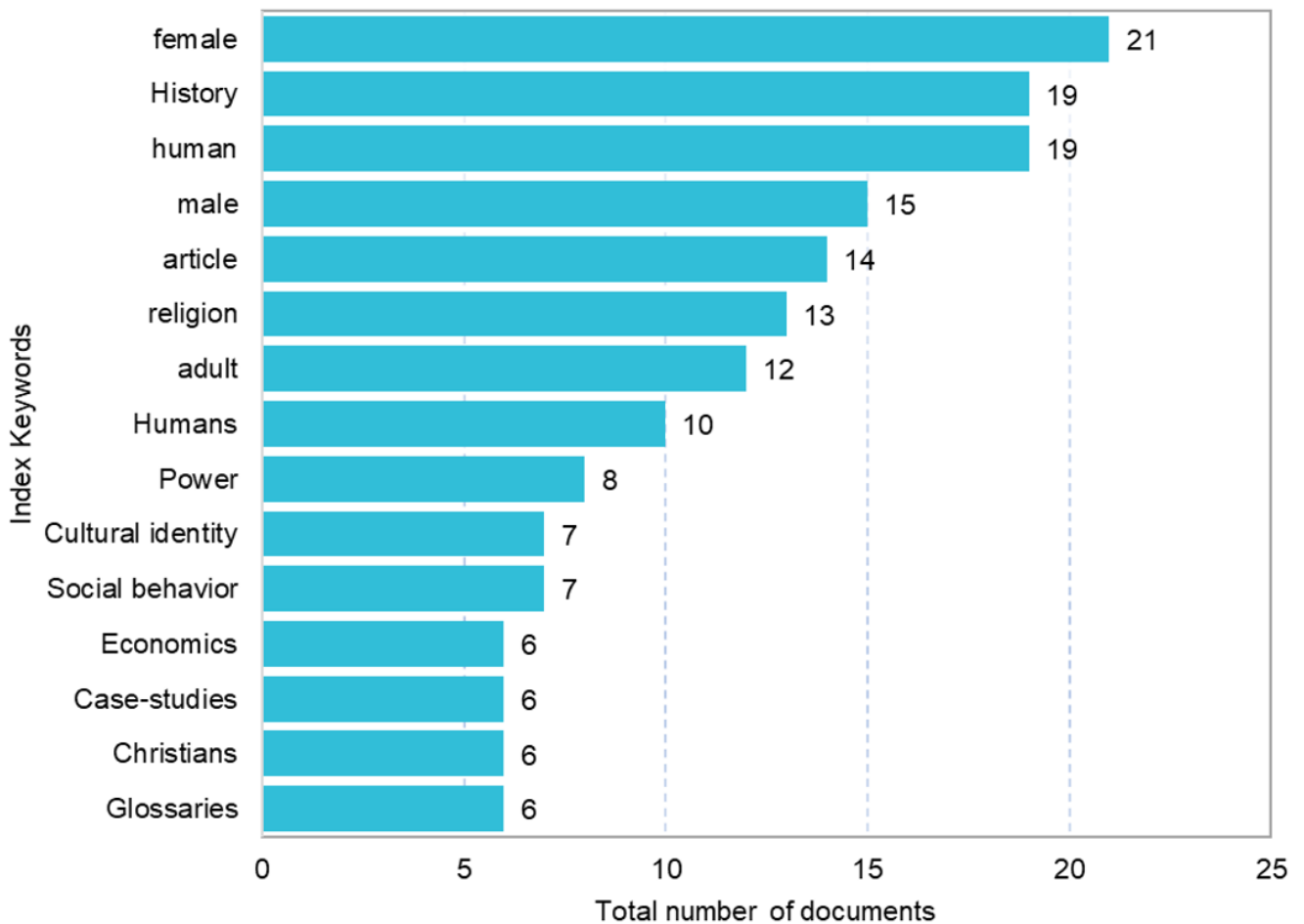| Index Keywords	Count	Percentage
Female	21	1.56%
History	19	1.42%
Human	19	1.42%
Male	15	1.12%
Article	14	1.04%
Religion	13	0.97%
Adult	12	0.89%
Humans	10	0.75%
Power	8	0.60%
Cultural identity	7	0.52%
Social behaviour	7	0.52%
Economics	6	0.45%
Case-studies	6	0.45%
Christians	6	0.45%
Glossaries	6	0.45%

Figure 5.
Index Keywords and Themes.

Figure 6.
Wordcloud.

The co-occurrence keywords of the study in the area of cultural identity reformation and ethnic culture communication are presented in the 6 groups of keywords. There are blue cluster, red cluster, green cluster, purple cluster, orange cluster, and grey cluster. The each of cluster can explain that the blue cluster presented in human studies, psychology, and social identity. The red cluster focus on religion, economics, and power. The green cluster presents in education, politics, and multiculturalism. The purple cluster link to social psychology and well-being. The orange cluster focuses on historical and cultural studies and the grey cluster correlated with methodologies. The information presented in Figure 7 co-occurrence keywords below.
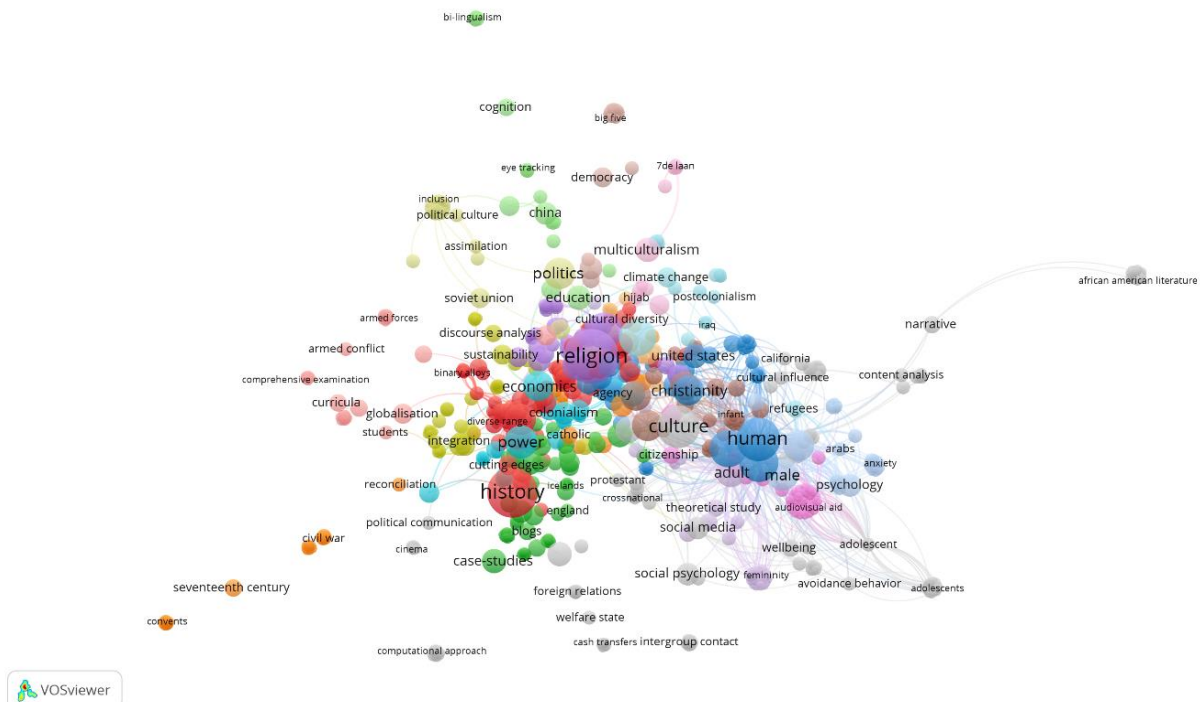

Figure 7.
Co-occurrence Keywords.

The co-authorship country in the cultural identity based on the keywords of cultural identity reformation and ethnic culture communication indicate that there 6 clusters of co-authorship network in this area of study are blue cluster, purple cluster, orange cluster, green cluster, red cluster and light blue cluster. The whole circles show a country and the size of circle explain the number of publications that are published by the country. The link among circles represents connection of co-authorship. So, the circle of this co-authorship describes that the blue cluster represents the main country is United States of America includes, United States of America, South Africa, Japan, Austria. The purple cluster is Asia-Pacific collaborations, which presents Australia, New Zealand, Singapore, Thailand, and Turkey. The orange cluster shows European collaboration network with the Germany, Hungary, Switzerland, Tunisia. The green cluster explain Europe-Asia

collaboration, associated with China, Norway, Sweden, France and Belgium. The red cluster presents the association of southern European and southeast Asia, includes Spain, Indonesia, Malaysia and Saudi Arabia. The information pertaining to co-authorship country in this study presented as Figure 8 co-authorship country below.
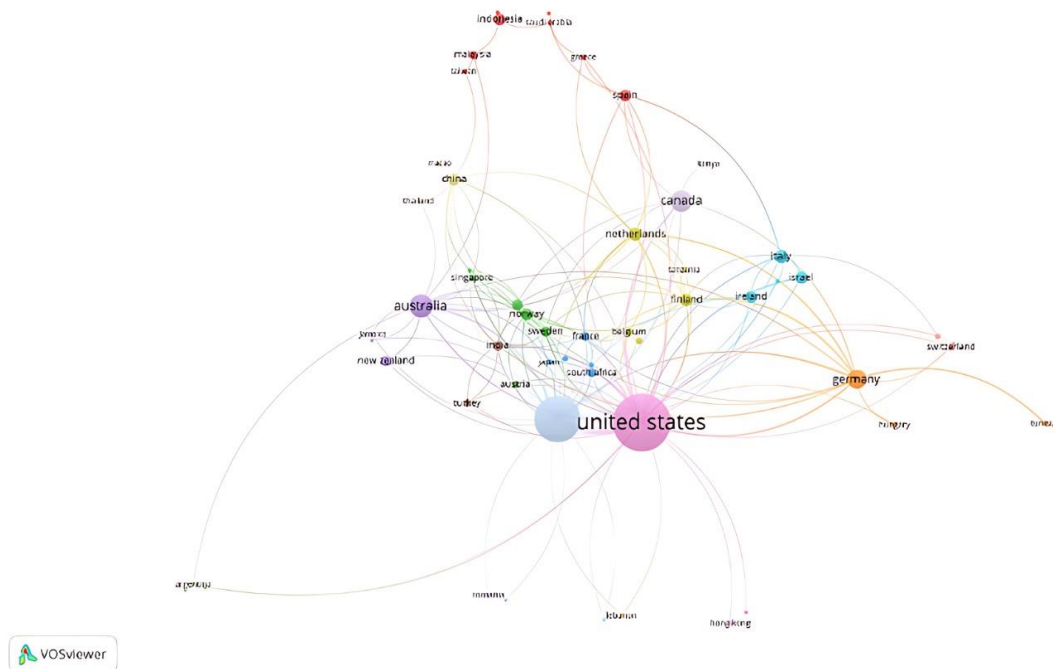

Figure 8.
Co-Authorship Country.

5. Discussion

The cultural identity in cultural identity reformation and ethnic culture communication during 1980 to 2025 updated from Scopus database on 28 September 2025 show the bibliometric information that total publications are 1470 with number of contributing authors 2082. The number of cited papers is 1166 and total citations are 61355. The highest document types and total publications are book with 1094 publications, article in the 228 total publications and review in the 72 total publications. The publication trend started in the 2003 with 15 total publications and the trend of publications tendency to increase but the highest year of citation in 2012 with the 6266 total citations and the trend of citation tendency to decrease in 2025. The Collins Randall is an author that receive the highest citation with the number of total citations is 4400 on 2009. The countries had the highest publications are United States of America with the total number of publications is 562 next, United Kingdom with the 343 publications, and Australia provided 91 publications. This result consistent with Ismail, et al. [9] studied in the keywords all identity revealed that the highest publications related to the countries are the United States of America and United Kingdom. The highest keywords of cultural identity reformation and ethnic culture communication revealed that female in the 21 total count, history in the 19 total count and human in the 19 total count. The link keywords are human studies, psychology, social identity, religion, economics, power, education, politics and multiculturalism. In addition, the cooperate authors country was provided in United States of America, South Africa, Japan, Austria, Australia, New Zealand, Singapore, Thailand, Turkey, Germany, Hungary, Switzerland and Tunisia.

6. Conclusion

The various areas of study in the keywords of cultural identity, this study only presented in the keywords of cultural identity reformation and ethnic culture communication. The bibliometric analysis in this keyword is an approach to realise on the problem of changing traditional identity and enhance conduct study in this area. This study is highlighted in the trend of cultural identity in different dimensions, create various aspects of cultural identity and cultural identity can explore in several areas. As well as this study support to conduct study in the cultural identity.

This keyword started publication in the 2003 and increase in every year. The publication document type is book remaining to be the most published, which this study would be enhance increase publication in other document types, for instance article, review, book chapter and conference paper. The article or other document types remain lack of citation so, conduct a study in the keywords of cultural identity would be an interest study area. The study towards cultural identity in other dimensions create solutions on the problem of changing cultural identity and help the countries that confront with these problems. United States of America is the most active country that provide the publication in this keyword, but probably the problem related to the cultural identity can happen in the other countries. So, this study would be motivation to other countries in conduct the study on cultural identity area and highlight the problem of changing traditional cultural identity in other countries.

The most index keywords and themes towards cultural identity is female and history; this study contribution show that female and history can be refer in the keywords of other studies to enhance citation to the studies. The index keywords can be in other words, for instance human, male, religion and the other studies can emphasize on other groups, for instance young generation, modern society, or adapt traditional cultural identity in the model society. The most study in this keyword presented in the human studies, psychology, and social identity, on the other hand cultural identity can be in the communication, media technology in scope of present traditional cultural identity in the social media, adaptation traditional cultural identity with modern cultural identity and conduct cultural identity in the other methodologies, for instance systematic literature review, qualitative research methodology for interview and focus groups to evaluate the changing of traditional cultural identity. Moreover, there is no limitation of conduct research towards cultural identity in various dimensions or research areas.

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