

Twenty-Four Years of Digital Activism: A Bibliometric Analysis of Trends and Future Directions

SELÇUK İLETİŞİM
DERGİSİ 2025;
18(1):180-202
doi:10.18094/josc.1568707



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ABSTRACT

This study aims to examine global research trends in the field of digital activism by analyzing publication outputs, co-citations, co-occurrences, and collaborations among countries. Data from 2000 to March 2024 were extracted from the Web of Science Core Collection database and analyzed using R Studio. A total of 1,476 unique authors published 907 papers across 524 journals. The findings indicate that research on digital activism is predominantly published in Western European and American journals, highlighting a lack of diversity in terms of countries and regions. Most of the cited authors and publications originate from the United States. The rate of single-country publications (SCP) is higher than that of multi-country publications (MCP) in all publishing countries, suggesting that authors of digital activism prefer to collaborate with colleagues from their own countries. The annual growth rate in this area is 10%. The most cited studies collected data from microblogging sites and employed content analysis techniques. Our results outline the current state of research and emphasize the necessity of integrating various disciplines while also acknowledging the contributions of developing countries for future advancements.

Anahtar Sözcükler: Digital Activism, Digital Media, Bibliometric Analysis, Bibliometrix, New Media Studies

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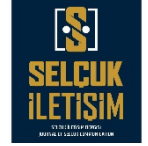
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Geliş Tarihi: 16.10.2024 Kabul Tarihi: 02.12.2024 Yayın Tarihi: 15.04.2025

Atıf/Citatiton: Tani-Yıldız, E. (2025). Twenty-Four Years of Digital Activism: A Bibliometric Analysis of Trends and Future Directions. *Selçuk İletişim*, 18(1), 180-202. <https://doi.org/10.18094/josc.1568707>

Dijital Aktivizmin Yirmi Dört Yılı: Eğilimlerin ve Gelecek Yönelimlerin Bibliyometrik Analizi

JOURNAL OF SELÇUK
COMMUNICATION 2025;
18(1): 180-202
doi:10.18094/josc.1568707



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ÖZ

Dijital aktivizm, yeni medya teknolojileriyle birlikte iletişim disiplinine dahil olan ve son yirmi yılda en çok yayın üretilen alanlardan biri olmuştur. Bu çalışma, dijital aktivizmin küresel eğilimini yayıncılar, atıflar ve ülkeler arası iş birliği temelinde incelemeyi amaçlamaktadır. Web of Science Core Collection veri tabanında dijital aktivizmle ilgili 2000 yılından Mart 2024'e kadar olan veriler çekilmiş ve R Studio kullanılarak analiz edilmiştir. Araştırmanın bulgularına göre dijital aktivizmle ilgili 1476 tekil yazarın 524 farklı dergide 907 araştırma makalesi yayımladığı belirlenmiştir. Bulgular, dijital aktivizmle ilgili araştırmaların ağırlıklı olarak Batı Avrupa ve Amerika dergilerinde yayınlandığını göstermekte ve ülkeler ve bölgeler bazında çeşitlilik eksikliğini ortaya koymaktadır. Alanda en çok atıf yapılan yazarlar ve yayınlar da ağırlıklı olarak ABD'den olup Asya, Afrika ve Türkiye'nin de içinde olduğu Orta Doğu ülkelerinde çalışmaların oldukça sınırlı kaldığı anlaşılmıştır. SCP oranının tüm yayıncı ülkelerde MCP oranından daha yüksek olması, dijital aktivizm araştırmacılarının uluslararası işbirliği yerine kendi ülkelerinden yazarlarla işbirliği yapmayı tercih ettiğini göstermektedir. Bu çalışma alanındaki yıllık büyüme oranı ise %10'dur. En çok atıf alan çalışmalar mikroblog sitelerinden veri toplamış ve içerik analizi tekniklerini kullanmıştır. Sonuçlar, disiplinler arası entegrasyonunun ve gelişmekte olan ülkelerin alana katkılarının artırılması gerekliliğini vurgulamaktadır.

Keywords: Dijital Aktivizm, Dijital Medya, Bibliyometrik Analiz, Bibliometrix, Yeni Medya Çalışmaları

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Received: 16.10.2024 Accepted: 02.12.2024 Published: 15.04.2025

Atıf/Citatiton: Tani-Yıldız, E. (2025). Twenty-Four Years of Digital Activism: A Bibliometric Analysis of Trends and Future Directions. *Selçuk İletişim*, 18(1), 180-202. <https://doi.org/10.18094/josc.1568707>

INTRODUCTION

Digital activism, which emerged as a topic of communication studies at the beginning of the twenty-first century, has made significant progress in the last two decades. People around the world are increasingly aware of and curious about the growing use of internet-enabled devices to drive social and political change (Sivitanides & Shah, 2011; Joyce, 2010). As people, businesses, and governments are inevitably affected by digital activist movements in their daily lives, digital activism has become another hot topic in academia (Kaun & Uldam, 2018). This phenomenon has received much attention not only from academics but also from journalists, particularly because it enables two-way or "many-to-many" mass communication (Özkula, 2021). From the climate change movement (Méndez, 2020; Tani & Boztepe Taşkıran, 2018) to the queer movement (Nip, 2004), from feminism (Negrón-Gonzales, 2016) to veganism (Cherry, 2006), digital activism has successfully manifested itself across all areas of public interest.

Digital activism, as digitally mediated social activism (George & Leidner, 2019), refers to citizen-led forms of contentious collective action that utilize digital tools or environments to pursue political objectives (Balan & Dumitrica, 2024). Although the term evolved from the early 1990s, a wide range of terminologies such as internet activism, hashtag activism, social media activism, cyber activism, cyber-protest, networked activism, e-advocacy, e-activism, e-campaigning, slacktivism, hacktivism, and clicktivism have been used to describe closely related phenomena (Earl & Kimport, 2011; Neumayer & Svensson, 2016; Tani, 2019; Karatzogianni, 2015; Joyce, 2010; Bennett & Segerberg, 2012). The widespread use of terminologies highlights the growing popularity of this phenomenon. Individuals and nongovernmental organizations (NGOs) often quickly adopt new terms without initially feeling the need for terminological refinement (Özkula, 2021). Although the lack of unity in terminology is not important for activists in the field, it may cause confusion for academics.

Developments in all social movements are multifaceted and complex, and involve economic, social, cultural, and regional dimensions (Bonilla & Rosa, 2015; Gerbaudo & Treré, 2015). For this reason, digital activism is the subject of several disciplines, including anthropology, sociology, behavioral and political science, as well as media and communication. As such, the field encompasses a rich and diverse body of knowledge with various epistemologies (Castells, 2012; Kahn & Kellner, 2004; Kaun & Uldam,

2018). The Arab Spring, feminist resistance in Iran and Saudi Arabia, the rise of the Occupy movement in the United States and Canada, the Gezi movement in Turkey, the #BringBackOurGirls campaign in Nigeria, the Hong Kong protests, the Yellow Vests movement in France, anti-war demonstrations in Russia, and, more recently, the enduring conflict between Israel and Palestine, along with the global pro-Palestinian demonstrations, are just a few examples of the multifaceted nature of digital activism. Therefore, this field of study can be contextualized in many disciplines with its conceptual and theoretical framework.

Studies of digital activism in the 21st century have focused primarily on specific local campaigns related to women's rights, environmental crises, racism, sexual rights, democracy movements, and censorship in both developed and developing countries (Suwana, 2020; Castells, 2012). This field includes studies that examine the situation, mobilization and struggle in various countries and regions related to the same issue (Gerbaudo & Treré, 2015; Tani, 2019). To clarify this statement, an example concerning women's rights is provided; Alingasa and Ofreneo's (2021) study examines a women-led social media campaign, #BabaeAko, which mobilized like-minded Twitter users to utilize the hashtag to challenge sexism and misogyny in the Philippines. Paleker (2020) investigates the #ThatsNotOk campaign against sexual harassment in the South African film and television industry. Nas (2022) analyzes a digital campaign, Women in Mosques, aimed at raising public awareness of Turkey's gendered organization of religious space. Bhatia (2022) explores the connections between online activism and offline protests against the anti-Muslim Citizenship Amendment Act enacted in India. Brimacombe et al. (2018) examine the growing prevalence of social media in Fiji and the experiences of young women's rights activists in using social media platforms for online activism. Yang's (2022) research sheds light on the feminist hashtag #JiangshanjiaoDoYouGetYourPeriod, through which netizens expressed their grievances against misogyny, state propaganda, and censorship in China. In addition to these examples, numerous studies in the literature analyze similar local activist actions as case studies do. The significance of digital activism lies in the fact that similar social issues experienced worldwide are brought to light at the local, regional, or national levels. For these reasons, the field of study can be further enriched by comparative analyses.

The above paragraph highlights the significance of digital activism as a field of study. The increase in the number of academic journals and the growing number of scholars specializing in the field

has led to a rise in both theoretical and empirical research papers being published. In addition, there has been a significant increase in the number of theses and articles written in this field within Turkish literature, as well as the number of courses offered at universities. Digital activism research is worth analyzing bibliometrically as it provides an in-depth view of regional and national social movements worldwide, uncovering their similarities, differences, and methodologies. No previous bibliometric study has been conducted on this topic, although its literature spans more than twenty years. This study provides an overview of the global publication productivity status of scholars and practitioners of digital activism since the beginning of the 21st century. A bibliometric analysis of the past twenty-four years in the field is believed to be beneficial for guiding academics and future research in this area.

METHODOLOGY

Aim

The objectives of this study can be summarized as follows: (a) to analyze the temporal distribution patterns of articles; (b) to show the contributions of countries and authors; (c) to shed light on research topics and popular terms; (d) to identify the dominant countries in the field on the basis of the WoS database; and (e) to provide in-depth insight into future directions. Thus, this study will be useful in exploring the possibilities and opportunities for future research trends in the field of digital activism. The findings of this study could be beneficial in helping academics worldwide better understand the current state of research on digital activism and determining its scholarly frontier. Ultimately, examining how a relatively new and popular field of study within the discipline of communication can be considered the most general aim.

Analytical Methods

This paper adopts a descriptive research approach through bibliometric analysis to describe the scale, patterns, and productivity of global publications in the field of digital activism. Bibliometric analysis is a research approach that investigates global research trends in a specific area via outputs from academic publications in databases (Alsharif, Salleh, & Baharun, 2020). Scholars use bibliometric analysis to identify emerging trends, assess journal performance, analyze collaboration patterns, and examine the composition of research in a particular field within the existing literature (Gök Demir, Sümer,

& Karakaya, 2020). A substantial number of documents can be systematically and quantitatively analyzed in a bibliometric study. This type of analysis can highlight research hotspots and detect research trends by examining the distribution of literature over time, across sources, and across regions (Yu & Huang, 2021). We can unravel the evolutionary nuances of a specific area and, at the same time, shed light on emerging areas within that domain.

The acquisition of large amounts of bibliometric data has become relatively easy with the advent of scientific databases such as Scopus, PubMed, and Web of Science. Software such as VOSviewer, BibExcel, Histcite, Citespace, and Gephi allows for the analysis of such data in a very pragmatic way (Donthu et al., 2021). This paper utilizes the R language. The R programming language provides an easy-to-use bibliometric analysis package called Biblioshiny from Bibliometrix for the Web of Science. Bibliometrix is an open-source package for analyzing and visualizing bibliographic data. The bibliometrix is suitable for broader and more general data analysis workflows (Derviş, 2019).

Data Collection

The Web of Science database was used to select the bibliometric data. In order to emphasize high-quality papers, the Web of Science Core Collection, which includes SCI-EXPANDED, SSCI and AHCI papers, was selected. WoS is preferred because it is one of the most widely used databases among academics. The database indexes the high-tier journals in the field (Ellegaard, 2018).

To identify the documents, the following search strategy was used:

"TOPIC OR TITLE: 'digital activism' or 'cyberactivism' or 'cyber-activism' or 'online activism' or 'web activism' or 'internet activism' or 'e-activism' or 'social media activism' or 'hashtag activism' or 'slacktivism'. To avoid missing essential studies, terms were searched in the author keywords and the title. A total of 1198 studies were obtained. After the document types were filtered to include only articles for clear data, 907 studies were retained. Letters, conference proceedings, and book chapters are not included. A total of 907 studies were examined in the context of journal production, author productivity, institutional context, country collaboration, co-citation analysis, and co-word network analysis. The data were collected on March 1, 2024.

Ethics Statement

This study was conducted as a bibliometric study for the analysis of published articles. The study did not involve human subjects, and therefore did not require approval from an Institutional Review Board or informed consent.

FINDINGS AND ANALYSIS

Citation analysis is the most important assessment tool for understanding the influence of individual articles, journals, nations and authors. The top 10 sources, countries, authors and total citations are shown in Table 1.

Table 1 Top 10 Sources of Publications and Total Citations

SOURCES	ARTICLES	IF (2022)	COUNTRY	TOTAL CITATIONS	% DOCUMENT CITED
New Media & Society	43	5,0	England	11,748	71.63%
Information Communication & Society	27	4,2	England	7,578	72.1%
International Journal of Communication	27	1,7	USA	4,831	78.49%
Feminist Media Studies	26	1,7	England	2,273	78.49%
Social Media + Society	21	5,2	England	4,593	78.49%
Media Culture & Society	16	3,3	USA	3,443	68.06%
Policy and Internet	7	4,9	USA	1,040	77.78%
Communication Culture & Critique	6	1,7	USA	622	61.09%
Comunicar	6	5,6	Spain	2,113	85.5%
Media and Communication	6	3,1	Portugal	1,619	91.09%

Between 2000 and 2024, a total of 907 articles were published in 524 journals, which is a wide range of journals. It is a body of literature with 1476 authors, 8 languages, and a trend of annual growth. The top ten journals are listed in Table 1, and together they account for 185 (20.39%) of the articles in the dataset. New Media & Society has the highest number of publications with 43, followed by Information, Communication & Society with 27, and the International Journal of Communication also with 27. All of the top 10 journals are related to the communication discipline and have high impact factors, including Social Media + Society and Media, Culture & Society. However, this result suggests that although articles on the topic of digital activism are published in numerous journals, the core of the literature comes from the top five journals.

In terms of the top 50 journals by discipline, in addition to communication, two journals are in the behavioral sciences, one in computer technologies, and one in religious studies. Therefore, although the literature suggests that digital activism is the subject of several disciplines, including anthropology,

sociology, behavioral and political science, and media and communication (Kaun & Uldam, 2018; Castells, 2012; Kahn & Kellner, 2004; Joyce, 2010), the findings of this study can partially confirm this literature knowledge. According to Table 1, the leading country in terms of total journal citations is England with 26,192 citations. The USA journals are the second most dominant in the field, with a total of 9936 citations. However, there is a significant gap between the USA and the UK. Notably, there are no journals from Eastern Europe, Asia, the Middle East, Africa, or South America in the top ten list. When the scope is widened to include the top twenty sources/journals for analysis, the results remain unchanged, except for a significant increase in the number of Spanish journals. For these reasons, it can be concluded that this field of study is dominated by Western European and American sources. In support of this finding, the most cited country for articles published on digital activism is the USA, with 5457 citations, followed by the UK with 1256 citations.

Figure 1 Sources' Production Over Time

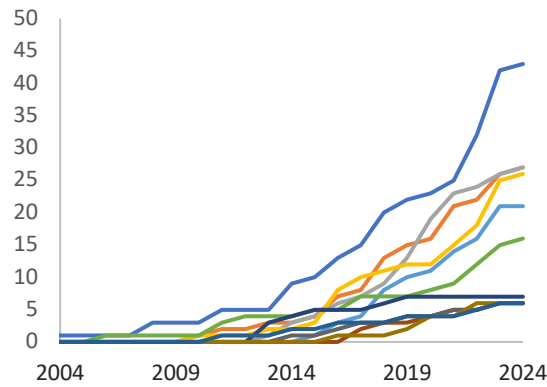


Figure 1 illustrates the interest of journals in the field of digital activism over the past twenty-four years. Although the number of publications has increased across all journals, there has been a significant rise in the number of articles since 2019. The average age of the documents is 5 years, and the annual growth rate of this field of study is 10%. Considering that this is a relatively new field of study and that there are still many aspects that require further research, the trend is logical and realistic. Similarly, the average number of citations per document is 12.87 and is steadily increasing. The citation rates of papers published in these top ten journals are also quite high.

Eight of the ten most cited authors are from the USA, one is from the UK, and one is from Canada. Although the top journals are mainly from the UK, the UK is ranked fifth among the most cited studies in the top ten, with only one study. This finding shows that digital activism practices and research in the

USA are of great interest to a wide range of scholars. Although the *American Ethnologist* is not among top journals that publish the most articles on digital activism, the study by Bonilla and Rosa (2015) published in the journal is the most referenced in the literature.

Table 2 Top 10 Papers with The Highest Total Citations

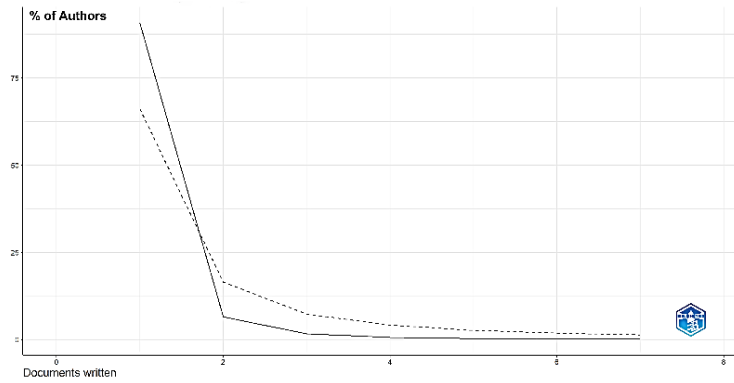
AUTHOR	YEAR	TOTAL CITATIONS	JOURNAL	RESEARCH METHOD
Bonilla Y,	2015	1605	American Ethnologist	Semiotic analysis of Twitter data
Kahn R,	2004	1254	New Media & Society	Case studies
Baer H,	2016	712	Feminist Media Studies	Content analysis of Twitter data
Kristofferson K,	2014	658	Journal of Consumer Research	Experiment
Jackson SJ,	2015	461	Journal of Communication	Network analysis and discourse analysis of Twitter data
Ince J,	2017	412	Ethnic and Racial Studies	Content analysis of Twitter data
Xiong Y,	2019	408	Public Relations Review	Semantic network analysis and thematic analysis of Twitter data
Sullivan J,	2014	366	New Media & Society	Literature review on Weibo (Twitter of China)
Brown M,	2017	338	Ethnic and Racial Studies	Content analysis of Twitter data
Jackson SJ,	2016	315	Information Communication & Society	Discourse analysis of Twitter data

Table 2 presents the top 10 most cited articles along with their first author, year of publication, total citations, source, and research method. Highly cited articles can indicate the scientific excellence of each subfield and serve as a benchmark for future research (Yu & Huang, 2021). For example, Kahn and Kellner (2004) explored how early online activists utilized new media developments to connect with a diverse range of individuals and groups. They also leveraged emerging technologies to facilitate the creation of new social relations and forms of political potential. Baer (2016) focuses on three feminist case studies. The analysis ultimately draws attention to the precariousness of digital feminism and the possibilities it offers for new subjectivities and social formations. Kristofferson, White and Peloza (2014) explored the effectiveness of token support programs for charities, specifically among individuals closely associated with their respective causes. Jackson and Foucault Welles (2016) examined the case study of Ferguson, where a black man was shot and killed by police in a small town in the US. They highlighted how ordinary citizens, activists, and journalists organized themselves into a Twitter network with an emerging counterpublic structure, making this case a national issue. Ince, Rojas and Davis (2017) reported that #BlackLivesMatter is associated with hashtag types that mention movement solidarity, refer to police violence, and mention movement tactics. Xiong, Cho and Boatwright (2019) discussed the crucial role of social movement organizations in online mobilization during the #MeToo movement and

highlighted the significance of hashtags in feminist activism. Sullivan (2014) analyzed how the Chinese government utilized the microblogosphere to benefit itself. In a content analysis of over 400,000 tweets, Brown et al. (2017) demonstrated that #SayHerName serves as a platform for spotlighting black women who are victims of police violence and shedding light on the intersections with gender identity.

The research methods used by the most cited studies show that 8 out of 10 studies collected their data from microblogging sites such as Twitter and Weibo. While qualitative data analysis was preferred in all studies, the content analysis technique was mainly used. Only one study applied the experimental method. Research articles were found to be the most cited. Ninety percent of the most cited studies in the top ten list were published in 2014 or later.

Figure 2 Author Productivity Through Lotka's Law



Between 2000 and March 2024, 1476 authors were identified as having published articles on digital activism in WoS journals. However, 1340 of these authors published only one article on digital activism (or online activism or web activism or social media activism or cyberactivism or internet activism or e-activism or hashtag activism or slacktivism). This indicates that approximately 91% of the authors in this dataset have low productivity in this research area. Notably, some authors may have published in journals that are not indexed in WoS. 96 authors have 2 articles, whereas only 25 authors have three different publications related to this research area. The number of authors with more than three publications is approximately 1 percent. This indicates that although many authors are studying digital activism, the number of those who consistently publish on the topic is very limited and insufficient.

All of these concepts are closely related to each other and have connotations. These concepts are categorized into four distinct categories. Concepts such as gender, race, the Arab Spring, identity, and feminism are the focal points of studies on digital activism. They provide an indication of the basic context of the research and the type of case model being studied. For example, #MeToo or #BlackLivesMatter directly convey the message that the research is related to the women's rights movement or anti-racist movements. In addition, the prominence of terms such as gender, women, sexual assault, feminism, and #MeToo indicates that women's studies hold a significant position in the digital activism landscape. Concepts such as collective action, mobilization, civil society, and the public sphere are related to the actors and their methods of action. Concepts such as networks, technology, social networks, Twitter, hashtags, Facebook, internet, online news, and social media reflect both the medium and the tools.

Table 4 SCP and MCP Rates of Countries

Country	Articles	SCP	MCP	Freq	MCP Ratio
USA	251	233	18	0,277	0,072
Spain	88	77	11	0,097	0,125
UK	85	69	16	0,094	0,188
Australia	71	55	16	0,078	0,225
Canada	36	31	5	0,04	0,139
Brazil	30	27	3	0,033	0,1
China	24	16	8	0,026	0,333
Sweden	22	21	1	0,024	0,045
Netherlands	19	14	5	0,021	0,263
Italy	18	16	2	0,02	0,111
Mexico	16	11	5	0,018	0,313
Turkey	16	14	2	0,018	0,125
Germany	14	9	5	0,015	0,357
Korea	13	11	2	0,014	0,154
Russia	12	12	0	0,013	0
France	11	9	2	0,012	0,182
India	11	8	3	0,012	0,273
South Africa	9	8	1	0,01	0,111
Chile	8	7	1	0,009	0,125

SCP: single country publications, MCP: multiple countries publications

The USA produced the most publications in the field of digital activism, with 251 studies (27.6%). While 233 of these studies were published with authors from the same country, only 18 were published in collaboration with academics from different countries. The second most published country is Spain

with 88 studies (9.7%), and the third is the United Kingdom with 85 studies (9.37%). Although the sum of SCPs of these two countries does not exceed that of the US, the sum of the MCPs exceeds that of the US. In fact, the USA has the lowest MCP ratio among all countries.

Countries with an MCP rate of 50% and above are considered to have high levels of international cooperation in the field of digital activism. There is no country on the list that exceeds this threshold. The fact that the SCP rate is higher than the MCP rate in all countries indicates that digital activism authors are very likely to collaborate with other authors in their home countries. Although the diversity of countries and regions publishing journals is limited, there is a wide range of diversity in the list of publishing countries, spanning from Asia to South America, and from Australia to Africa.

Figure 4 Countries' Collaboration World Map

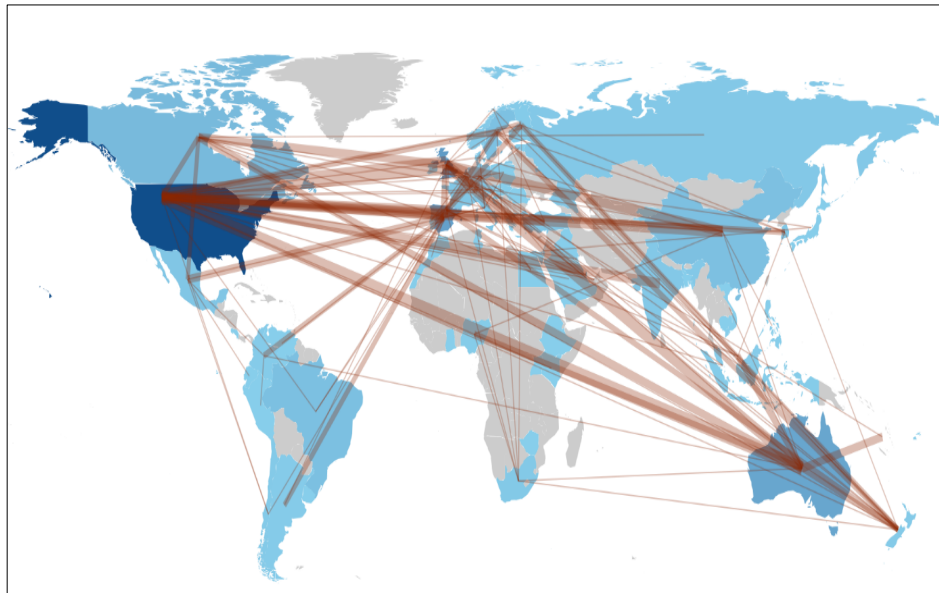


Figure 4 displays a map illustrating collaboration among 50 different countries. In bibliometric analyses, it is crucial to uncover the international cooperation dimension of the chosen topic. It indicates how intercultural aspects of a research topic are addressed. Only 15% of the 907 studies on digital activism involved international collaboration. Although the number of countries appears substantial, the overall rate of cooperation remains insufficient. The literature indicates that studies on digital activism encompass universal themes, with case analyses conducted at both local and national levels (Gerbaudo & Treré, 2015; Baer, 2016; Alingasa & Ofreneo, 2021; Sullivan, 2014; Brimacombe et al., 2018). In other words, country-specific case studies are prevalent in this field. The fact that local or regional case models may also explain the relatively low levels of global collaboration.

Table 5 Most Collaborating Countries

From USA	To	Freq	From UK	To	Freq	From Australia	To	Freq	From Spain	To	Freq	From Sweden	To	Freq
	Australia	7		Argentina	1		Austria	1		Argentina	2		Denmark	1
	Austria	1		Australia	6		Canada	3		Brazil	1		Finland	3
	Brazil	1		Canada	3		China	1		Canada	1		France	2
	Canada	2		China	4		Colombia	1		Chile	1		Korea	1
	Chile	1		Egypt	1		Fiji	3		Colombia	2		Malaysia	1
	China	5		Fiji	1		Indonesia	1		Germany	1		N.Zealand	2
	Denmark	1		France	1		Malaysia	3		Italy	1		South Africa	1
	Finland	1		Hungary	1		N.Zealand	2		Mexico	3		TCP	11
	France	3		Ireland	1		Nigeria	2		Morocco	1			
	Germany	1		Netherlands	4		South Africa	1		Venezuela	1			
	India	4		N. Zealand	1		Vietnam	1		TCP	14			
	Kenya	1		Norway	1		TCP	19						
	Korea	2		Qatar	2									
	Kuwait	1		Singapore	1									
	Netherlands	1		Spain	5									
	N.Zealand	1		Sweden	1									
	Qatar	1		Switzerland	1									
	Saudi Arabia	1		Turkey	1									
	Singapore	1		TCP	36									
	Spain	2												
	Sweden	2												
	Switzerland	1												
	Turkey	2												
	UAE	1												
UK	11													
TCP	55													

Table 5 below presents a cross-section of the cooperation network depicted in Figure 4. It displays the top five countries that have fostered the most cooperation. According to the corresponding author, the countries that most frequently engage in global cooperation are the US, the UK, Australia, Spain, and Sweden. The USA had the highest number of multicountry collaborations. Fifty-five papers with an American corresponding author were co-authored by authors from twenty-five different countries. Although there are academics from geographically diverse continents, most collaborations have been developed with academics from the UK. However, the most frequent collaborators of UK authors are from Australia and Spain. Spain has established extensive collaborations with South

American countries such as Argentina, Brazil, Mexico, and Colombia. This may be due to language, culture, and historical connections.

DISCUSSION AND CONCLUSION

Digital activism is a noteworthy field of study in new media. The results of this study provide (a) an overview of the global status of the publication productivity of digital activism scholars and practitioners since 2000; (b) an analysis of the temporal distribution patterns of articles; (c) an examination of the contributions of countries, authors and the most productive academic institutions; (d) an examination of research topics and popular terms; (e) an identification of the dominant countries in the field on the basis of the WoS database; and (f) an examination of in-depth insights into future directions.

The increasing number of publications in this field underscores the growing scholarly interest in understanding the role of digital technologies in activism. This trend reflects the evolving landscape of activism, where digital platforms and tools have become integral to social and political movements worldwide. The bibliometric analysis reveals several significant insights. This analysis revealed insufficient interdisciplinary cooperation and interaction in the field. Publishing journals are predominantly under the field of communication. Although these journals do publish interdisciplinary articles, their main focus remains on communication sciences. An analysis of the editorial boards of the top twenty journals reveals that diversity is still limited. Given that digital activism encompasses sociological, political, economic, and managerial dimensions, it was expected that these journals would exhibit greater diversity in terms of disciplines. This expectation stemmed from the emphasis on the multifaceted nature of the field in existing literature (see Castells, 2012; Bonilla & Rosa, 2015; Gerbaudo & Treré, 2015; Joyce, 2010). However, the findings of this study did not support this expectation.

The Lotka Law graph highlights the low productivity of scholars in digital activism. Ninety-one percent of scholars and practitioners had only one article published in a journal included in the Web of Science database. If the scope of the study had been expanded to include the Scopus, EBSCO, PubMed, ProQuest, and TRDizin databases, the results would likely have differed. It is important to note that not all authors have published in the Web of Science or have exclusively written articles on this topic in

English. However, this limitation does not diminish the significance of the finding; it is clear that very few authors publish more than one article in highly indexed journals.

Global collaboration is characterized by a vast communication network spanning from Africa to Asia, and from Europe to Oceania. Although the number of jointly published articles is not relatively high, collaborative studies are not limited to a specific geographical area. The significance of digital activism lies in its emphasis on specific local campaigns related to women's rights, environmental crises, racism, sexual rights, democratic movements, and censorship. This field is crucial for illuminating the status of these issues across various countries (see Alingasa and Ofreneo, 2021; Paleker, 2020; Nas, 2022; Bhatia, 2022; Brimacombe et al., 2018; Yang, 2022). However, comparative analyses between countries can enrich the field of study. By comparing experiences and changes across various nations, examining the ways in which activists organize and communicate, and exploring the influence of culture and media ownership as moderating factors, researchers can gain valuable insights.

Content analysis is the preferred method, whereas case studies are the preferred type of sampling. Data are typically collected from social media platforms, particularly X/Twitter, where activist campaigns are conducted. However, as the data security policies of social media platforms become more stringent, extracting data from these channels is becoming increasingly challenging (Ohme et al., 2024; Freelon, 2018). This trend may hinder researchers' ability to collect data, particularly real-time data, in the future.

The results also inspire the future. There may be a need to explore interdisciplinary integration. The diverse designs of digital activism strategies need further exploration. In conclusion, the findings of this bibliometric analysis underscore the importance of the ongoing scholarly focus on digital activism. By further exploring the dynamics of digital activism, researchers can contribute to both theoretical advancements and practical insights that inform advocacy efforts and social change initiatives in the digital age. Finally, a limitation of this study is that the reviewed articles were sourced solely from the Web of Science (WoS) database, which limits the availability of comparable data. Consequently, future studies need to utilize a comparative analytical approach involving the Scopus database and the WoS. Data from the DergiPark and National Thesis Center (in Turkish *Ulusal Tez Merkezi*) databases will provide a Turkish perspective.

GENİŞLETİLMİŞ ÖZET

Yirmi birinci yüzyılın başında iletişim disiplinin bir alt çalışma alanı olarak ortaya çıkan dijital aktivizm, son yirmi yılda önemli bir ilerleme kaydetmiştir. Dünyanın dört bir yanından insanlar, yeni iletişim teknolojilerini kullanarak sosyal ve politik değişimi yönlendirmeye çabalamaktadır (Sivitanides & Shah, 2011; Joyce, 2010). İklim değişikliği hareketinden (Méndez, 2020; Tani & Boztepe Taşkiran, 2018) LGBTQ hareketine (Nip, 2004), feminizmden (Negrón-Gonzales, 2016) veganizme (Cherry, 2006) kadar dijital aktivizm tüm alanlarda kamuoyu yaratmak için tercih edilen bir yöntem olmuştur. Dijital aktivizm alanını odağına alan bu çalışmanın amaçları şu şekilde özetlenebilir: (a) dijital aktivizm çalışmalarının zamansal trendini analiz etmek; (b) ülke ve yazar bazında katkıları saptamak; (c) araştırma temalarına ve popüler terimlere ışık tutmak; (d) metodolojik yaklaşımı anlayabilmek ve (e) gelecekteki yönelimlere ilişkin öngörü sağlamaktır. Bu çalışmanın bulguları, dijital aktivizm üzerine yapılan araştırmaların mevcut durumunu daha iyi anlaşılmasına ve akademik sınırlarının belirlenmesine katkı sunabilir.

Araştırmada bibliyometrik analiz yoluyla betimleyici bir araştırma yaklaşımı benimsemektedir. Bibliyometrik analiz, veri tabanlarındaki akademik yayınlardan elde edilen çıktılar aracılığıyla belirli bir alandaki küresel araştırma eğilimlerini araştıran bir yaklaşımdır (Alsharif, Salleh, & Baharun, 2020). Akademisyenler bibliyometrik analizi, alanın uzmanlarının işbirliği modellerini analiz etmek ve mevcut literatür içinde belirli bir alandaki araştırmaların kompozisyonunu incelemek için kullanmaktadır (Gök Demir, Sümer, & Karakaya, 2020). Bibliyometrik bir çalışmada önemli sayıda belge sistematik ve nicel olarak analiz edilebilmektedir. Scopus, PubMed ve Web of Science gibi bilimsel veri tabanlarının ortaya çıkmasıyla büyük miktarda bibliyometrik verinin elde edilmesi nispeten kolaylaşmıştır. VOSviewer, BibExcel, Histcite, Citespace ve Gephi gibi yazılımlar, bu tür verilerin çok pragmatik bir şekilde analiz edilmesine olanak sağlamaktadır (Donthu vd., 2021). Bu makalede R Studio'nun Bibliometrix/Biblioshiny adlı analiz paketi kullanılmıştır. Bibliometrix, bibliyografik verileri analiz etmeye ve görselleştirmeye yönelik açık kaynaklı bir pakettir. Bibliometrix, büyük miktarda ve daha genel veri analizi için uygundur (Derviş, 2019). Veri seti oluşturulurken yüksek kaliteli yayınları seçebilmek için Web of Science Core Collection veri tabanı kullanılmıştır. WoS, akademisyenler arasında en yaygın kullanılan ve alandaki en önemli dergileri endeksleyen veri tabanı olduğu için tercih edilmiştir (Ellegaard, 2018).

Veri setini oluşturmak için aşağıdaki arama stratejisi kullanılmıştır:

"Konu veya Başlık": 'dijital aktivizm' veya 'siberaktivizm' veya 'siber-aktivizm' veya 'çevrimiçi aktivizm' veya 'web aktivizmi' veya 'internet aktivizmi' veya 'e-aktivizm' veya 'sosyal medya aktivizmi' veya 'hashtag aktivizmi' veya 'slacktivizm'. Veri kaybı olmaması için, terimler yazar anahtar kelimelerinde ve başlıkta aranmıştır. Toplam 1198 veri elde edilmiş olup belge türü olarak makaleler filtrelendikten sonra 907 veriden oluşan bir sete analizler yapılmıştır. Veriler 1 Mart 2024 tarihinde toplanmıştır.

Dijital aktivizmle ilgili 2000 ile 2024 yılları arasında 524 farklı dergide toplam 907 makale 1476 yazar tarafından ve 8 farklı dilde yayınlanmıştır. Bu durum yıllık büyüme eğilimi olan bir literatür bütününe işaret etmektedir. Bu alandaki yayın sayısının artması, dijital teknolojilerin aktivizmdeki rolünün anlaşılmasına yönelik artan akademik ilginin de yansımasıdır. Çalışma alanına öncülük eden ilk on derginin tamamı iletişim disiplinine ait ve yüksek etki faktörlerine sahiptir. Kapsam genişletilip disiplinlere göre ilk 50 dergi listelendiğinde, iletişimin yanı sıra iki derginin davranış bilimleri, bir derginin bilgisayar teknolojileri ve bir derginin de dini çalışmalar alanında olduğu belirlenmiştir. Dolayısıyla, literatür dijital aktivizmin antropoloji, sosyoloji, siyaset bilimi, uluslararası ilişkiler gibi çeşitli disiplinlerin de ortak konusu olduğunu öne sürse de (Kaun & Uldam, 2018; Kahn & Kellner, 2004; Castells, 2012) araştırma bulguları bu literatür bilgisini desteklememektedir.

En sık yayın yapan dergi listesinde Doğu Avrupa, Asya, Orta Doğu, Afrika veya Güney Amerika'dan hiçbir derginin bulunmaması dikkat çekicidir. Yayın sayısı tüm dergilerde artmış olsa da 2019'dan bu yana makale sayısında önemli bir artış olmuştur. Dolayısıyla bilimsel araştırmaların ortalama yaşı 5 yıl ve bu çalışma alanının yıllık büyüme oranı ise %10'dur. Nispeten yeni bir çalışma alanı olduğu ve hala daha fazla araştırma gerektiren birçok yönü olduğu düşünüldüğünde, bu eğilim tutarlı ve gerçekçidir. Dijital aktivizm üzerine yayınlanan makalelerde en çok atıf yapılan ülke ABD olurken, onu İngiltere takip etmektedir. Benzer şekilde, belge başına ortalama atıf sayısı 12,87'dir ve atıf oranları hızlı bir artış eğilimi göstermektedir. Dijital aktivizm alanında en fazla yayın %27,6 oranla ABD'de üretilmiştir. SCP oranının (tekil ülkeden yazarlar) MCP oranından (çoklu ülkeden yazarlar) yüksek olması, dijital aktivizm yazarlarının kendi ülkelerindeki diğer yazarlarla işbirliği yaptığına işaret etmektedir.

En çok atıf alan çalışmaların kullandığı araştırma yöntemlerine bakıldığında, verilerin ağırlıklı olarak X/Twitter ve Weibo gibi mikroblog sitelerinden toplandığı görülmektedir. Çalışmalarda nitel araştırma desenleri tercih edilirken, ağırlıklı olarak içerik analizi tekniği kullanılmış ve örneklem türü

olarak vaka çalışması tercih edilmiştir. 2000 ile Mart 2024 arasında, WoS dergilerinde dijital aktivizm üzerine makale yayınlamış 1476 yazar tespit edilmiştir. Ancak, bu yazarların 1340'ı dijital aktivizm hakkında yalnızca bir makale yayınlamıştır. Bu veri kümesindeki yazarların yaklaşık %91'inin bu araştırma alanında düşük üretkenliğe sahip olduğunu göstermektedir. Ancak bazı yazarların WoS'ta indekslenmeyen dergilerde yayın yapmış olabileceği de göz önünde bulundurulmalıdır. Üçten fazla yayını olan yazar sayısı yaklaşık yüzde 1'dir. Bu durum, birçok yazarın dijital aktivizm üzerine çalışmasına rağmen, konuyla ilgili periyodik yayın yapanların sayısının sınırlı ve yetersiz olduğuna işaret etmektedir.

Toplam 907 makalede öne çıkan hepsi birbiriyle yakından ilişkili dört ayrı kategoride kırk dört kavram belirlenmiştir. Toplumsal cinsiyet, ırk, Arap Baharı, kimlik ve feminizm gibi kavramlar dijital aktivizm üzerine yapılan çalışmaların odak noktalarını oluşturmaktadır. Bu kavramlar, araştırmanın temel bağlamına ve incelenen vaka modelinin türüne dair bir gösterge sunmaktadır. Örneğin, #MeToo veya #BlackLivesMatter doğrudan araştırmanın kadın hakları hareketi veya ırkçılık karşıtı hareketlerle ilgili olduğu mesajını vermektedir. Ayrıca, toplumsal cinsiyet, kadın, cinsel saldırı, feminizm ve #MeToo gibi terimlerin öne çıkması, kadın çalışmalarının dijital aktivizm literatüründe önemli bir konuma sahip olduğunu göstermektedir. Kolektif eylem, mobilizasyon, sivil toplum ve kamusal alan gibi kavramlar aktörler ve eylem biçimleriyle ilişkilidir. Ağlar, teknoloji, sosyal ağlar, Twitter, hashtag, Facebook, internet, çevrimiçi haberler ve sosyal medya gibi kavramlar ise hem ortamı hem de araçları yansıtmaktadır.

Araştırma sonuçları bakımından tartışıldığında, alanda disiplinler arası işbirliğinin oldukça sınırlı ve yetersiz olduğu ifade edilebilir. Dijital aktivizmin sosyolojik, politik ve ekonomik boyutları göz önüne alındığında hem dergi bazında hem de disiplin bazında çeşitliliğin yüksek olması beklenmekteydi. Ancak her ne kadar disiplin bazında iletişim bilimlerinin ağırlığı olsa da makalelerin kadın hakları, çevre hakları, cinsel yönelim, demokrasi hareketleri gibi çok çeşitli tematik içeriklere sahip olduğu söylenebilir. Toplam sayı içinde farklı ülkelerden/üniversitelerden akademisyenlerin kültürlerarası bağlamda yaptığı çalışmalar sınırlılığı tespit edilmiştir. Mevcut işbirlikleri ise Afrika'dan Asya'ya, Avrupa'dan Okyanusya'ya uzanan geniş bir ağa sahip olup belirli bir coğrafi alanla sınırlı değildir. Ayrıca Lotka Yasası grafiği (Görsel 2), dijital aktivizm alanındaki yazar bazlı düşük üretkenliği vurgulamaktadır. Bu durumun Scopus veya Türkiye özelinde Dergipark veri tabanlarından çekilebilecek verilerle kıyaslamalı analizine ihtiyaç vardır.

Çıkar Çatışması/Conflict of Interest

Yazar çıkar çatışması olmadığını beyan etmiştir. /The author declares that there is no conflict of interest.

Yazarların Katkıları/Author Contributions

Makale tek yazarlıdır. /The article has a single author.

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