Türkiye İletişim Araştırmaları Dergisi / Turkish Review of Communication Studies • Yıl/Year: 2025 • Sayı/Issue: 47
ss/pp. 81-104 • ISSN: 2630-6220 • DOI: 10.17829/turcom.1564603

ARAŞTIRMA MAKALESİ / RESEARCH ARTICLE

A Bibliometric Analysis of Publications on Surveillance and New Media Concepts in the Web of Science Database

Gözetim ve Yeni Medya Kavramlarına Yönelik Web of Science Veritabanında Yer Alan Yayınların Bibliyometrik Analizi

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Abstract

In the contemporary era shaped by rapid advancements in internet technologies, the intersection of surveillance and new media has experienced profound transformations in both professional and academic domains. This shift necessitates a comprehensive review of the existing literature on these converging concepts. To this end, a bibliometric analysis based on quantitative data is conducted using the Web of Science (WoS) database as of June 23, 2024. The study aims to identify both the density and the gaps in current research, while also offering guidance for future scholarly work. A total of 323 publications—comprising articles, book chapters, and reviews across 51 fields—are analyzed. Using VOSviewer software, the study maps co-authorship networks, citation patterns, keyword trends, and institutional contributions. The results reveal a marked increase in scholarly attention to these topics, particularly after 2010. Influential concepts such as the panopticon, transparency society, algorithmic security, and surveillance capitalism emerge prominently. Ethical concerns, privacy, and data politics dominate recent discussions, highlighting the growing need for interdisciplinary inquiry. Ultimately, this study provides a robust overview of the academic landscape surrounding surveillance and new media, outlines key research trajectories, and offers a foundational reference for scholars exploring the socio-technical dynamics of digital surveillance.

Keywords: Surveillance, New Media, Social Media, Panopticon, Bibliometric Analysis

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How to cite this article/Atıf için (APA 7): Durmuşahmet, A. (2025). A bibliometric analysis of publications on surveillance and new media concepts in the Web of Science database. *Turkish Review of Communication Studies, 47*, 81-104. https://doi.org/10.17829/turcom.1564603

Makale Geçmişi / Article History

Gönderim / Received: 10.10.2024 **Düzeltme / Revised:** 05.04.2024 **Kabul / Accepted:** 22.04.2025

Öz

Günümüzde internet teknolojilerinde yaşanan hızlı gelişmeler neticesinde gözetim ve yeni medya alanlarının kesişiminde profesyonel ve akademik araştırmalar noktasında büyük ve köklü değişimler yaşanmıştır. Bu değişim iki kavramın ortaklığındaki literatürün incelenmesi gerekli kılmaktadır. Nicel veriler aracılığıyla gerçekleştirilen bibliyometrik analiz yöntemiyle söz konusu kavramların 23 Haziran 2024 tarihi itibariyle WoS veri tabanında yer alan yayınlar ekseninde bir özetinin çıkarılması, kavramlara yönelik çalışmalardaki yoğunlukların, boşlukların aktarılması ve daha sonra bu kavramlar üzerine yayın ve araştırma yapmayı hedefleyen araştırmacılara kılavuzluk etmesi amaçlanmıştır. Söz konusu kavramlara yönelik 323 eserin 2002 ve 2024 yılları arasında 51 farklı alanda makale, kitap bölümü, kitap incelemesi vb. türlerde yayınlandığı görülmüştür. VOSviewer yazılımı aracılığıyla gerçekleştirilen analizler, gözetim ve yeni medya kavramlarının özellikle 2010 sonrası dönemde artan biçimde ele alındığını göstermektedir. Bulgular, bu alanda etkili olan yazarlar, yayınlar ve kavramsal çerçeveler hakkında kapsamlı bir görünüm sunmaktadır. Çalışma, özellikle panoptikon, şeffaflık toplumu, algoritmik güvenlik ve gözetim kapitalizmi gibi kavramların literatürde öne çıktığını göstermektedir. Etik, mahremiyet ve veri politikaları gibi konuların merkezde yer aldığı güncel tartışmalar, disiplinlerarası bir yaklaşımı zorunlu kılmaktadır. Sonuç olarak bu analiz, gözetim ve yeni medya alanındaki akademik üretimin haritasını çıkararak alana dair eğilimleri belirlemekte ve gelecekteki araştırmalar için yönlendirici bir kaynak işlevi görmektedir.
Anahtar Kelimeler: Gözetim, Yeni Medya, Sosyal Medya, Panoptikon, Bibliyometrik Analiz

Introduction

As is the case with numerous concepts and situations on social life, significant advancements have been witnessed in the domains of surveillance and media over time. Particularly in the latter half of the twentieth century, rapid advancements in information technologies, notably the digitalization process, have profoundly impacted the media environment. Consequently, a novel order based on internet technologies, often termed "new media," has come to the fore. These developments have been the subject of extensive research and discourse within the domain of social sciences. The contemporary use of the term "new media" in social sciences refers to internet-supported media, distinguishing it from traditional media. This transformation, precipitated by the advent of internet technologies, has effectively transitioned individuals from passive consumers of information to active producers of content. In essence, new media systems have effectively transitioned individuals from a state of passive consumption to one of active participation. Consequently, individuals have assumed an active role in the media landscape, producing content and communicating with a global audience via the internet.

The proliferation of computer-connected technology, including tablets, smartphones, and in-car computers, has further strengthened the relationship between new media environments and the individual. Recent studies have illuminated the significant impact of surveillance technologies in the evolving landscape (Burgess et al., 2019; Duffy & Chan, 2019; Fuchs, 2012a; 2012b; O'Neil, 2016; O'Shea, 2021). Consequently, the prevailing paradigm suggests a re-evaluation of the nexus between surveillance and new media, which are increasingly recognized as intricately linked concepts. The advent of new media has precipitated a re-evaluation of long-standing concerns on privacy, ethics, and media literacy within the domains of social sciences and philosophy. Notably, ongoing

discussions concerning conventional media are now being reevaluated within the framework of digital technologies, leading to the emergence of novel concepts such as digital privacy, digital ethics, and digital media literacy. The resurgence of interest in algorithms, data rights, and targeted advertising underscores the continued relevance of these debates (Acquisti et al., 2008; Arora, 2019; Awad et al., 2023; Boghosian, 2021; Cadwalladr, 2019b; Fuchs, 2014; Kaiser, 2023).

In light of these developments, the present study aims to map the academic publications in which the concepts of surveillance and new media are discussed together. To this end, the present study will conduct a bibliometric analysis of the extant literature on the concepts of surveillance and new media as represented in Web of Science (WoS). It is imperative to note that bibliometric analysis is distinct from systematic literature review, despite the pervasive confusion surrounding these two approaches (Abuhassna, 2024; Ng et al., 2023). A systematic literature review is defined as a comprehensive and structured process that aims to collect, compile, and synthesize research evidence on a specific topic or problem. It is a research method that identifies gaps in the extant literature and supports conclusions that are based on evidence (Inamdar et al., 2021). Bibliometric analysis is a quantitative method that maps the current academic interest in problematic concepts.

As previously mentioned, the primary objective of bibliometric analysis is to provide a trajectory for the concept under investigation, thus facilitating the analysis of current trends and historical development. It also allows for the identification of authors, institutions, countries, fields, and other factors that have exhibited notable productivity. The study is expected to contribute to the field, as there is no existing study in the literature that analyzes the concepts of surveillance and new media simultaneously. Before commencing a bibliometric analysis of publications in the domain of surveillance and new media, it would be judicious to incorporate a discourse on select contemporary subjects within this domain, in conjunction with the examination of the extant data.

On The Concepts of Surveillance and New Media

A close examination of the concepts of surveillance and new media reveals several notable parallels in their respective evolutions. Firstly, both concepts have undergone radical transformations due to technological advancements. Secondly, these two concepts have converged due to the Internet's role as an intermediary. Prior to an examination of the characteristics of bibliometric analysis, a discussion of the developmental stages of this partnership is warranted, as it will facilitate a more comprehensive understanding of the analysis.

It is acknowledged that the conceptualization of surveillance has undergone significant shifts over time, in parallel with changes in several fields, including cultural, political, military, and technological. Noteworthy in this regard is Michel Foucault's (2020) development of the panopticon, which was initially proposed by Jeremy Bentham as a prison model, and subsequently initiated a shift in social scientific and philosophical thinking on surveillance. Other seminal contributions include Mathiesen's (1997) "synopticon" and Rosen's (2005) "omniopticon", which represent significant conceptual developments in the field of surveillance studies. These developments also mark the transition from traditional media, which are considered mass media, to new media, which

refers to internet technologies. Indeed, the fluidization of surveillance, as articulated by David Lyon in his discourse with Bauman (2013), offers a perspicacious interpretation of the transition to the omnipresent stage of surveillance.

The panopticon, widely regarded as the inaugural technological innovation in the realm of surveillance, was conceptualized as a prison model. However, it has since manifested itself in various institutional settings, including workplaces, educational institutions, and hospitals (Foucault, 2020). The panoptic concept, defined as the surveillance of a selected minority in a manner that the majority remains unaware of the surveillance, continues to be employed in contemporary contexts, particularly in the context of developments in new media technologies. As will be discussed in the research section, the concepts of panopticon and super panopticon continue to dominate this field.

Foucault's (2020) conceptualization of the panoptic model, originally employed in the context of prisons, is notably transposed to the centrality of social life, a notion exemplified through dystopian literary works such as George Orwell's *Nineteen eighty-four*. The rise of internet technologies and tools like wiretapping and digital tracking has advanced the panoptic model (Dice, 2011; Diglin, 2014), linking surveillance and new media studies. Yet, the panopticon and its "super panopticon" version fall short in explaining modern surveillance practices, prompting continued use of varied theoretical approaches in the literature.

In the wake of the panopticon, the synopticon emerges as a pivotal framework within the media wing of surveillance at the traditional level. Mathiesen's work (1997) is fundamentally an update to Foucault's, as he acknowledges. However, the work deliberately circumvents any overt connection to Foucault, instead employing a reverse approach to surveillance (Doyle, 2011). Rather than emphasizing the surveillance of the majority by the minority, as in Foucault's work, the focus here is on the surveillance of the majority by the minority. In this paradigm, the notion of the ruling class or an elite minority being surveilled by society is addressed.

The mass media disseminates information about the lives, activities, and decisions of politicians, celebrities, and large institutions at the local, national, and global levels, as well as their executives. The synopticon posits the existence of a dual surveillance process, emphasizing the concept of the minority monitoring the majority. The concept of the masses as a society of spectators is analyzed, and it is argued that the control of the "soul" and discipline will reveal the self. This perspective can be interpreted as a technology inherent to the democratic capitalist order (Mathiesen, 1997, p. 217).

As we approach the present day, surveillance technologies have become increasingly sophisticated. The omniopticon, a term coined by Jeffrey Rosen (2005) in his work *The naked crowd*, exemplifies this technological advancement. At the core of this omnipotent apparatus lies a paradigm shift in the conceptualization of freedom, privacy, and security in the immediate aftermath of 9/11. While it is a 21st-century concept, it is deeply rooted in the American discourse of "national security" (Sprauge, 2007). The concept of national security, which has formed the basis of American surveillance and security discourse since the Cold War, continues to be strong in this century. Following Mattelart's (2012) theoretical framework, this discourse offers a valuable lens through which to comprehend the manner in which ruling elites disseminate surveillance technologies within society.

Rosen's work is not merely a definition of a surveillance technology; it is a comprehensive analysis of the ethical implications and operational nuances of such technologies. He elucidates the operational mechanisms of such technology and demonstrates the impracticality of attaining an equilibrium between the principles of freedom and security (Rosen, 2005, pp. 150–187). To achieve this balance, the asymmetrical and fear-based order imposed by the elite on the majority must change (Sprauge, 2007).

The omniopticon is interpreted as a surrender of individual freedoms to the elites in exchange for security, driven by a psychology of fear. This concept has been widely successful in explaining Western societies based on control (Sprauge, 2007). Rosen's conceptualization of the "naked crowd," akin to Lyon and Bauman's notion of fluid surveillance, provides a conducive framework for the analysis of contemporary new media technologies (Sprauge, 2007, pp. 28–30).

In contemporary societies, which Byung-Chul Han later defines as "societies of transparency", individuals are subjected to pervasive surveillance by new media institutions and experience a loss of privacy (Han, 2015, p. 35). Concurrently, individuals unwittingly relinquish their privacy through social media posts. This phenomenon, characterized by the relinquishment of personal privacy, can be understood as an outcome of transparency policies that draw inspiration from Bentham's panoptic prison model, a concept that Foucault analyzes in terms of its manifestations in everyday life. In light of these considerations, it can be argued that transparency has become an expectation rather than a demand, particularly from institutions.

Privacy, an important outcome of digitalization, has increased interest in the concept of surveillance through new media. Privacy, a subject of both contemporary and long-standing debate, has given rise to a novel and significant field of study within the domain of surveillance studies, thereby uniting numerous disciplines in the endeavor to comprehend the impact of new media on societies (Awad et al., 2023; Barassi, 2020; Boghosian, 2021; Bruder & Maharidge, 2020). This interdisciplinary field encompasses a wide range of disciplines, including biometrics, psychometrics, security and terrorism, politics, communication and media studies, computer technologies, law, political science, sociology, and political psychology, among others. The convergence of surveillance and new media has led to the emergence of this expansive field of study.

In order to gain insight into the evolution of these concepts over time and to build a solid theoretical framework, it is imperative to engage with the expanding literature on surveillance and new media. The significance of both concepts to the social sciences is growing. The communicative, psychological, sociological, and philosophical problems inherent in surveillance and new media, which have played an important role in making surveillance so widespread, have also led to a transformation in the capitalist system. As Zuboff (2019) contends, the nexus of new media and surveillance has expedited a transformative change in human behavior, giving rise to an economy of persuasion and surveillance capitalism, which is regarded as a distinct economic paradigm. The subsequent section will delve into the intricacies of surveillance capitalism and the economy of persuasion, shedding light on the intricate interplay between these concepts and the broader landscape of communication and media studies.

The advent of surveillance capitalism has precipitated a resurgence of scholarly interest in the evolving relationship between surveillance and new media, thereby elevating media and communication studies to a central position within the broader landscape of social research. The advent of surveillance capitalism has transcended the confines of state apparatuses or disciplinary institutions, becoming intricately interwoven into the very fabric of digital capitalism (Giblin & Doctorow, 2022; Kokas, 2023; Kornbluh, 2023). This pervasive phenomenon operates through the platforms, algorithms, and infrastructures that have become the very mediators of our daily lives. This paradigm shift has prompted a growing body of interdisciplinary scholarship, drawing from fields such as sociology, critical theory, political economy, information science, and digital ethics, to interrogate the socio-technical architectures that sustain and normalize pervasive monitoring. The adaptability of contemporary surveillance practices enables them to transcend national and institutional boundaries, thereby transforming surveillance from a localized security concern into a global, systemic condition. As T. Marx (2018) observes, the nexus of surveillance and new media has engendered a state of perpetual coexistence and transformation, where surveillance is not merely reactive but anticipatory, shaped by predictive analytics, behavioral profiling, and real-time data extraction. In this environment, surveillance perpetually adapts in response to technological advancements and evolving social demands, giving rise to novel mechanisms of control that are increasingly algorithmic, opaque, and automated.

Perhaps most significantly, this transformation has contributed to the emergence of a new class structure—one defined not solely by access to capital or traditional markers of labor, but by one's visibility, data-generating capacity, and algorithmic influence within the digital ecosystem. In this emergent configuration, informational elites—comprising platform owners, data brokers, and predictive technologies—shape the flows of attention, participation, and value production, while data subjects are rendered increasingly transparent and governable. This reconceptualization of class in the age of surveillance capitalism compels scholars to revisit foundational questions of power, agency, and inequality, and to reconsider how digital media infrastructures both reflect and reproduce broader systems of stratification and exclusion.

The intricate nexus between media and surveillance, both deeply embedded in everyday social practices, reveals itself not only in technological convergence but also in their differing approaches to the legitimacy and effectiveness of data governance (Scott, 2022; Ziada, 2020). One of the most striking aspects of this relationship is the enduring human inclination to observe the lives of others—an impulse that is simultaneously social, psychological, and cultural. With the rise of new media, this inclination has been amplified and institutionalized, offering individuals seemingly limitless access to the intimate, curated, and performative dimensions of others' lives. Social media platforms, reality-based content, and algorithmically personalized feeds foster an environment in which observation is no longer perceived as intrusive but rather as a form of benign participation or even entertainment.

Paradoxically, this normalization of digital visibility contributes to a broader cultural desensitization to surveillance itself (Johnson, 2021; Sefton-Green, 2022). As users voluntarily share personal data and document their routines in pursuit of social connection, attention, or algorithmic relevance, they become increasingly indifferent to the mechanisms that collect, analyze, and monetize

such data. In this context, surveillance policies—initially designed to ensure societal security and continuity—operate under a veneer of consensual transparency. Yet, the everyday practices of digital self-exposure hinder the development of critical awareness and civic scrutiny concerning the extent, purpose, and power dynamics of these policies. In other words, new media environments not only mediate our relationships with others but also reshape our perception of surveillance, recasting it as an invisible, normalized, and often celebrated feature of digital life.

Individuals who spend time engaging with new media environments facilitate the accumulation of substantial data by technology companies (Nedzhvetskaya, 2019; O'Shea, 2021). While these vast repositories of data are meticulously managed through complex algorithms, resulting in the proliferation of targeted advertising and micro-targeted persuasion processes, they also unveil significant challenges and contentious debates surrounding various issues, including democracy and the economy.

Algorithmic Power, Data Commodification and Regimes of Control

The accelerated digital transformation that began in the late twentieth century has outpaced the adaptive capacities of individuals and societies, complicating efforts to comprehend the socio-political consequences of digitalization (Baudrillard, 2012, p. 16; Hobsbawm, 2020, pp. 392–393; 432–448; 673–678). Historically, media served to inform, while surveillance was employed for protection. Today, however, both functions are deeply embedded in the expansion of a powerful economic infrastructure. Surveillance, once institutional and overt, now operates covertly through new media platforms where algorithmic systems and data flows reflect and reproduce economic and political imperatives (Sefton-Green, 2022).

The variation in state surveillance practices—ranging from overt interventions in China and Russia to the more flexible approaches in the United States and the United Kingdom (Mak et al., 2024)—highlights a shifting global power dynamic. This shift is further complicated by the rising dominance of tech giants such as Google, Meta, Amazon, and Alibaba, whose influence extends beyond commerce to democratic processes, thereby necessitating a reconsideration of political economy frameworks in the contemporary media ecosystem.

At the core of this transformation lies the commodification of data. The proliferation of algorithm-driven infrastructures has made data trading a focal point in academic and policy discussions (Kokas, 2023). The Snowden disclosures on NSA surveillance marked a turning point by exposing the geopolitical risks of algorithmic control and prompting a surge in cybersecurity services and markets (Bruder & Maharidge, 2020; Dershowitz et al., 2014; Rosso et al., 2020). These developments have contributed to the emergence of surveillance capitalism, in which human behavior is transformed into a resource for prediction and profit.

The 2016 U.S. presidential election and the Brexit referendum serve as clear examples of the political potency of microtargeting, particularly through the operations of Cambridge Analytica (Cadwalladr, 2019b; 2019a; Cadwalladr & Graham-Harrison, 2018). Following these events, campaigns such as "Delete Facebook" and "#ownyourdata" (Kaiser, 2023), as well as Twitter's policy

shift regarding Donald Trump in the 2020 election cycle (BBC, 2021; Dwoskin & Tiku, 2021), have underscored the growing ethical tension between corporate interests and democratic integrity. This new political economy—rooted in algorithmic governance, behavioral prediction, and data extraction—demands urgent ethical scrutiny and legal reform, particularly concerning data privacy, institutional accountability, and the limits of digital influence in political life.

Simultaneously, surveillance and new media practices have generated a series of oppressive mechanisms. During the global COVID-19 pandemic, state-imposed measures such as QR code tracking, social distancing enforcement, and citizen-led monitoring via livestreams and social media became globally normalized. Governments, particularly those of South Korea and China, implemented high-profile surveillance measures that drew attention within surveillance studies. The ideological language and unified discourse developed by state and media actors during this period functioned as a mode of cultivating public consent. In parallel with U.S. national security discourse, this approach rendered compliance a marker of national belonging, while dissent was stigmatized and portrayed as anti-nationalist (Kim et al., 2023).

On an individual level, surveillance fosters impression management practices, particularly among youth. As new media become central to everyday life, scholars of impression management warn that individuals must be increasingly strategic from their first moments online, especially on streaming platforms where constant monitoring is normalized (Duffy & Chan, 2019). Within this ecology, every digital footprint is recorded, necessitating early and intentional self-presentation to navigate algorithmic visibility and reputational risks.

At the intersection of surveillance and new media, three interconnected temporalities emerge that illustrate a broader logic of hegemonic temporality (Barassi, 2020): immediacy, archivality, and predictability. These temporal dimensions subject individuals to continuous monitoring while facilitating the transformation of qualitative experiences into quantifiable data. In doing so, they blur the boundary between real and virtual life and further enable the operation of platform capitalism through seamless datafication and behavior tracking. Thus, the evolving political economy at the nexus of surveillance and new media is not merely technical but profoundly political. It shapes subjectivity, legitimizes consent through institutional discourse, and raises urgent questions about power, agency, and ethics in digital societies.

Research and Methodology

This study aims to problematize the existing literature on the concepts of surveillance and new media. It seeks to analyze the results at three distinct levels: individual (authors), institutional (universities and institutes), and societal (countries). A systematic analysis of the disparate literary archives of publishers and journals indexed in various databases around the world reveals the current data on the concept, subject, or phenomenon under investigation. This analysis also serves as a guiding function for subsequent field researchers, indicating the evolving trends related to the concept, event, or phenomenon in question. Such analyses thus reveal prominent authors, fields, and topics related to the subject, concept, and phenomenon, and provide an effective status report.

Academic studies on the intersection of surveillance and new media encompass a broad spectrum of subjects and adopt an interdisciplinary approach. A thorough examination of the extant literature reveals a conspicuous absence of analysis concerning the orientations, spheres of influence, and development dynamics of scientific production in this domain. While bibliometric analyses of surveillance and new media are found separately, no study has yet examined the intersection of these two concepts. In this regard, it would be pertinent to briefly discuss some of the studies that are closely related to the analysis conducted in this study. Sahid (2025), conducted a study that examined the evolution of new media in the context of fake news. Radanliev and De Roure (2023) employed the bibliometric method to analyze new media in the context of digital technologies. Karlsson and Dalipi (2024), have pursued the discourse of surveillance technology. Finally, Coşkun (2023) presents a bibliometric analysis on the development of digital surveillance practices. A review of the extant literature reveals a paucity of studies that address the intersection of these two concepts, even though discrete and convergent bibliometric analyses have been conducted for surveillance and new media. to address this gap, it is imperative to conduct a bibliometric analysis to illuminate the prevailing research trends and important points of influence in this field. This analysis entails the examination of the distribution of studies identified in the WoS database according to various criteria, including years, countries, institutions, journals, author collaborations, citation and co-citation analyses, keyword preferences, and bibliographic matches. This comprehensive approach enables the identification of the bibliometric characteristics of scholarly production in the field of surveillance and new media, thus facilitating the identification of the current academic position, influential researchers, leading journals, and key conceptual frameworks in the field. The objective is to furnish a comprehensive framework for identifying how the field is shaping, which topics are prominent, and what gaps exist for future research.

The bibliometric analysis of the concepts of surveillance and new media aims to present the studies on these concepts to researchers with a holistic perspective. This is achieved through the use of quantitative data and numerical indicators. It should be noted that the study is not without limitations. The study population comprises the publications in the Core Collection, while the sample consists of the analysis conducted on June 23, 2024. In this regard, the analysis conducted on the publications listed in the WoS Core Collection did not include other international databases such as Scopus and PubMed, nor did it encompass publications in databases within Turkish national literature (TR Dizin et al.).

Findings

A variety of analytical tools are employed in bibliometric studies of scientific publications. In the context of this study, the open-source software VOSviewer, developed by Leiden University, was selected as the preferred tool for bibliometric analysis. The program enables the creation of bibliometric networks and subsequently visualizes these networks as maps. Additionally, it provides text mining services, namely the creation of co-occurrence networks of important terms extracted from the literature (VOSviewer, t.y.). The examination of changes in the literature of a given concept

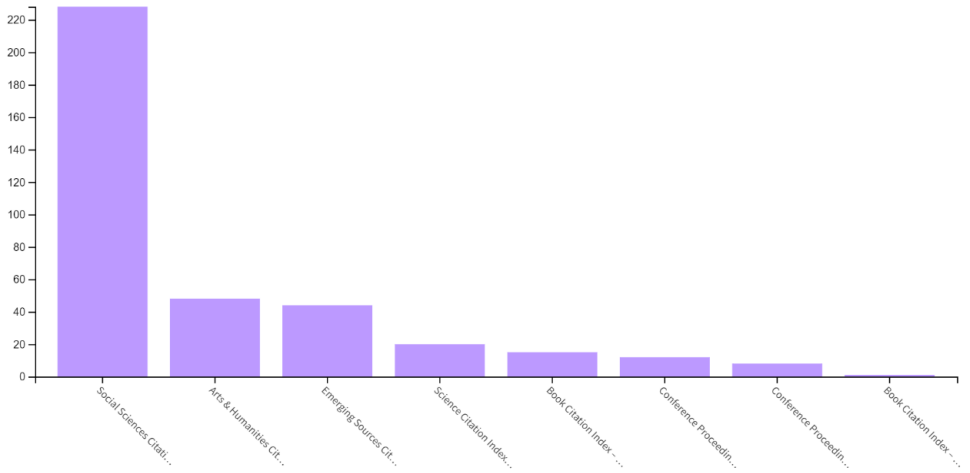
or set of concepts allows the researcher to create an effective perspective through the presentation of an up-to-date overview of the concept(s) in question (De Bellis, 2009).

A search conducted on June 23, 2024, using the "all fields" option and the keywords "surveillance" and "new media" within the scope of the content indexed in the WoS Core Collection returned 323 results. The results are presented by year in the following table. A total of 86 articles, 15 book chapters, 10 book reviews, eight editorial content items, three review articles, and one academic letter were identified across 51 different fields. The earliest item was published in 2002, while the most recent was published in 2024. Prior to conducting a comprehensive analysis, a summary of the results that emerged within WoS system is presented in the tables and interpretations below.

The review indicates a general upward trend in the number of publications concerning the concepts of surveillance and new media since 2002. A particularly notable increase was observed in 2012, with 14 publications, and again in 2014, with 16 publications. These years correspond to a period of increased interest in social media surveillance. Furthermore, the year 2022 witnessed the highest number of publications, with a total of 38 documents, covering both subjects. This surge in publications coincides with the immediate aftermath of the pandemic, a time during which scholars have noted a particular focus on the oppressive aspects of surveillance.

Figure 1

Distribution of Publications in the Analysis by Indexes



A total of 228 publications (see Figure 1), representing 70.370% of the total, were included in the Social Sciences Citation Index (SSCI). Additionally, 48 publications, or 14.815%, were included in the Arts & Humanities Citation Index (A&HCI), while 44 publications, or 13.580%, were included in the Emerging Sources Citation Index. Additionally, 20 publications were included in the Science Citation Index Expanded (SCI-EXPANDED), representing 6.173% of the total. Fifteen publications were published by the Book Citation Index – Social Sciences & Humanities (BKCI-SSH), accounting for 0.704% of the total. The remaining publications were published by the Conference Proceedings Citation Index – Science (CPCI-S), with eight publications corresponding to 2.469%, and the Conference Proceedings Citation Index – Social Science & Humanities (CPCI-SSH), with one publication corresponding to 0.309%. Additionally, one publication was published by the Book Citation Index – Science (BKCI-S).

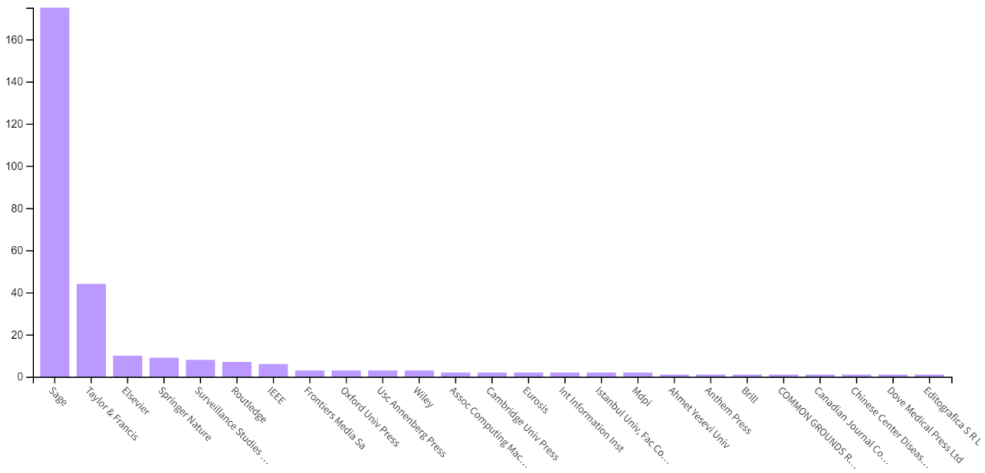
Figure 2

Distribution of Publications in the Analysis by Institutions

A list of the universities with the most publications on surveillance and new media concepts can be found above publications (see Figure 2) . With ten publications, the National University of Singapore appears to be the university with the most publications. When the publications are analyzed on a country basis, the United States ranks first with 112 studies, followed by Australia with 32 publications and Canada with 30 studies. Singapore, where the National University of Singapore is located, ranked eighth with 14 studies.

Figure 3

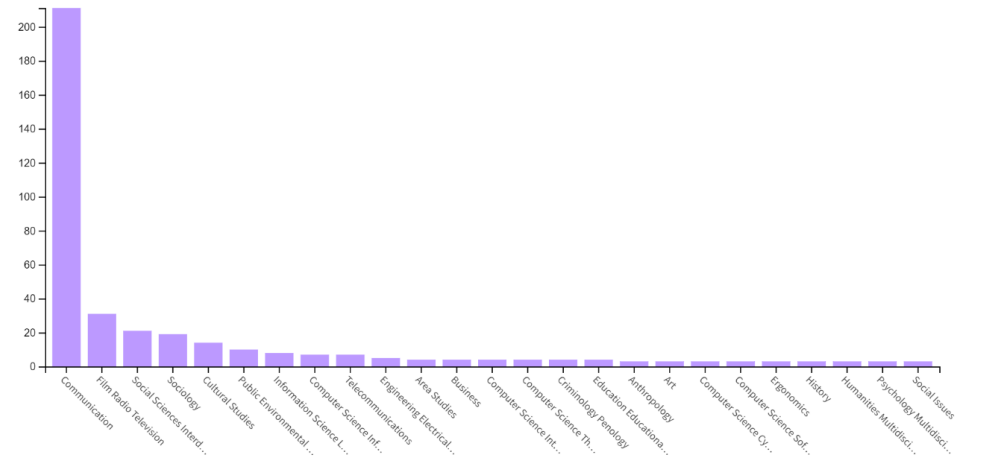
Distribution of Publications in the Analysis by Publishers



The top three most preferred publishers for studies on surveillance and new media are SAGE, Taylor & Francis, and Elsevier (see Figure 3). The publication of studies on contemporary issues, such as surveillance and new media, by these publishing houses, which are prominent in the social sciences and recognized as prestigious, should be considered a judicious choice to enhance the readability of the studies in the field.

Figure 4

Distribution of Publications in the Analysis by Field

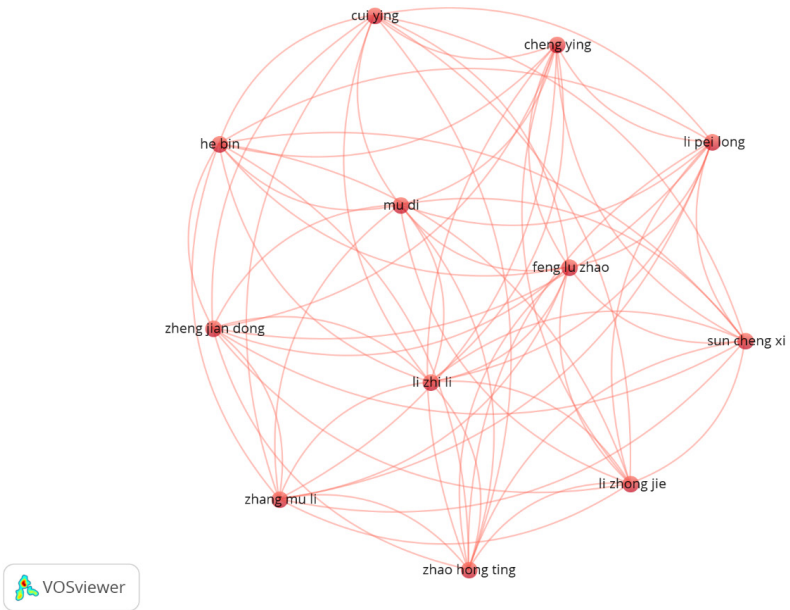


A review of the publication fields revealed 51 distinct categories, with the map above illustrating the top ten fields with the highest impact rates (see Figure 4). While 65.123% of the studies were published in the field of communication, which corresponds to 211 publications, the field of sociology, which includes prominent scholars in the areas of surveillance and new media, ranked fourth with 19 publications, representing a rate of 5.864%. While the majority of the fields on the list pertain to the social sciences and humanities, 5.247% of the publications are in computer sciences, comprising 17 studies, and 3.395% are in engineering, comprising 11 studies (see Figure 4). The concepts addressed have been the subject of academic studies in all technical sciences and engineering fields under the priority of social sciences. Considering the importance and impact of this subject on people, its value is self-evident.

Following this summary, it would be appropriate to discuss the export process before embarking on a comprehensive analysis of the data obtained. At this juncture, the following options were employed: [Author, Title, Source] for author(s), title, source, number of citations; abstract, keywords, addresses for abstract, addresses, affiliations, affiliations, document type, keywords, research areas; references cited and usage] for references The following headings were used to analyze the transferred content: cited, number of references cited, number of uses, highly cited; and none for funding and other (funding information, publisher information, open access, number of pages, source abbreviation, IDS number, language).

Figure 5

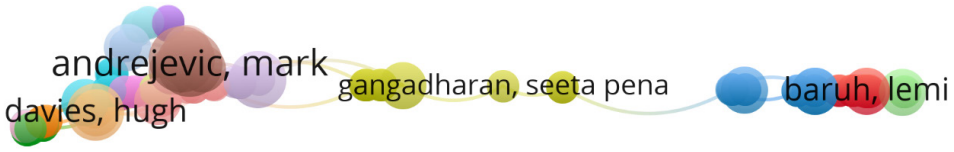
Co-Author Analysis on Surveillance and New Media



The co-authorship analysis of the authors resulted in the creation of a network map (see Figure 5). This was achieved by determining at least one publication and at least one citation criterion, to identify the most connected and collaborating authors. Accordingly, the analysis encompasses 478 of the 572 identified authors (see Figure 5). Ninety-four authors have no citations in their studies. In the context of the analysis, the 12 authors with the highest number of links between them are grouped in a single cluster, comprising 11 links. The authors in this cluster have been cited 29 times in the context of a single study on the concepts in question. Furthermore, an examination of the authors with the highest number of citations reveals that the link strength of Taina Buncher, who ranks first with one publication and 548 citations, is 0. In the second position, John S. Brownstein, who has two studies on the concepts in question and 547 citations, has eight links. Clark C. Freifeld, who ranks third, has one study on the concepts with 510 citations and two links. An examination of the three most prolific authors reveals that each has four publications on the concepts in question. Mark Andrejevic, the top-ranked author, has two links and 119 citations. Joshua Reeves, the second-ranked author, has no links and 36 citations. Jian Raymond Rui, the third-ranked author, has four links and 13 citations.

Figure 6

Author Citation Analysis on Surveillance and New Media



As in the previous analysis, the present study included 478 of the 572 authors identified in the initial sample, based on the criteria of having at least one publication and at least one citation (see Figure 6). In accordance with this preference, it was determined that 149 elements were interconnected, and the remaining elements were excluded from the map. The analysis of the citation networks was conducted in accordance with the aforementioned criteria, and a network map was constructed based on the citation analysis of the authors. The most frequently cited author was Taina Bucher, whose 2012 study was referenced 548 times. Subsequently, the most frequently cited studies were those conducted by John S. Brownstein, Clark C. Freifeld, and Lawrence C. Madoff (2009;

510 citations), and Ben Williamson and Deborah A. Lupton (2017; 212 citations) (see Figure 6). These authors were not among the top three in terms of total link strength. When the author citation analysis is performed according to link strength, Nora A. Draper and Joseph Turow are in first place with 20 total link strength and 155 citations, followed by Taina Bucher in third place with 16 total link strength and 548 citations.

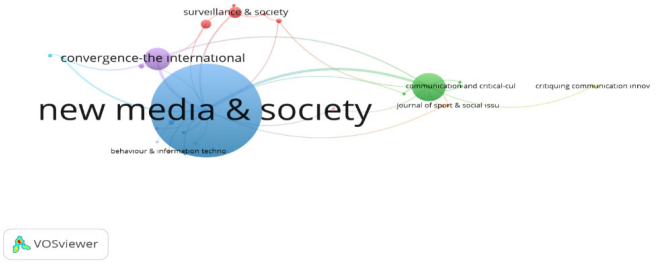
Figure 7

Co-Citation Analysis of the Author on Surveillance and New Media

A total of 10,155 authors with at least one co-citation were identified based on an analysis of authors with publications in the WoS database (see Figure 7). Given the considerable difficulty and minimal impact of analyzing such an extensive amount of data, the analysis was performed on the top 1,000 works with co-cited authors. The findings of this investigation indicate that David Lyon possesses a total link strength of 4,391, thereby securing the top position with 82 co-citations. In the runner-up position, M. Andrejevic boasts a total link strength of 4,135 and 73 citations. The third position is held by M. Foucault, with a total link strength of 3,128 and 62 co-citations. However, Foucault's ranking is once again fifth, and on this occasion, he employs his full name, Michel Foucault, as his identifier. Subsequent attempts were made to eliminate possible inaccuracies in the analysis, but the initial result was repeated. In this particular ranking, Foucault's total link strength is recorded at 2,240, and the number of co-citations stands at 42. Foucault's significance within the surveillance literature is underscored by his exploration of the panopticon concept in everyday life, as highlighted in the literature section. This pioneering role is further reinforced by the contemporary relevance of the panopticon concept, as evidenced by its persistent utilization in modern discourse. Lyon's seminal contributions, particularly his theory of fluid surveillance and his other works on contemporary surveillance literature (Lyon et al., 2012), position him as a preeminent authority in the field.

Figure 8

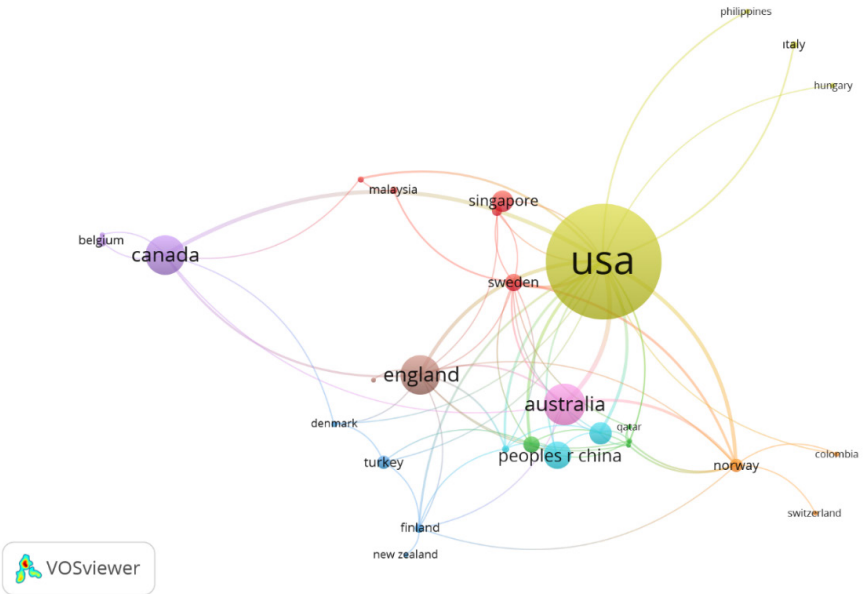
Source Citation Analysis on Surveillance and New Media



While analyzing at least one citation from at least one source, 109 significant results were identified, and 26 significant items emerged from this analysis (see Figure 8). The initial three items are as follows: The first is New Media & Society, with a total link strength of 39, 110 publications, and 3,871 citations. The second is Television & New Media, with a total link strength of 20, 25 publications, and 528 citations. The last is Convergence: The International Journal of Research in New Media Technologies, with a total link strength of 16, 19 publications, and 170 citations.

Figure 9

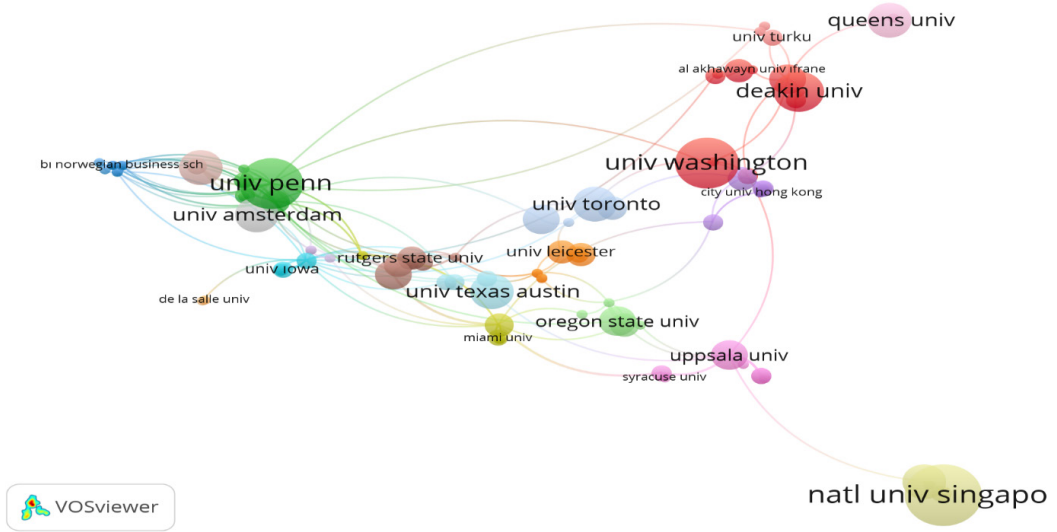
Country Citation Analysis on Surveillance and New Media



In the analysis based on at least one publication and at least one citation, only 44 out of 52 publications from 52 countries could be included (see Figure 9). A common link was observed between 29 of these countries. The United States led with 112 publications and 3,656 citations, amounting to 83 links. Australia ranked second, with 32 publications and 703 citations, resulting in a total of 26 links. Norway ranked second with eight publications and 669 citations, reaching a total of 26 links. Of particular interest is Norway's publication of the most cited works concerning the concepts of surveillance and new media. This is particularly interesting when considering Norway's general attitude towards social issues, such as freedom. It is important to note that Norway is actively researching surveillance and new media, two devices that exert significant pressure on today's people. Conversely, the United States, a nation that has been the subject of global criticism regarding its surveillance practices, both historically and contemporaneously, has emerged as the leading nation in terms of publications on this subject.

Figure 10

Institutional Citation Analysis on Surveillance and New Media

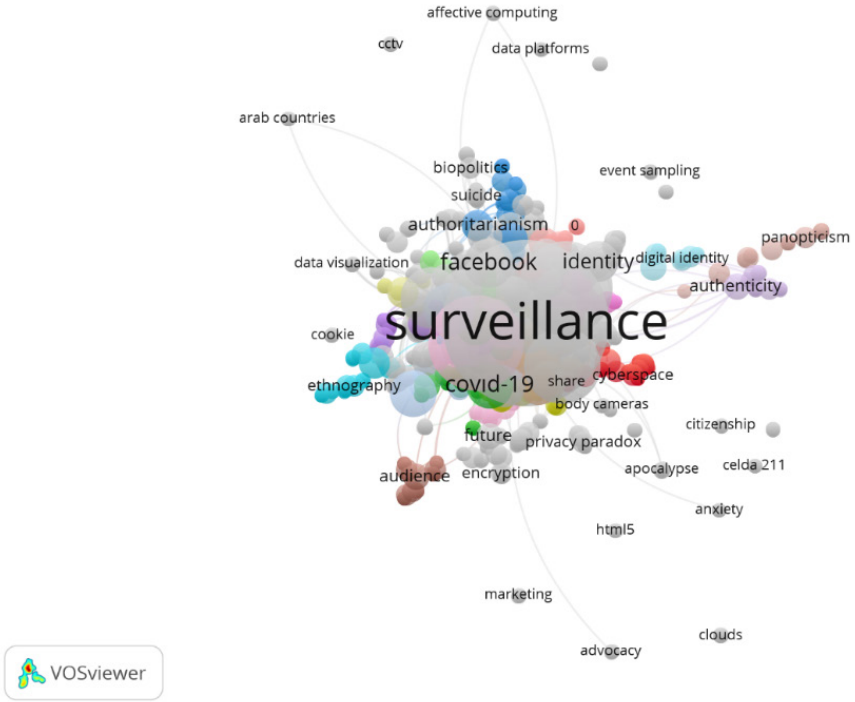


In the analysis based on a minimum of one publication and a minimum of one citation, 269 out of 318 institutions were included, and 118 links were observed among them (see Figure 10). In the analysis based on link strength, the University of New Hampshire held the highest ranking, with three publications and 194 citations, yielding a total link strength of 28. The University of Pennsylvania was the second highest-ranked institution, with eight publications and 619 citations, resulting in a total link strength of 28. Cornell University was identified as the third highest ranked institution with two publications and 164 citations, with a total link strength of 25. In the analysis based on citations, the University of Pennsylvania ranked first, while Oslo University ranked second with 554 citations and

three publications. In the institutional analysis based on the number of citations, Harvard University ranked third with 534 citations and two publications, with a total link strength of 6. Considering the previous table and comments, it is seen that there is a connection between the countries and universities where these concepts are studied.

Figure 11

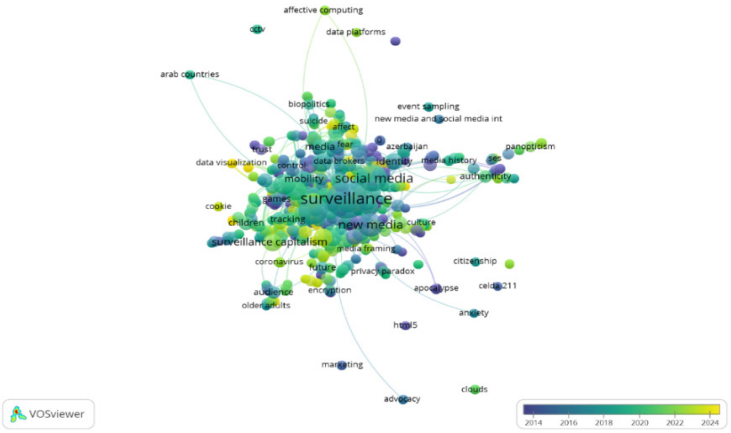
Output of the Keyword Analysis on Surveillance and New Media in the Form of a Word Cloud



In the analysis of the authors' keywords, 1,163 keywords were examined, with at least one keyword appearing at least once (see Figure 11). The analysis revealed that 1,042 of the 1,163 keywords established significant connections with each other, as indicated by link strength and usage. The concept of surveillance, utilized as a keyword in 105 publications, exhibited a connection strength of 640. The concept of privacy, with a total link strength of 222, was utilized 36 times. The concept of social media, which ranked third, was utilized in conjunction with the concept of surveillance during the formulation of the research, and the concept of new media was referenced 23 times and had a total link strength of 137. It is imperative to acknowledge that the field is perpetually updated by incorporating a multitude of sociological, political, and related concepts, including identity, the novel Coronavirus (SARS-CoV-2), citizenship, data platforms, and closed-circuit television (CCTV), which are intricately intertwined with surveillance and new media.

Figure 12

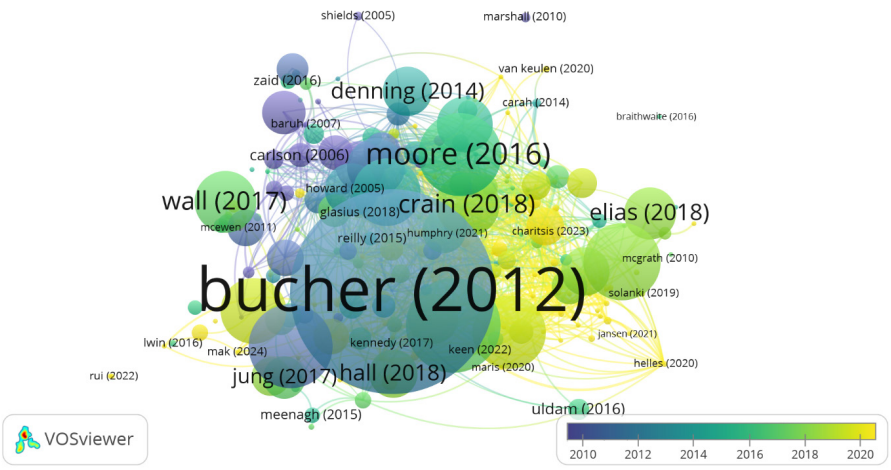
Output of the Keyword Analysis on Surveillance and New Media by Year



A critical aspect of analyzing authors' keyword preferences involves examining the evolution of word usage over time. As illustrated in the above figure, while concepts such as surveillance, social media, new media, and big data experienced heightened usage from 2014 to 2020, terms like algorithm, algorithmic security, cookie, and cybersecurity began to gain prominence in 2020 and beyond (see Figure 12). As discussed in the literature section, surveillance has been very successful in integrating current technologies, such as new media, into its structure. The swift integration of this success into academic studies is imperative for the field to maintain currency and facilitate contemporary discourse, as previously mentioned.

Figure 13

Bibliographic Match Analysis of Texts on Surveillance and New Media



A total of 264 of the 324 publications were included in the analysis, having at least one citation (see Figure 13). A significant connection was identified between 242 of these results. The initial three results of the analysis are presented below. Duffy (2019) demonstrated a total link strength of 132 and was the subject of 97 citations. Kalmus (2022) exhibited a total link strength of 118 and was the subject of four citations. Fuchs (2011) demonstrated a total link strength of 115 and was the subject of 66 citations. Upon examination of the match analysis of the texts through citations, it becomes evident that Bucher (2012), with a total linking power of 60, has 548 citations, Brownstein (2009), with a total linking power of 0, has 510 citations, and Lupton (2017), with a total linking power of 54, has 212 citations.

Discussion and Conclusion

According to a bibliometric analysis of 323 academic studies indexed in the Web of Science Core Collection (WoS) database, the intersection of concepts related to surveillance and new media has witnessed substantial changes in terms of both interest and content over the past two decades. Particularly after 2010, with peaks in 2012, 2014, and 2022, the concepts of surveillance and new media have been increasingly framed not as separate entities but as interdependent and co-constitutive domains of inquiry. This growing academic convergence not only reflects the evolution of surveillance technologies but also signals the need for a deeper theoretical and epistemological reflection on how digital infrastructures reshape power, visibility, and subjectivity in contemporary societies.

The theoretical frameworks emerging from the literature highlight a shift from centralized, institutional models of surveillance—exemplified by Foucault's (2020) panopticon—toward decentralized, participatory, and algorithmically mediated forms of control. This shift is echoed in Mathiesen's (1997) synopticon, where the few are observed by the many, and Rosen's (2005) omniopticon, which emphasizes the mutual and ubiquitous nature of surveillance in the digital age. These conceptual models resonate strongly with the current structure of social media environments, where users not only produce content but simultaneously engage in forms of mutual monitoring and behavioral display.

Zuboff's (2019) concept of surveillance capitalism provides one of the most influential theoretical lenses in recent years, framing the commodification of behavioral data as a central mechanism of contemporary capitalism. In her view, surveillance is no longer merely a state function, but the very foundation of a new economic logic driven by predictive analytics and behavioral modification. The rise in bibliometric indicators around keywords such as "algorithm," "cybersecurity," "big data," and "platform capitalism" affirms the relevance of this perspective. These terms reflect an academic turn toward the computational architectures of surveillance, which not only monitor behavior but also shape, sort, and optimize it in real-time through algorithmic infrastructures. (Bucher, 2012; Fuchs, 2012a; O'Neil, 2016).

Simultaneously, Han's (2015) transparency society thesis brings an affective and cultural dimension to the discussion, suggesting that in the neoliberal digital age, individuals are not merely

coerced into surveillance but willingly submit to it under the guise of visibility, authenticity, and connectivity. This voluntary exposure is rooted in what Barassi (2020) terms hegemonic temporality—the algorithmically structured rhythms of immediacy, predictability, and datafication that redefine the boundaries between public and private, individual and collective. Surveillance is thus not only a visual or spatial mechanism but also a temporal, emotional, and epistemic regime that conditions the very possibility of selfhood and participation in digital society.

The bibliometric data further reveal a significant imbalance in the geographical distribution of research. The dominance of Anglo-American institutions—particularly in the United States, Australia, and Norway—is evident both in publication volume and citation impact. Institutions such as the University of Pennsylvania, the University of New Hampshire, and the University of Oslo emerge as central nodes in the academic network. However, this concentration underscores ongoing epistemological asymmetries, which risk marginalizing perspectives from the Global South. As Arora (2019) and Kokas (2023) argue, addressing the politics of data requires decolonizing privacy studies and examining how data infrastructures reproduce global inequalities, particularly in the context of data extraction, surveillance outsourcing, and transnational platform governance.

Future research must respond to this call by exploring themes such as data colonialism, algorithmic injustice, and regional disparities in surveillance governance. Moreover, there is a growing need for empirical and theoretical engagement with digital resistance strategies, post-surveillance imaginaries, and alternative technological futures. As Cadwalladr (2019b) and Kaiser (2023) demonstrate, the manipulation of electoral processes through microtargeting and psychometric profiling illustrates the urgency of regulatory frameworks that center digital ethics and accountability. In conclusion, this study maps the evolution and convergence of surveillance and new media within academic discourse and provides insight into how these concepts have co-evolved as foundational dimensions of digital culture. Surveillance is no longer a discrete field of study but an infrastructural condition that underpins digital communication, social sorting, and behavioral governance. New media, in turn, has become the central architecture through which surveillance is normalized, naturalized, and operationalized. Understanding this mutual constitution requires transdisciplinary collaboration, historical contextualization, and critical engagement with power relations in digital environments. Moving forward, scholarship must interrogate not only how surveillance operates, but also how it is resisted, reimagined, and potentially transformed in the pursuit of a more just and democratic digital future.

Author Declaration

Peer Review Statement: This article has been evaluated through a double-blind peer review process.

Plagiarism Check: The article was screened with intihal.net and iThenticate software and found to be in compliance with the journal's plagiarism policy.

Conflict of Interest: The author declares that there is no conflict of interest.

Funding and Project Support: No institutional/financial support was received for this study.

Ethics Committee Approval: Ethics committee approval was not required due to the method preferred within the scope of the study.

Use of Artificial Intelligence Tools: In this study, DeepL was used only for language control after writing the article. All content reflects the original contribution of the author.

Data Availability Statement: Data supporting the findings of this study were produced by the author(s) and are available from the corresponding author upon reasonable request.

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