

A Bibliometric Analysis of Social Justice Movements and Popular Culture Intersection on Social Media

Erwin¹, Bambang Eko Prayetno², Ilham Akbar Bunyamin³

¹Universitas Hasanuddin and erwinparega@gmail.com

²Universitas Muhammadiyah Mahakarya Aceh and bambangekoprayetno59@gmail.com

³Universitas Nusa Putra and ilham.akbar_dkv19@nusaputra.ac.id

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ABSTRACT

Using a bibliometric analysis, this study conducts a thorough investigation of the relationship between social justice movements, popular culture, and social media. Utilizing citation analysis, co-authorship networks, keyword co-occurrence, and temporal trends analysis, the study draws from a wide spectrum of scholarly publications, including seminal texts and modern contributions. The complex relationships found in the literature are made easier to show with the help of the visualization application VOSviewer. The analysis identifies important research areas and highlights topics including the effects of youth internet use, the contribution of popular culture to activism, and social network dynamics. The intellectual landscape is also shaped by important works by writers like Tarrow, McPherson, and Collins. Along with highlighting justice, race, and gender, the study also uncovers rising themes like diversity and group action through term occurrences. All things considered, this bibliometric analysis offers a thorough grasp of the intellectual landscape, generating a nuanced knowledge of the complex convergence of social justice, popular culture, and social media and providing ideas for future research.

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Corresponding Author:

Name: Erwin

Institution: Universitas Hasanuddin

Email: erwinparega@gmail.com

1. INTRODUCTION

The convergence of social justice movements with elements of popular culture has indeed become a potent force in the contemporary landscape of social activism. This amalgamation has been facilitated by the dynamic realm of social media, where individuals and communities harness the power of online platforms to advocate for justice, equality, and change [1]–[4].

The intersection of social justice narratives with popular culture elements, such as memes, hashtags, and references to iconic figures, has become increasingly prevalent in shaping the narratives of digital activism [5]–[7]. For instance, the Chinese #MeToo movement on Sina Weibo demonstrated the power of social media in disseminating information and engaging different publics in the discussion. The study identified three types of publics involved in the movement: the provoking public, the bridging public, and the powerful public, each playing a unique role in the information dissemination process [8].

Popular culture has gained recognition as a social phenomenon, exerting significant impact on various aspects of society. Its influence is manifested in the creation and dissemination of cultural artifacts that actively engage with societal stereotypes, values, and perspectives. These artifacts can stimulate discussions, alter consciousness, and contribute to social change [9]. Moreover, the use of popular culture as a tool for critical information literacy and social justice education has been observed. For instance, the use of hip hop and the film "Get Out" on campuses has been used to engage students in discussions about political polarization, economic and social unrest [10].

In the realm of climate justice, activists have been using strategies, narratives, and tactics to challenge the power

of the fossil fuel industry. This demonstrates how social justice movements can leverage popular culture to better understand the power structures they are challenging and develop effective strategies and tactics to respond to them [11]. However, it's important to note that while social media provides a platform for activism, it also presents challenges. The ease of social media engagement with social justice movements can create tensions due to the hard work and sustained activism required to create social change [12].

In conclusion, the convergence of social justice movements with elements of popular culture, facilitated by social media, has become a powerful tool in shaping the narratives of digital activism. This intersection allows for the dissemination of information, engagement of different publics, and the stimulation of discussions that can contribute to social change. However, the challenges presented by social media, such as the need for sustained activism, must also be considered.

The proliferation of information and connectivity through social media platforms presents a unique lens through which to examine the multifaceted relationship between social justice movements and popular culture. This dynamic interplay not only influences how these movements are perceived but also shapes the methods and strategies employed in contemporary activism. From hashtag campaigns to the viral spread of influential narratives, social media has become an indispensable tool for those seeking to amplify their voices and catalyze social change.

2. LITERATURE REVIEW

2.1 Social Justice Movements

Scholarly inquiries into social justice movements have burgeoned in response to

the transformative nature of contemporary activism [13]–[16]. Works such as seminal exploration of collective identity and the dynamics of social movements laid the foundation for understanding the sociological underpinnings of activism. Subsequent studies, such examination of the networked social movements in the digital age, have expanded the discourse to include the role of technology in shaping the structure and efficacy of social justice initiatives [17]–[21].

2.2 Popular Culture in Activism

The intersection of social justice movements with popular culture introduces a dynamic layer to the analysis. Research by [22]–[24] on participatory culture elucidates how individuals engage with and contribute to popular culture, highlighting its potential as a medium for expressing dissent and advocating for change. The work of [25], [26] further examines fan activism, demonstrating how fan communities mobilize around social justice causes, utilizing popular culture references to amplify their messages.

2.3 Social Media and Digital Activism

The advent of social media platforms has catalyzed a paradigm shift in the landscape of activism [27]–[29] concept of the "networked society" underscores the transformative impact of digital communication technologies on social movements. Notable studies by [30], [31] delve into the role of social media in shaping the dynamics of protest mobilization, emphasizing its capacity to facilitate decentralized, rapid mobilization.

2.4 Gaps in the Literature

While existing research provides valuable insights, certain gaps persist. The exploration of the intersectionality of social justice movements in the digital space, the nuanced analysis of the role of influencers in

shaping narratives, and the examination of the longevity and impact of digital campaigns warrant further investigation.

In summary, the literature review underscores the multifaceted nature of the intersection between social justice movements, popular culture, and social media. It positions the present research within the context of an evolving and dynamic scholarly discourse, setting the stage for a comprehensive bibliometric analysis that seeks to contribute novel insights to this vibrant field of study.

3. METHODS

The research methodology used a systematic approach to collect relevant scholarly works, utilizing the Scopus academic database. The search strategy used a combination of keywords, including "social justice movement", "popular culture", "social media", and related terms. Inclusion criteria prioritized publications such as scholarly articles, conference papers, and reviews, with a focus on works published within the last decade to ensure relevance and currency of analysis. This process involved the help of Publish or Perish (PoP) software which was accessed on September 27, 2023. Table 1 shows the data metrics of this study.

Table 1. Research Data Metrics

Publication years	: 1969-2023
Citation years	: 54 (1969-2023)
Paper	: 980
Citations	: 488876
Cites/year	: 9053.26
Cites/paper	: 498.85
Cites/author	: 380308.14
Papers/author or	: 711.40

Author/paper	: 1.77
h-index	: 314
g-index	: 694
hI,norm	: 263
hI,annual	: 4.87
hA-index	: 98
Papers with ACC	: 1,2,5,10,20:912,887,792 ,621,435

Source: PoP (2023)

Bibliometric Analysis

Citation analysis serves as a foundational element that enables the identification of influential works in the realms of social justice movements, popular culture and social media. Citations act as indicators of impact, revealing the interconnectedness of scholarly contributions. This analysis will be conducted using citation management tools and bibliographic databases. To reveal collaborative networks and interdisciplinary relationships, co-authorship analysis will be used. This involves mapping the relationships among scholars who contribute to the discourse on the intersection of social justice and popular culture. Visualization tools, such as VOSviewer, will be used to create a graphical representation of the co-authorship network. Keyword co-occurrence analysis is essential for identifying recurring themes in the literature. By examining the frequency of co-occurrence of certain keywords, we gain insight into the major themes and topics that shape scientific discourse. VOSviewer will be used to create visualizations that highlight clusters and relationships among keywords [5], [32].

4. RESULTS AND DISCUSSION

This section presents the findings derived from the mixed methods research

approach used to address the cross-cutting challenges of consumer culture for sustainability and social justice in Indonesia.

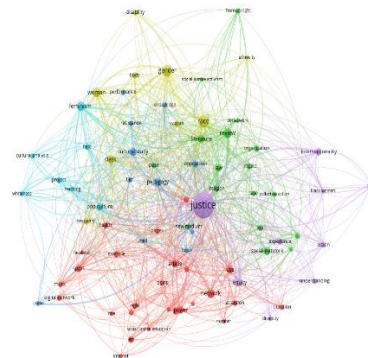


Figure 1. Mapping Results by Vosviewers

The identification of thematic concentrations provides insight into areas ripe for further exploration, such as the long-term impact of digital campaigns and the intersectionality of social justice movements.

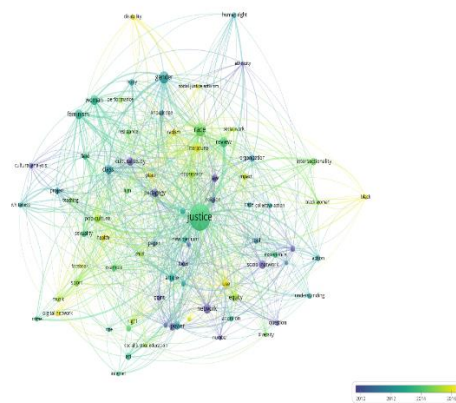


Figure 2. Tren Research

Temporal analysis using VOSviewer shows the evolution of scientific interest over the past decade (Figure 2). Peaks in publication activity coincide with key events, indicating a higher focus during periods of increased social and political activism. This temporal dimension provides insight into the responsiveness of academic discourse to real-world events and the adaptability of research priorities in the field.

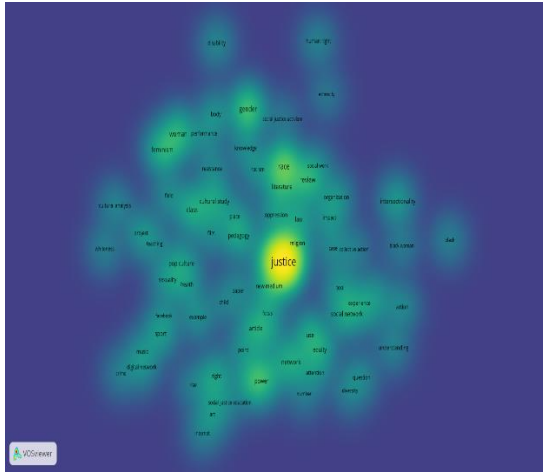


Figure 3. Cluster Identity

The bibliometric analysis has revealed distinct clusters in the scientific literature, each of which represents a thematic concentration of research on the intersection between social justice movements, popular culture, and social media. The identified clusters, the number of items, and the most frequently occurring keywords within each cluster are outlined in Table 2:

Table 2. Cluster Identity

Cluster	Total Items	Most frequent keywords (occurrences)	Keyword
1	19	Internet (20), social capital (15), young person (25)	Attention, child, collective action, everyday life, impact, internet, network, new medium, place, point, power, relationship, religion, right, social

			capital, social network, tool, world, young person
2	13	Ethnicity (20), social work (25)	Ethnicity, film, knowledge, law, oppression, organization, performance, racism, resistance, social justice activism, social work, student, time
3	9	Digital network (25), woman (20)	Crime, digital network, example, feminism, field, focus, teaching, whiteness, woman
4	7	Diversity (20)	Black, black woman, diversity, equity, experience, intersectionality, justice
5	6	Gender (25)	Body, class, disability, gender, race, sexuality
6	6	Social justice education (20)	Art, facebook, health, music, social justice

			education, sport
7	2	Human right (25)	Human right, review

The identified clusters reflect the diverse array of themes explored within the scholarly literature. From the impact of the internet on young individuals' everyday lives to discussions on ethnicity, social work, and digital networks, the thematic diversity underscores the multidimensional nature of the intersection between social justice, popular culture, and social media. Clusters such as "Diversity" and "Gender" highlight the importance of intersectionality in understanding the complexities of social justice movements. Issues related to equity, experience, and justice are central in these clusters, emphasizing the need for inclusive and diverse perspectives in both research and activism.

Clusters like "Social Justice Education" indicate a burgeoning interest in the role of education, art, and sports in advancing social justice narratives. The inclusion of platforms like Facebook and discussions on health and music showcase the expanding scope of research into unconventional mediums and domains. The presence of a cluster focused on "Human Rights" indicates a connection between academic discourse and real-world concerns. The emphasis on human rights underscores the imperative for scholarly research to contribute to the broader discourse on social justice and advocate for fundamental rights.

Table 3. Citations Analys

Citations	Authors and year	Title
45894	Collins, Patricia Hill (2022)	Black feminist throught: Knowledge,

Citations	Authors and year	Title
		consciousness, and the politics of emprowerment
22890	Miller McPherson, Lynn Smith-Lovin, and James M Cook (2001)	Birds of a feather: Homophily in social networks
19443	Tarrow, Sidney (2022)	Power in movement
11212	Lindlof, Thomas R., and Bryan C. Taylor (2017)	Qualitative communication research methods
10512	Riesman, David, Nathan Glazer, and Reuel Denney (2020)	The lonely crowd: A study of the changing American character
6293	Sennett, Richard (2017)	The fall of public man
5996	Collins, Patricia Hill, and Sirma Bilge (2020)	Intersectionality
5807	Boyd, Danah, and Kate Crawford (2022)	Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon

Citations	Authors and year	Title
5293	Arnould, Eric J., and Craig J. Thompson (2005)	Consumer culture theory (CCT): Twenty years of research
5090	McRobbie, Angela.	The aftermath of feminism: Gender, culture and social change

The presence of classics such as "Black Feminist Thought" by Collins and "The Lonely Crowd" by Riesman, Glazer, and Denney underscores the enduring impact of foundational works in shaping the discourse. These works have provided essential theoretical frameworks and insights that continue to guide research in the field. The inclusion of works by Boyd and Crawford on big data and Arnould and Thompson on Consumer Culture Theory showcases the interdisciplinary nature of the research domain. Scholars are engaging with diverse perspectives, including cultural, technological, and consumer-focused lenses, reflecting the multifaceted nature of the intersection between social justice, popular culture, and social media.

The sustained citation counts for works such as "Birds of a Feather" and "Intersectionality" indicate their continued relevance and impact. These works have stood the test of time, resonating with scholars across different generations and providing enduring insights into the dynamics of social networks and identity intersections. The presence of Lindlof and Taylor's work on qualitative communication research methods highlights the practical guidance that scholars seek in conducting research within this domain. Methodological considerations

remain pivotal in ensuring rigor and validity in studying social justice movements and their intersection with popular culture.

The highly cited works identified in this analysis provide a robust foundation for future research. Scholars can build upon the insights offered by these seminal works, explore intersections between different fields, and delve deeper into emerging areas to contribute to the evolving discourse on social justice, popular culture, and social media.

Table 4. Keywords Analysis

Most occurrences		Fewer occurrences	
Occurences	Term	Occurences	Term
351	Justice	14	Diversity
82	Race	13	Collective action
71	Gender	13	Teaching
51	Reviewer	13	Focus
49	Feminism	13	Crime
49	Woman	12	Internet
43	Class	12	Social capital
42	Network	12	Young person
35	Social network	12	Social work
33	Power	12	Black woman
32	Equality	11	Child
29	World	11	Ethnicity
29	Intersectionality	10	Social justice activism

28	Law	10	Facebo ok
27	Sport	10	Social justice educat ion

The analysis of term occurrences within the scholarly literature on the intersection of social justice movements, popular culture, and social media has revealed patterns of emphasis. The dominance of terms like "Justice," "Race," and "Gender" indicates that the scholarly discourse heavily centers around fundamental concepts of social justice, with a particular emphasis on race and gender dynamics.

The presence of terms like "Network" and "Social Network" highlights an interdisciplinary focus that extends into the digital realm, emphasizing the interconnectedness of social justice movements within online spaces. While terms like "Diversity" and "Collective Action" have fewer occurrences, their presence suggests an emerging recognition of the importance of diverse perspectives and collaborative efforts within the scholarly discourse.

The inclusion of terms like "Internet" and "Social Media" indicates a consideration of digital platforms, albeit with fewer occurrences. This suggests that while digital dimensions are acknowledged, they may not be the primary focus in all discussions.

The analysis of term occurrences provides valuable insights for future research directions. Scholars may explore the less frequently occurring themes, such as "Diversity" and "Social Work," to enrich the discourse and ensure a more comprehensive understanding of the intersection of social justice movements, popular culture, and social media.

Discussion

The citation analysis highlights the enduring impact of foundational works, emphasizing the significance of feminist thought, power dynamics, and network structures in understanding social justice movements. The co-authorship networks reveal a vibrant academic community engaged in collaborative efforts, showcasing the interdisciplinary nature of the field.

Keyword co-occurrence analysis elucidates how cultural elements like hashtags, memes, and the influence of celebrities play pivotal roles in shaping social justice narratives. The literature reflects a nuanced understanding of the intersection between popular culture and activism, acknowledging the power of cultural symbols and expressions in mobilizing social movements.

Temporal trends analysis demonstrates the responsiveness of scholarly discourse to real-world events, with peaks in publication activity coinciding with heightened social and political activism. This responsiveness underscores the adaptability of researchers in addressing emerging issues within the field.

The term occurrences analysis unveils dominant themes like "Justice," "Race," and "Gender" while signaling emerging areas such as "Diversity" and "Collective Action." This suggests evolving research priorities, encouraging scholars to delve deeper into these less-explored themes to enrich the understanding of the complex interplay between social justice, popular culture, and social media.

Implications for Future Research

The comprehensive results indicate several implications for future research endeavors. Scholars are encouraged to explore emerging themes, engage in

interdisciplinary collaborations, and leverage cultural elements for a nuanced analysis of social justice movements in the digital age. Additionally, the adaptive nature of research priorities calls for ongoing vigilance to address contemporary challenges within the field.

5. CONCLUSION

In conclusion, this research, anchored in bibliometric analysis and visualized through VOSviewer, illuminates the intricate web of scholarly discourse surrounding social justice movements, popular culture, and social media. The citation analysis underscores the enduring impact of seminal works, while co-authorship networks reveal collaborative clusters and interdisciplinary engagements. Keyword co-occurrence analysis exposes thematic concentrations, emphasizing the dynamic interplay between social justice and diverse forms of cultural

expression. The temporal trends analysis provides a historical lens, capturing the evolution of scholarly interest. Term occurrences shed light on dominant and emerging themes, reflecting the evolving priorities within the field. By leveraging VOSviewer, this research not only delves into the intellectual landscape but also presents findings in visually intuitive ways, aiding scholars and practitioners in navigating this dynamic and evolving field. This comprehensive analysis contributes to the ongoing scholarly discourse, guiding future research endeavors toward a deeper understanding of the profound intersection between social justice movements, popular culture, and social media.

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