



News Marketing Area Self-Citation Situation

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Instruction

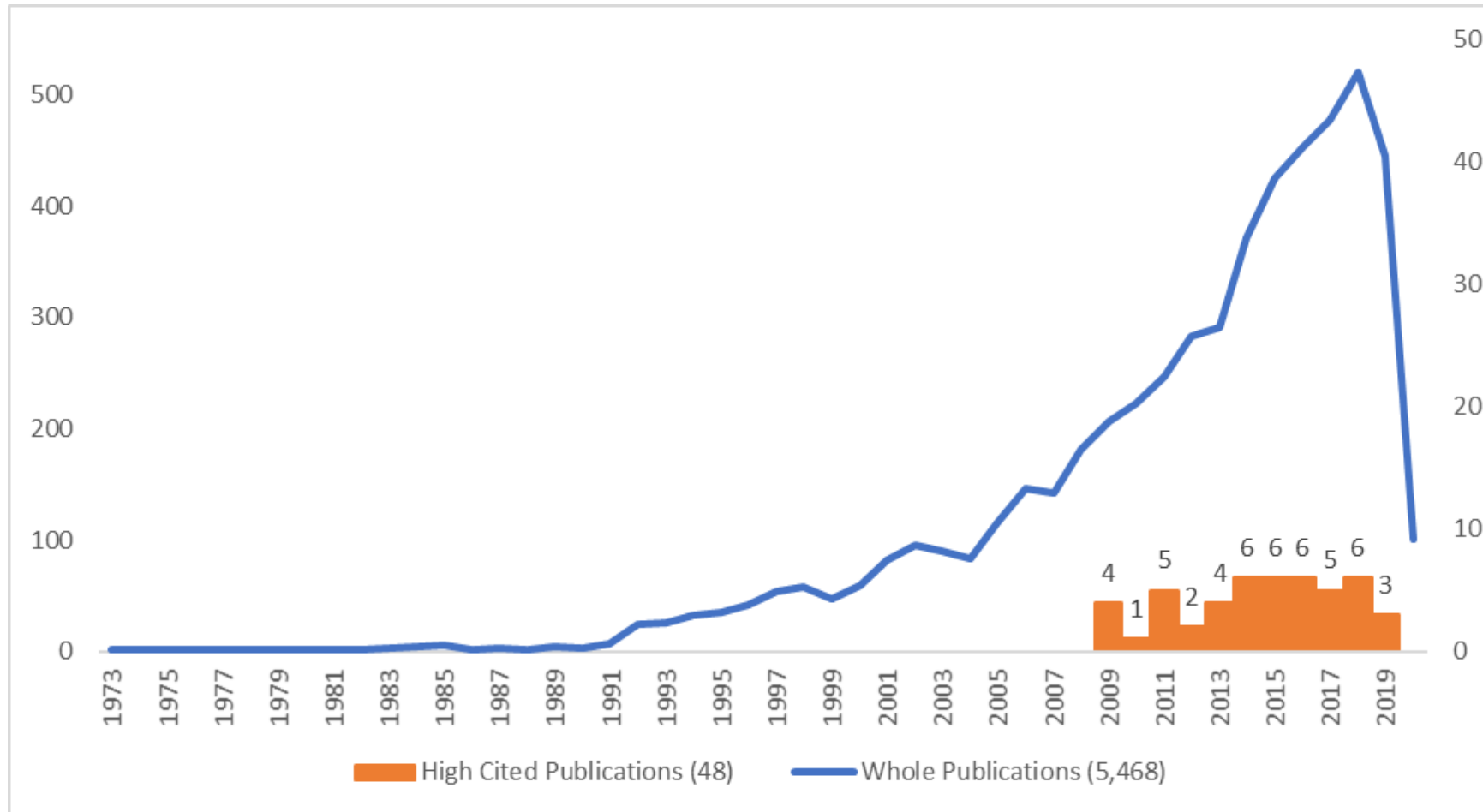
Now, how to increase news value and get more readers is more important than before with the internet. In this presentation, I analyze the publications of the topic 'news marketing' and the high cited publications of this topic.

- Data resource: Web of Science
- All news marketing publications vs. high cited publish year
- Text mining of title between high cited publications and citing publications
- Country/area of the publications
- The author networks of high cited publications with other author cite their publications



Publish Year: All vs. High Cited

All result of new marketing topic increase significant from 2005, and high cited publications publish densely between 2009 to 2019.





High Cited Publications (44)

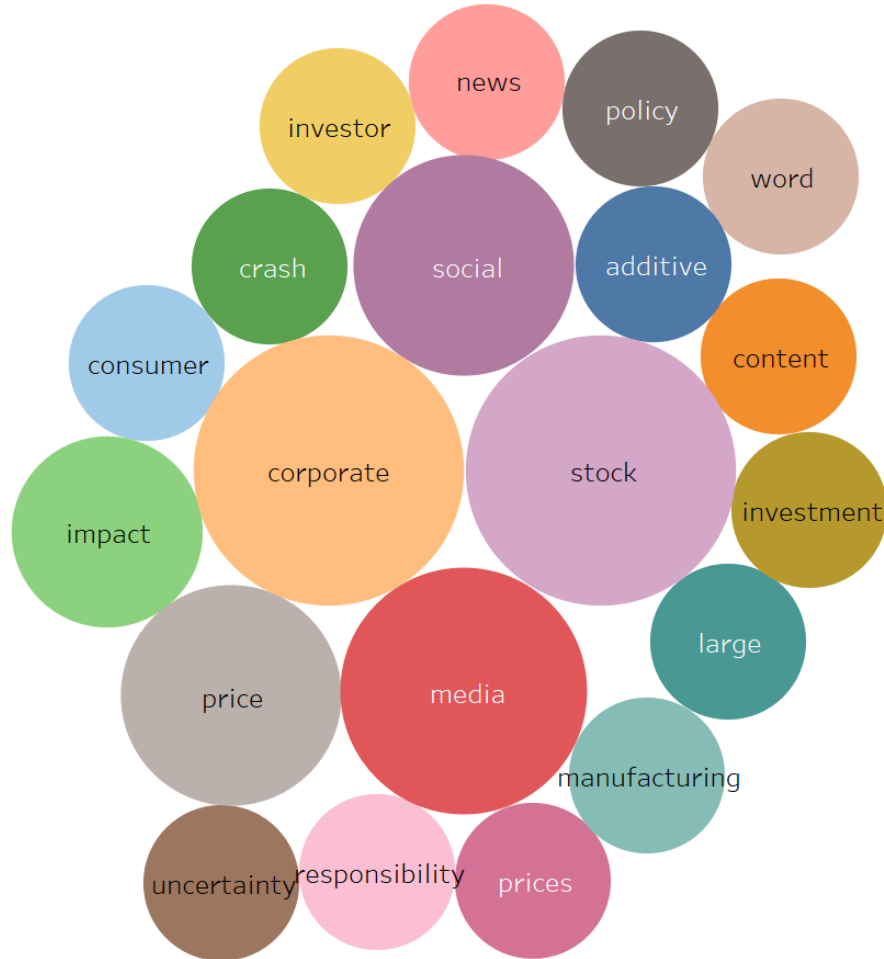
V.S

The Publications citing them (5,980)

Title: Text Mining

‘Social’, ‘evidence’: show in citing publications are more frequent than cited publications

Title of High cited publications (48)



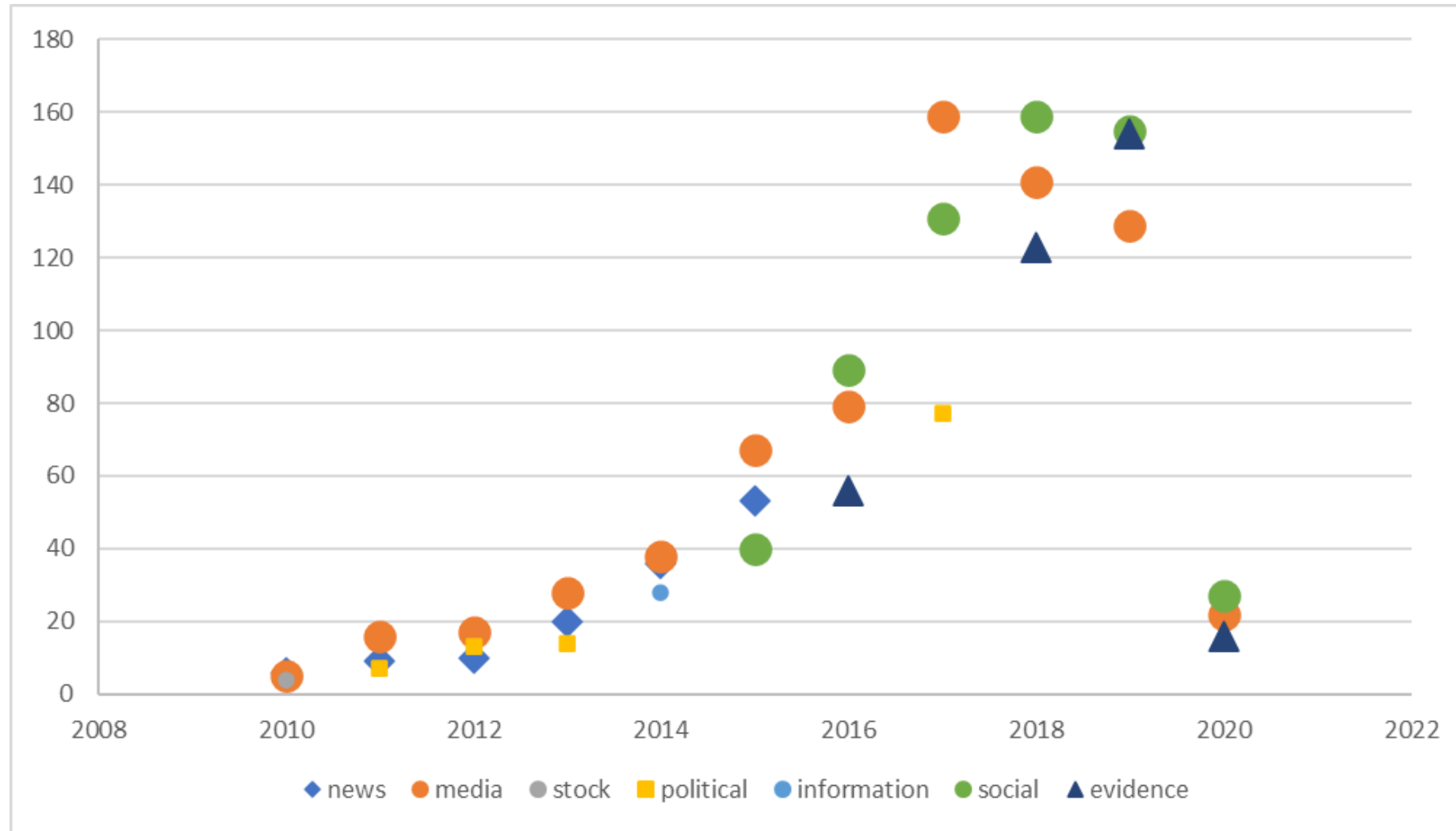
Title of citing publications (5,980)





Title: Text Mining (Top 3 and Year) (5,980)

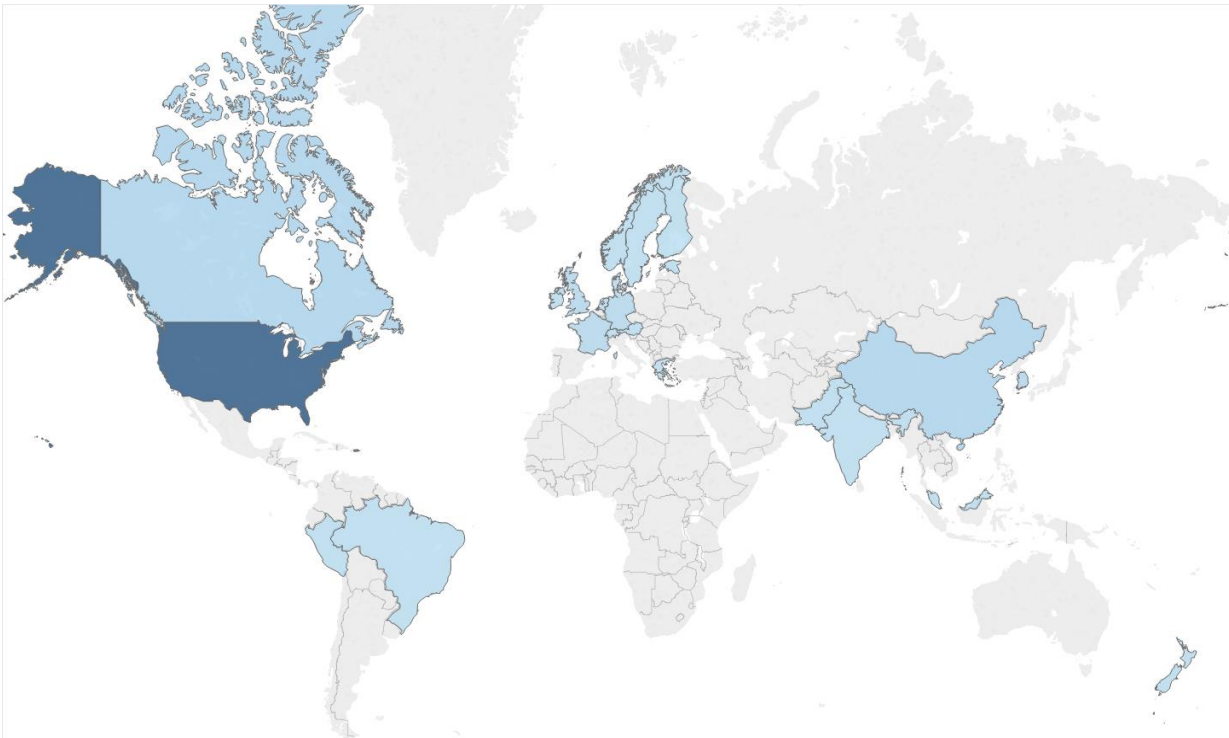
Social and Evidence are more popular from 2015



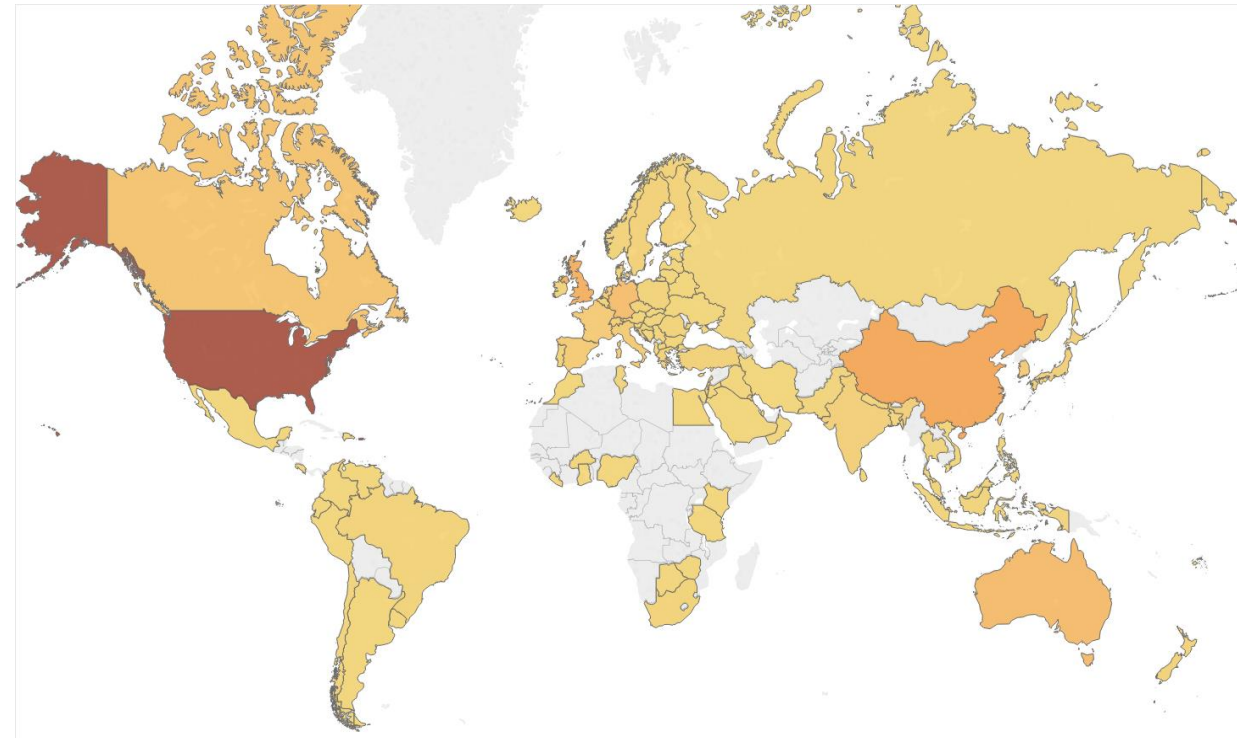
Country / Area Distribution



Country of High cited publications (48)



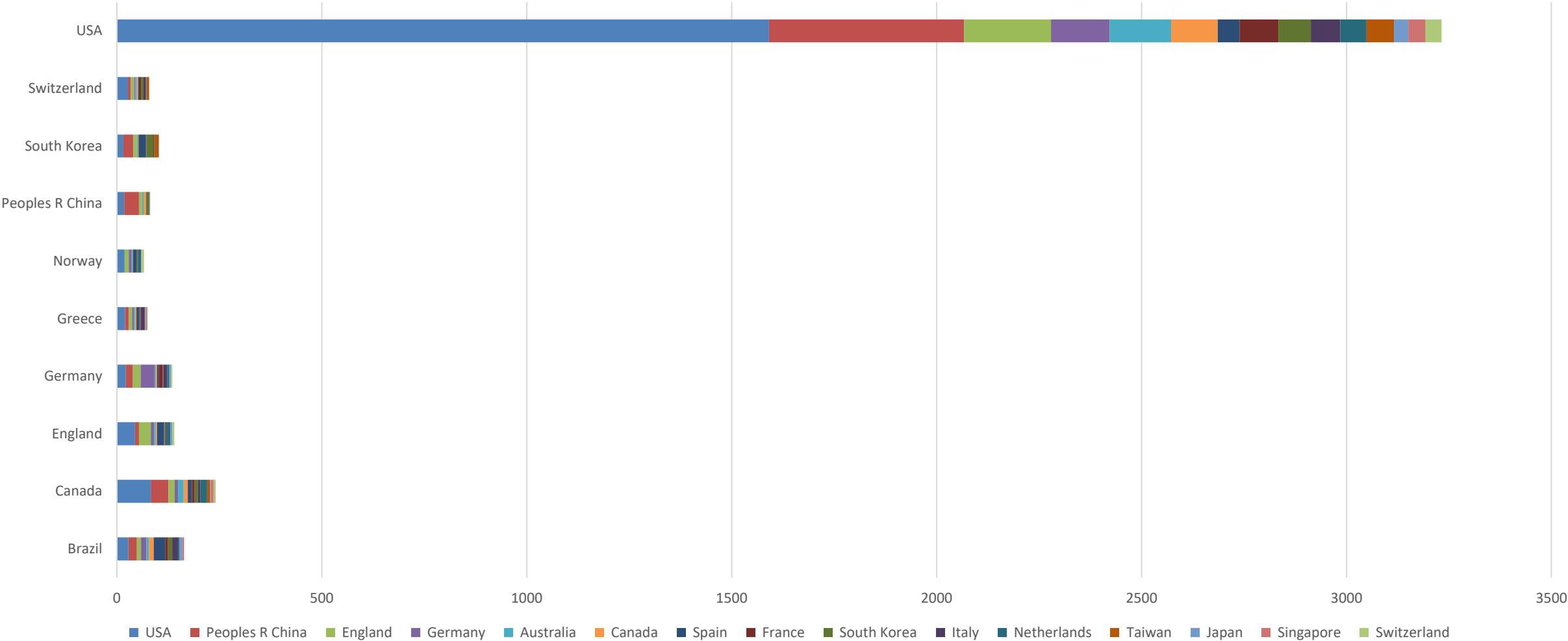
Country of citing publications (5,980)





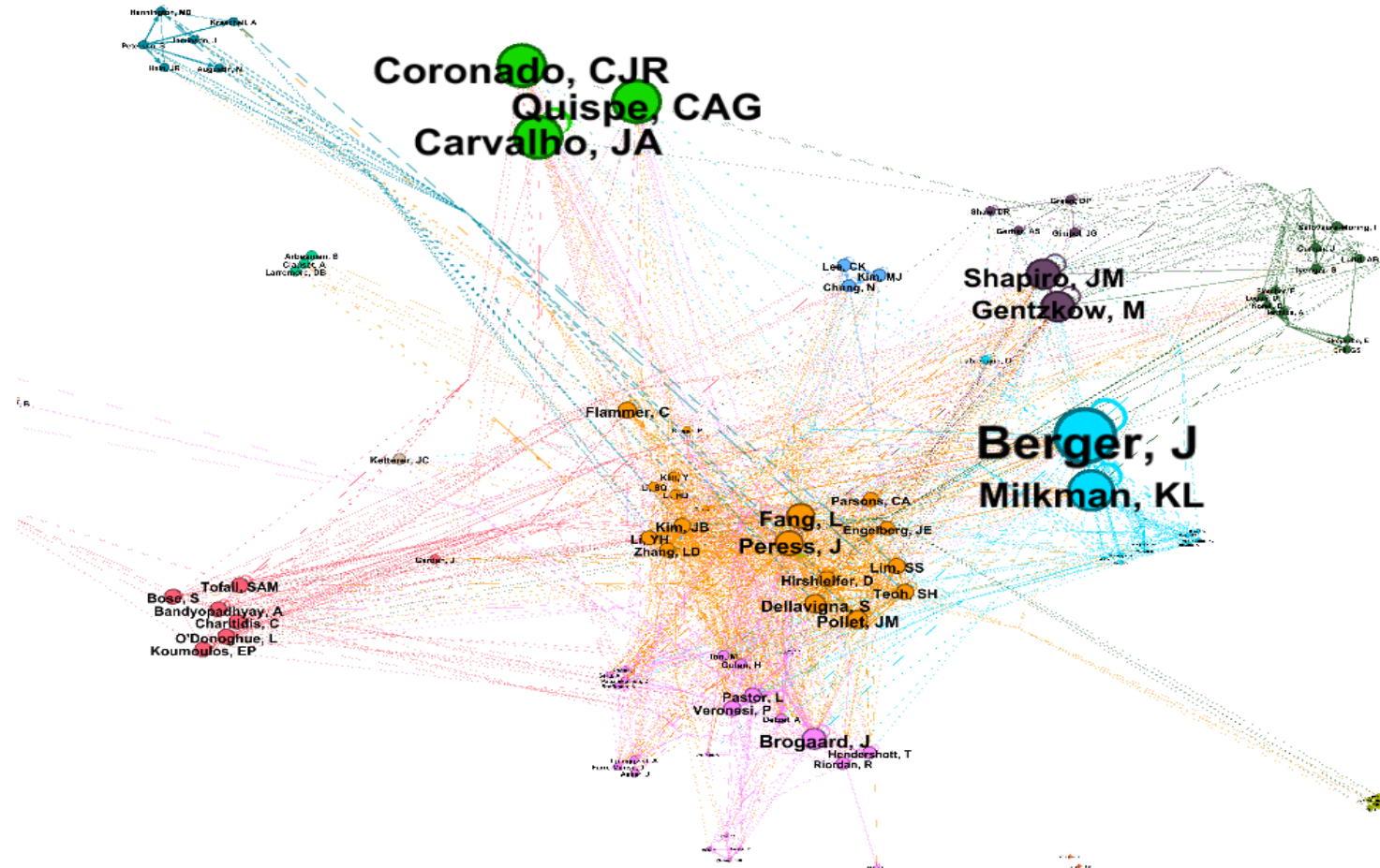
Most Cited Countries

USA is highest cited country and around 42% cited by USA and 12.8% cited by China



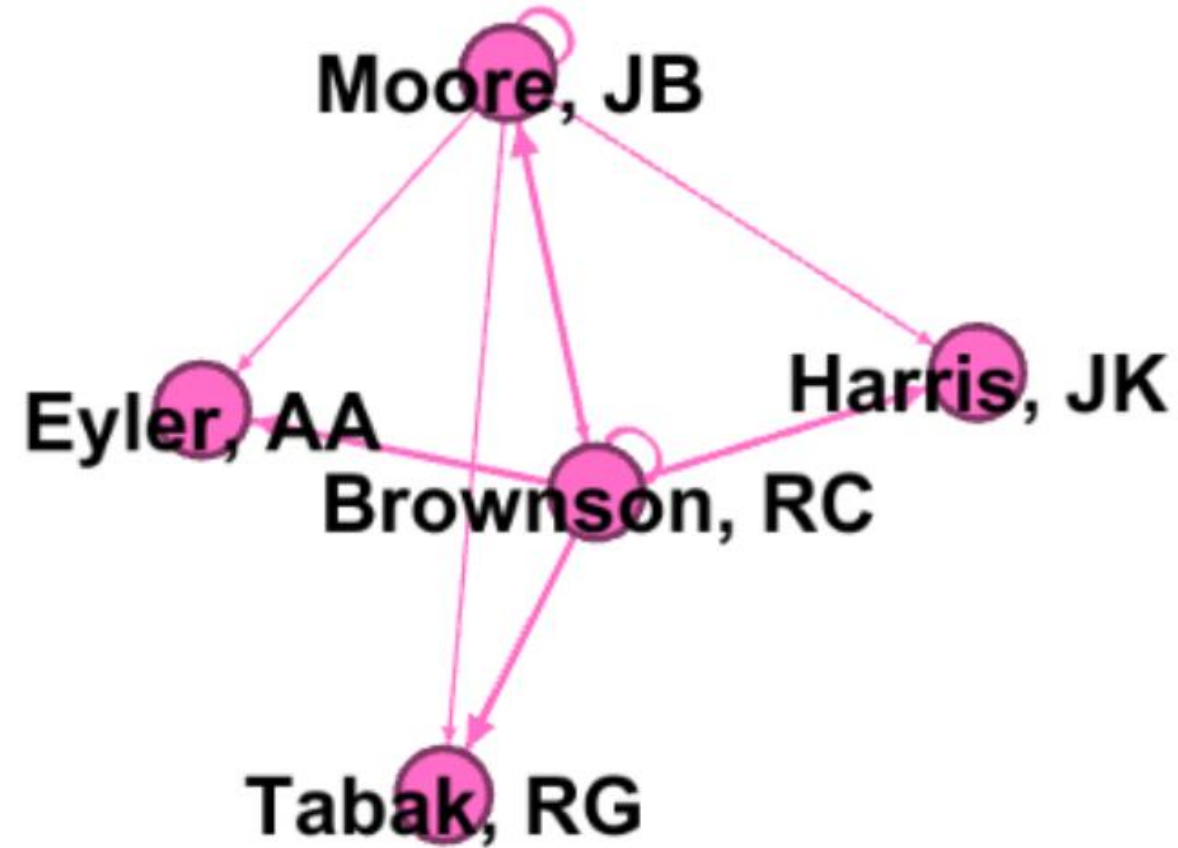
High Cited Author Networks

There are 15 groups in high cited data, and some specific authors have higher number of citations, Berger, J.



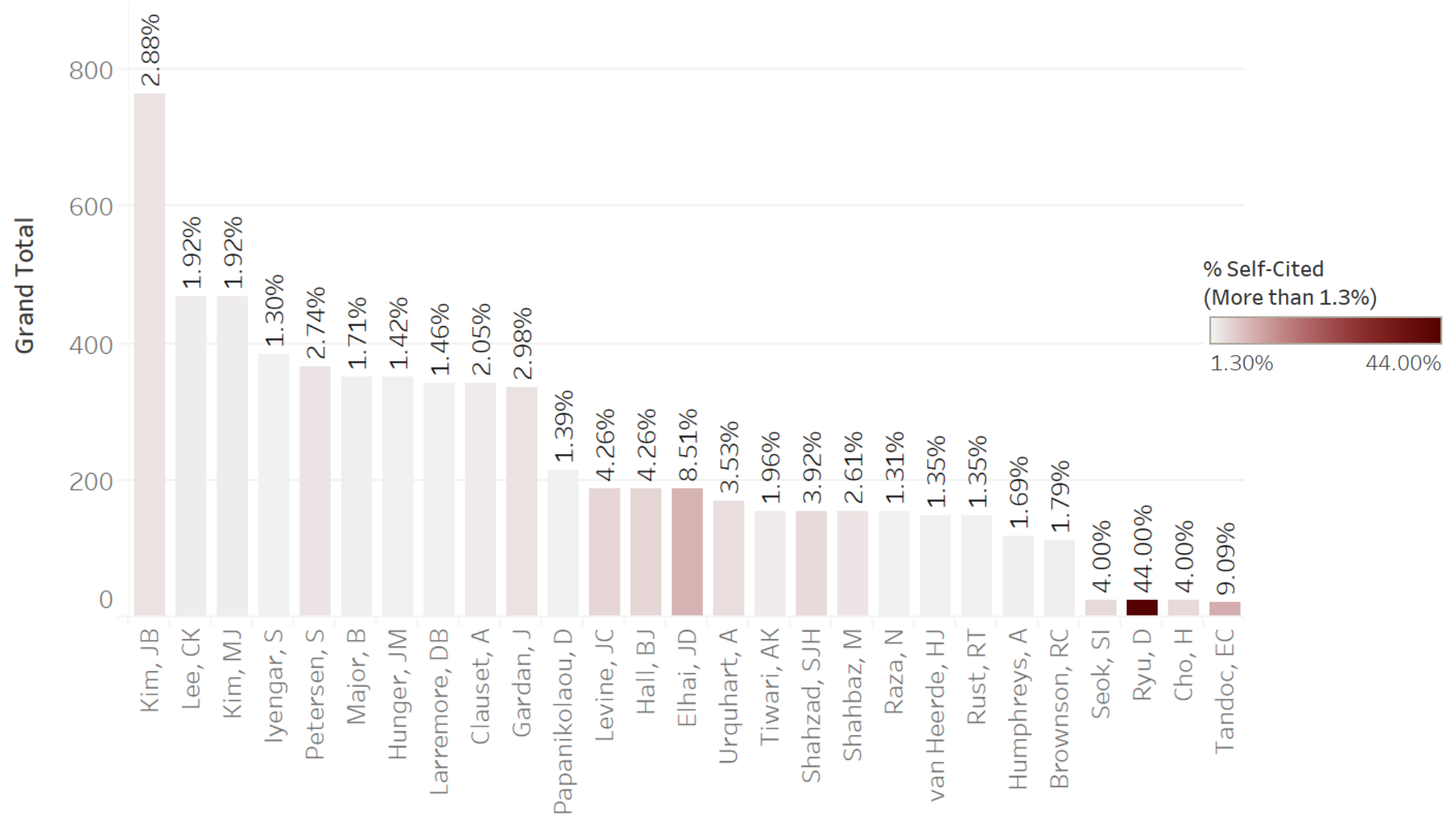
Author Networks

Zoom up one group to see to the relation.



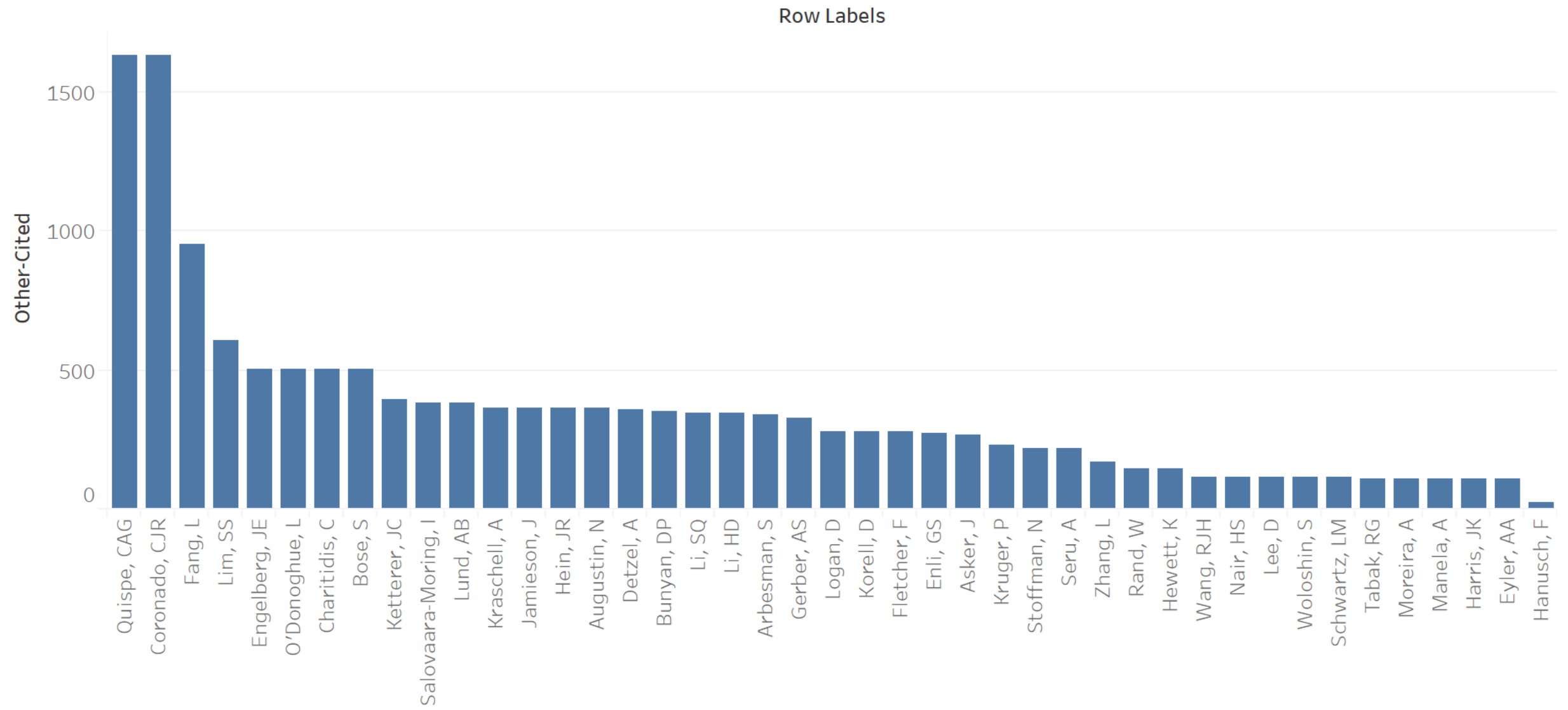


Self Cited Situation (More than average: 1.3%)





Non-Self Cited Situation





2014~2020 Self-citation Situation

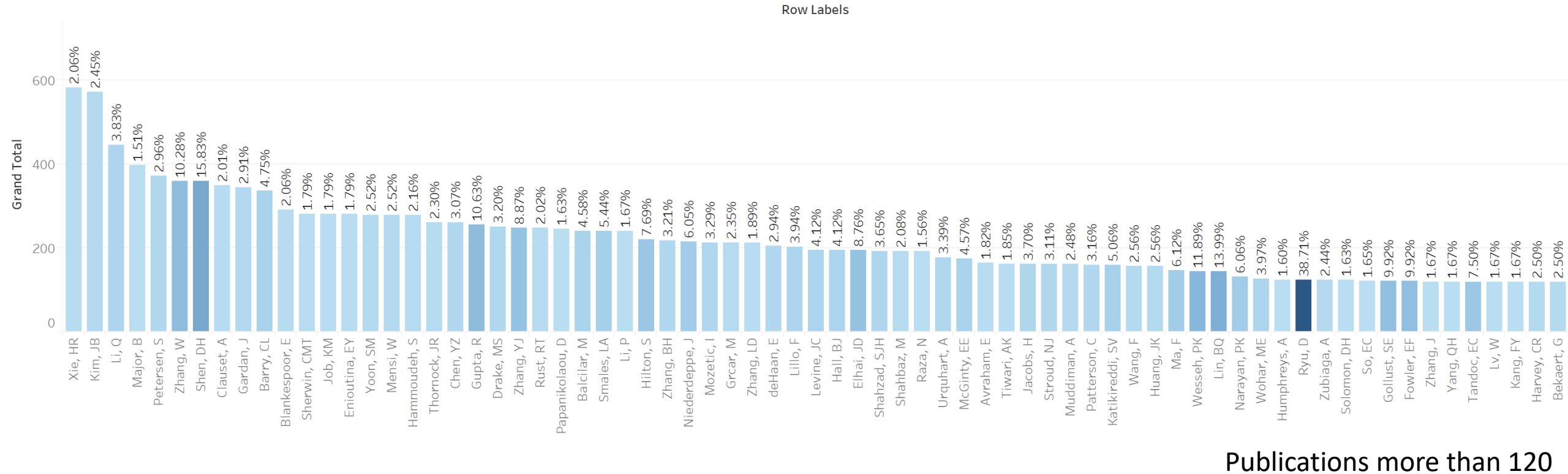
(Only the publications are cited more than 10 papers)

All publications in 2014~2020: 2,869

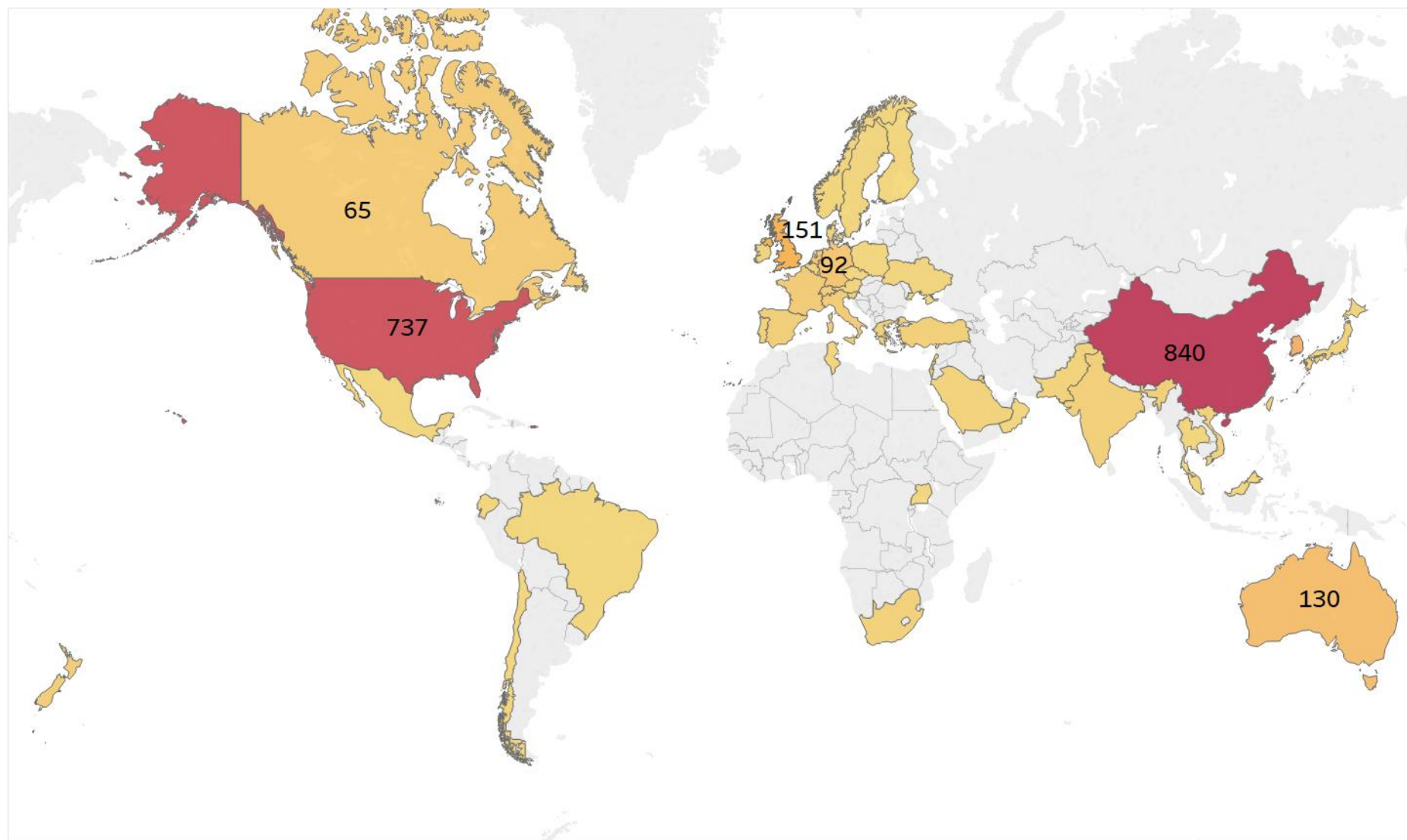
More than 10 citing papers: 491



Self Cited Situation (More than average: 1.5%)

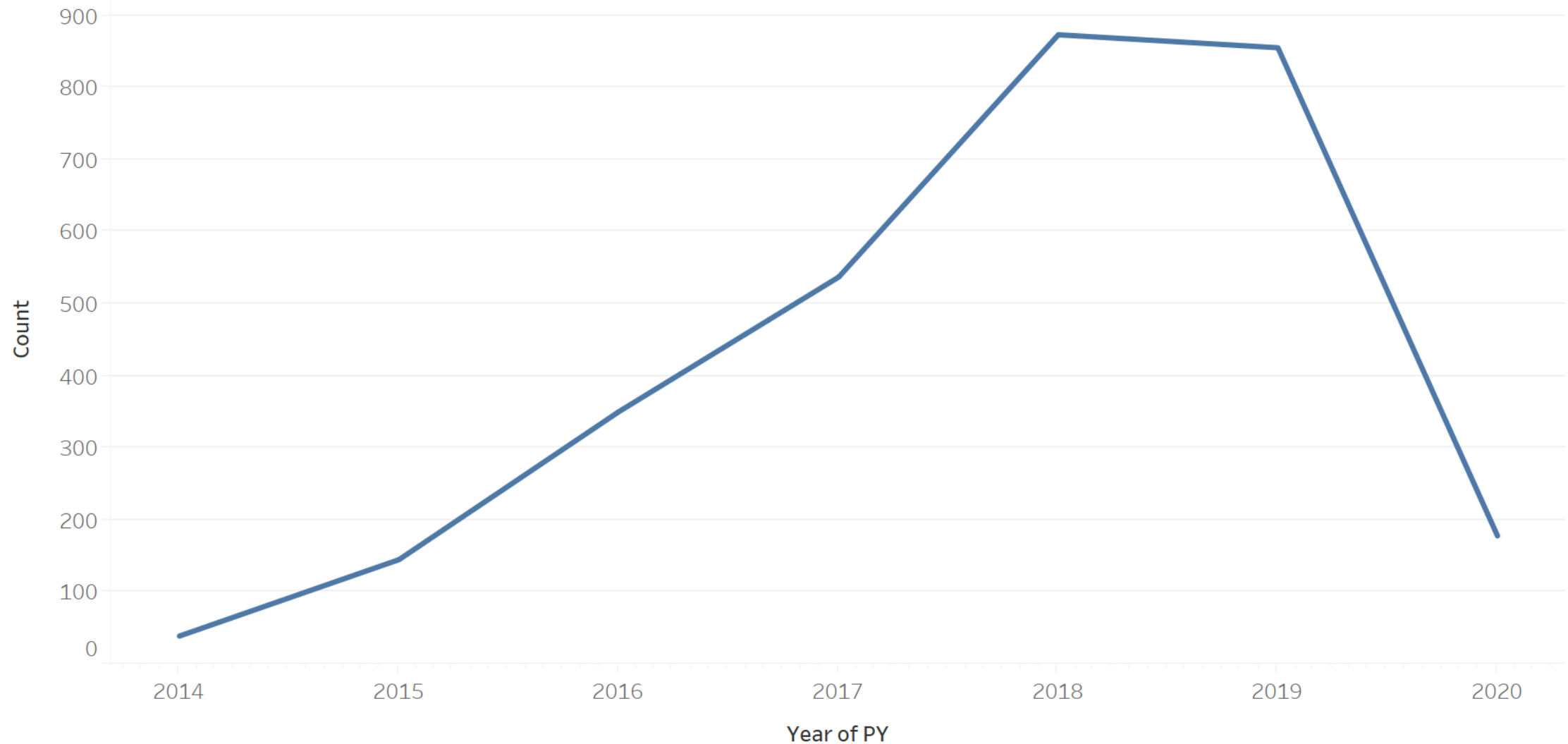


390 High Self-Citation Authors Country (More than average)





390 High Self-Citation Authors Year(More than average)



390 High Self-Citation Authors: Keyword of Titles





Summary

- The publications about “News marketing” publish increase significant from 2005, and high cited publications publish densely between 2009 to 2019.
- High cited publication and the publication citing them
 - Different year, the keywords of title will be different.
 - USA is the highest cited country.
 - There are 15 groups of the authors
 - Some authors have higher self-cited publications, such as Ryu, D; Elhai, JD.
- 2014~2020 publication:
 - Some author have higher self-cited rate, such as Ryu, D; Shen, DH
 - Keyword are evidence and stock



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