

News Marketing Area Self-Citation Situation

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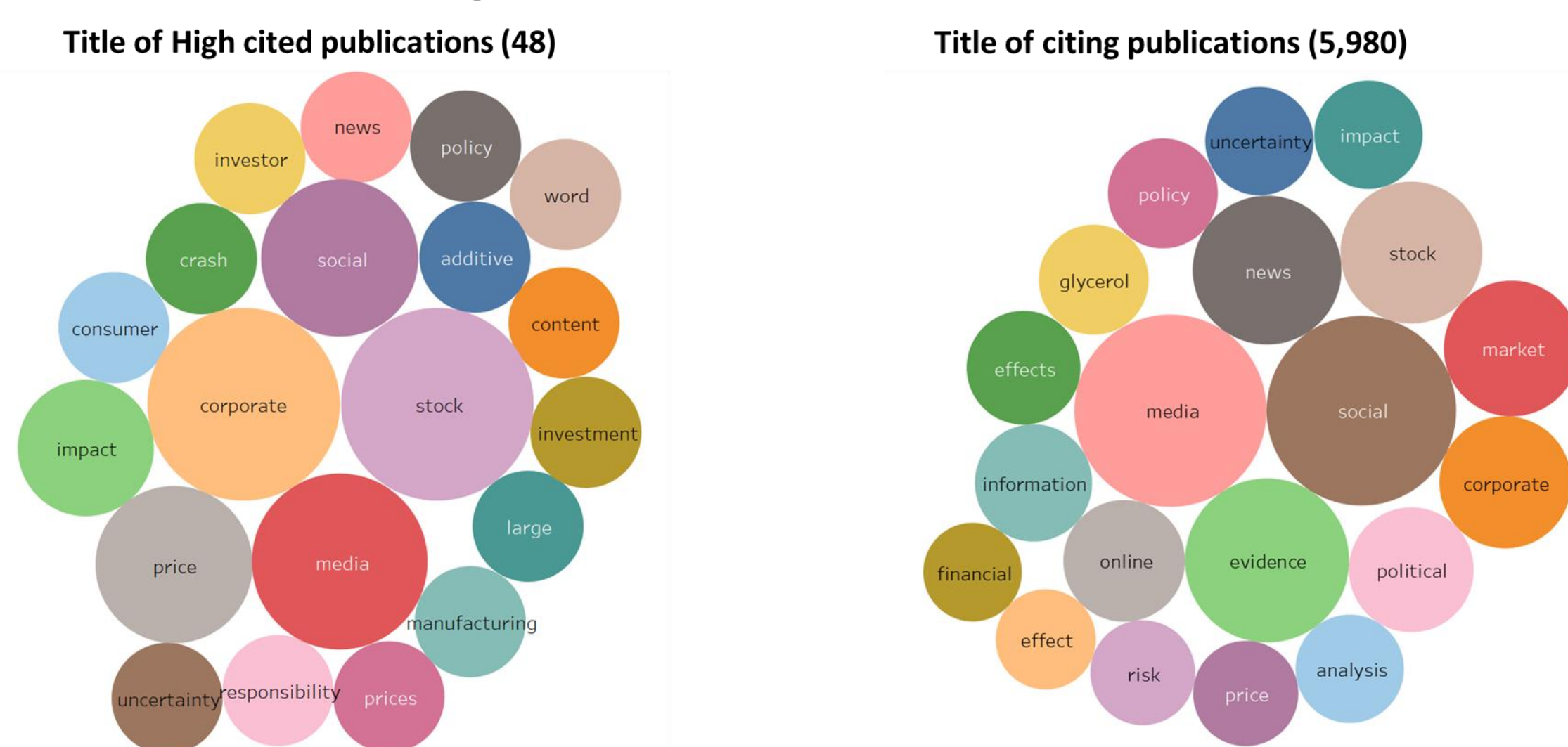
Instruction

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

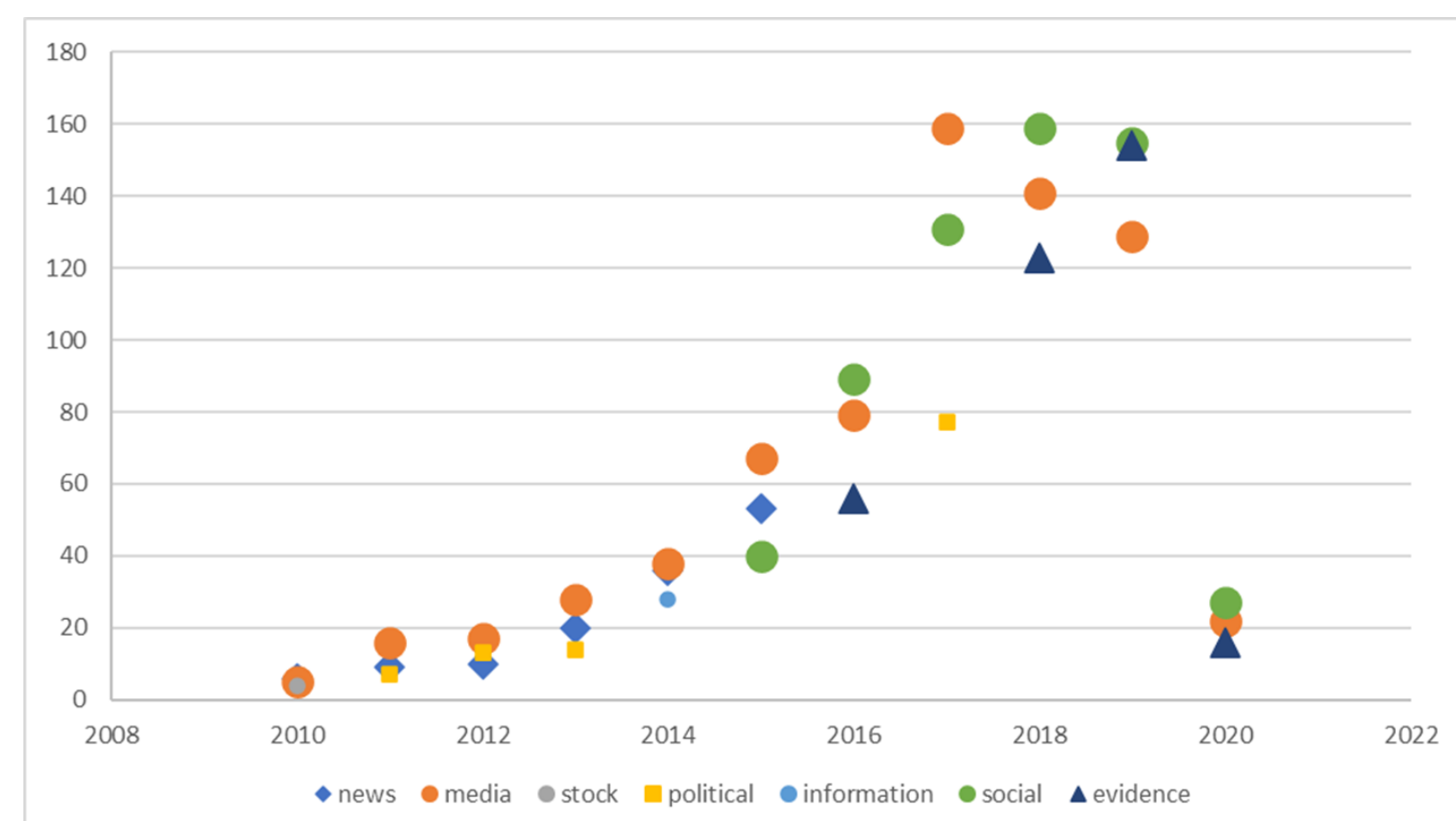
- Data resource: Web of Science
- All news marketing publications vs. high cited publish year
- Text mining of title between high cited publications and citing publications
- Country/area of the publications
- The author networks of high cited publications with other author cite their publications

High Cited Publications

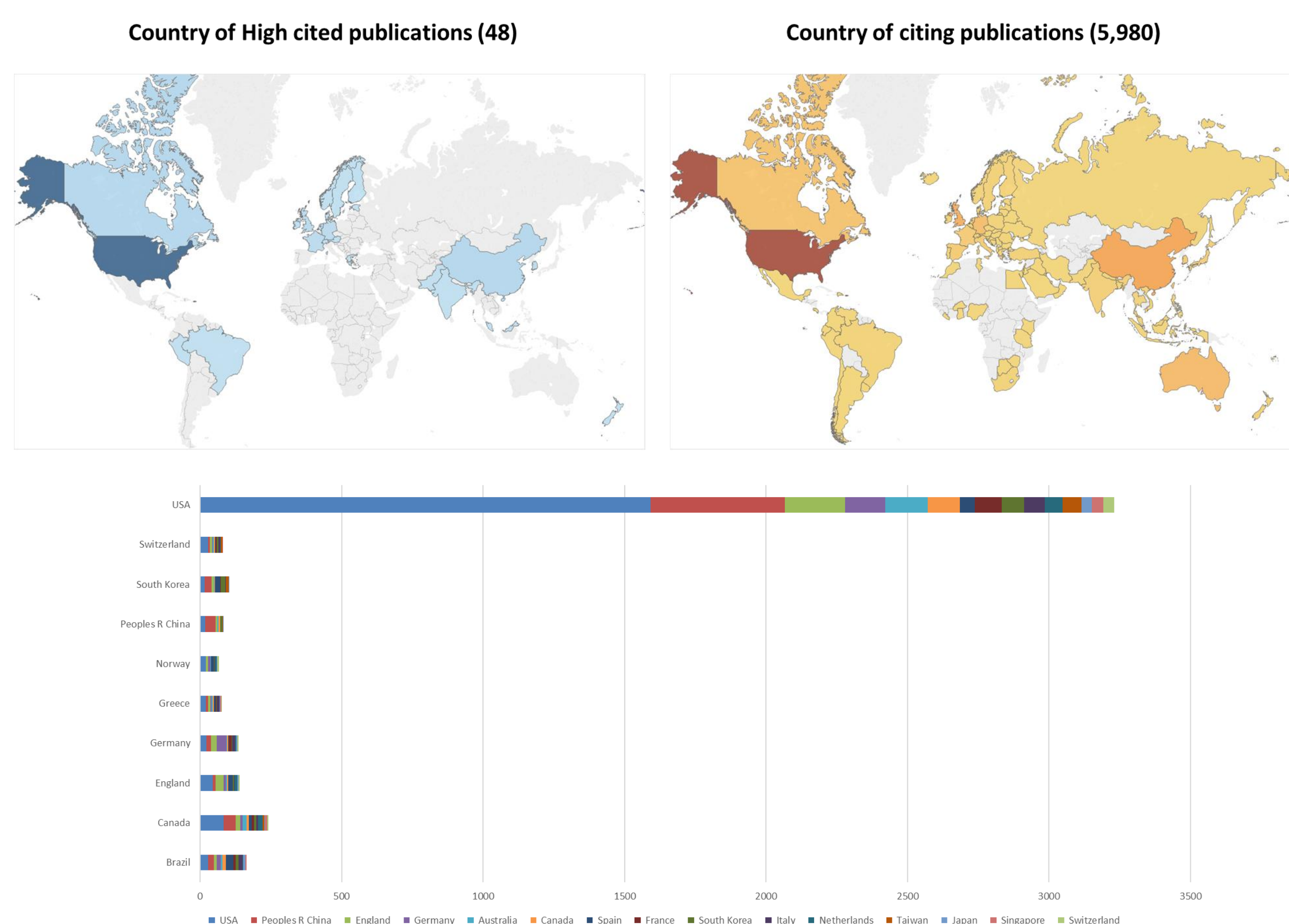
Title: Text Mining



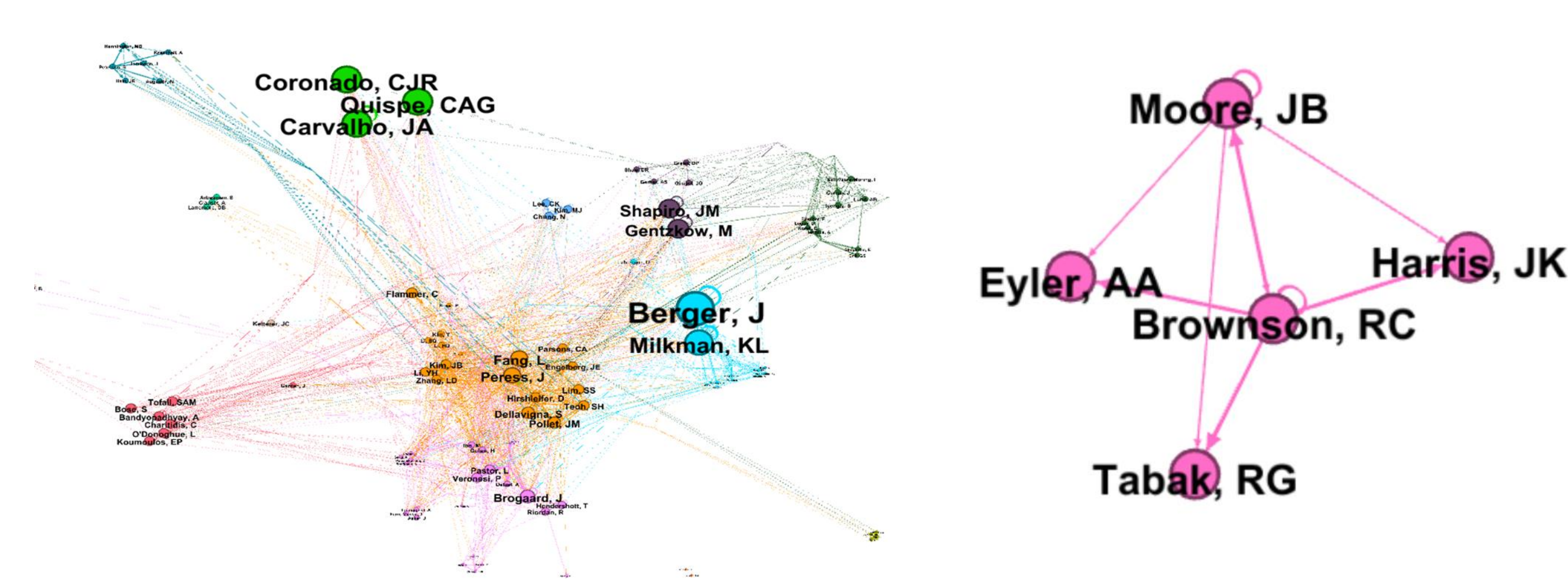
Title: Text Mining (Top 3 and Year)



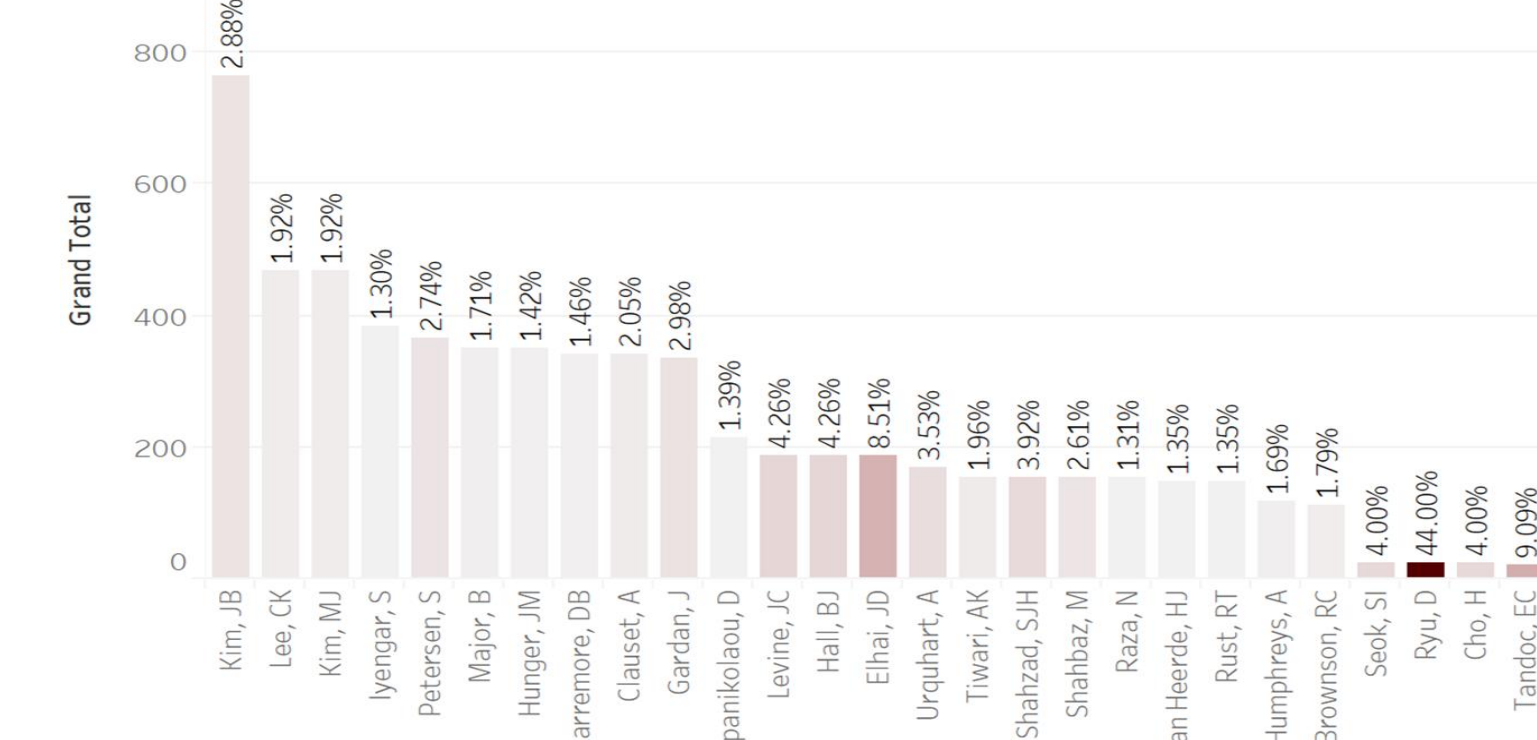
Country / Area Distribution



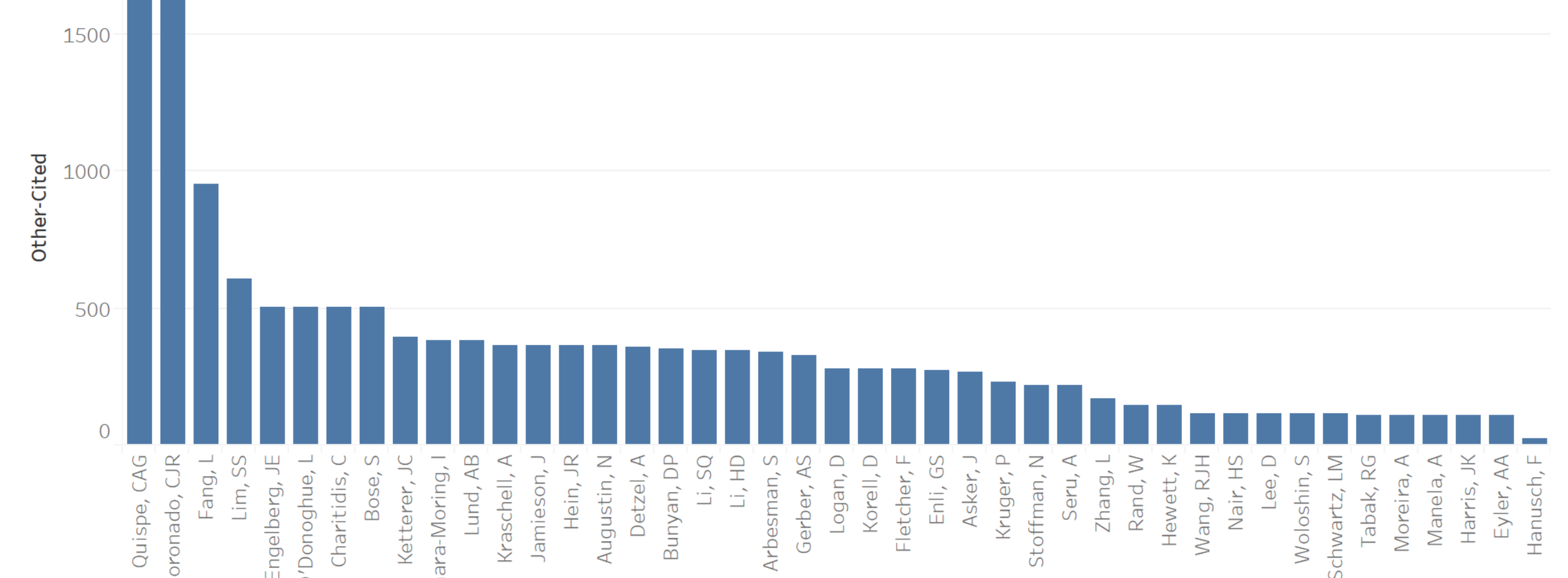
High Cited Author Networks



Self Cited Situation

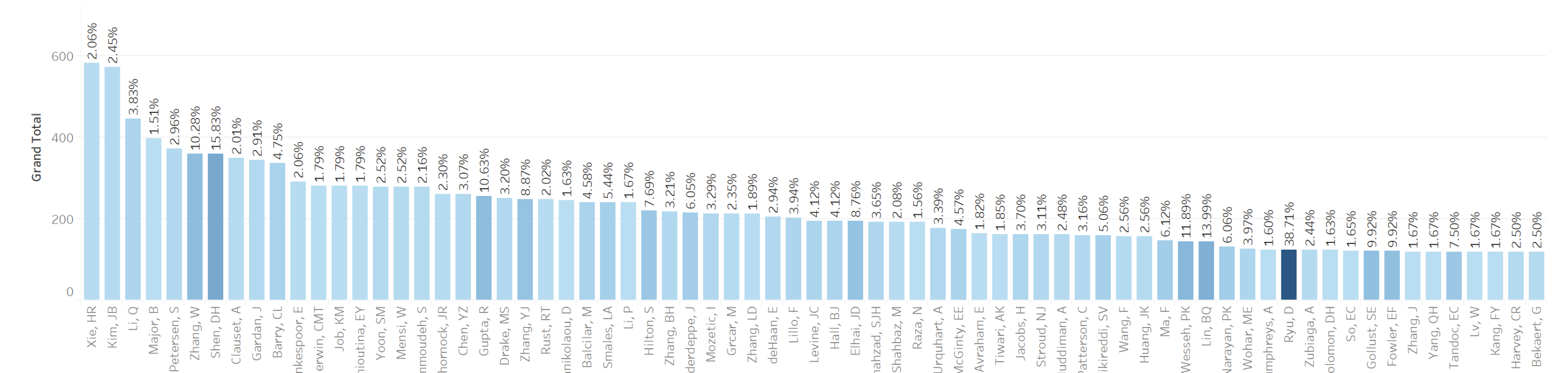


Non-Self Cited Situation

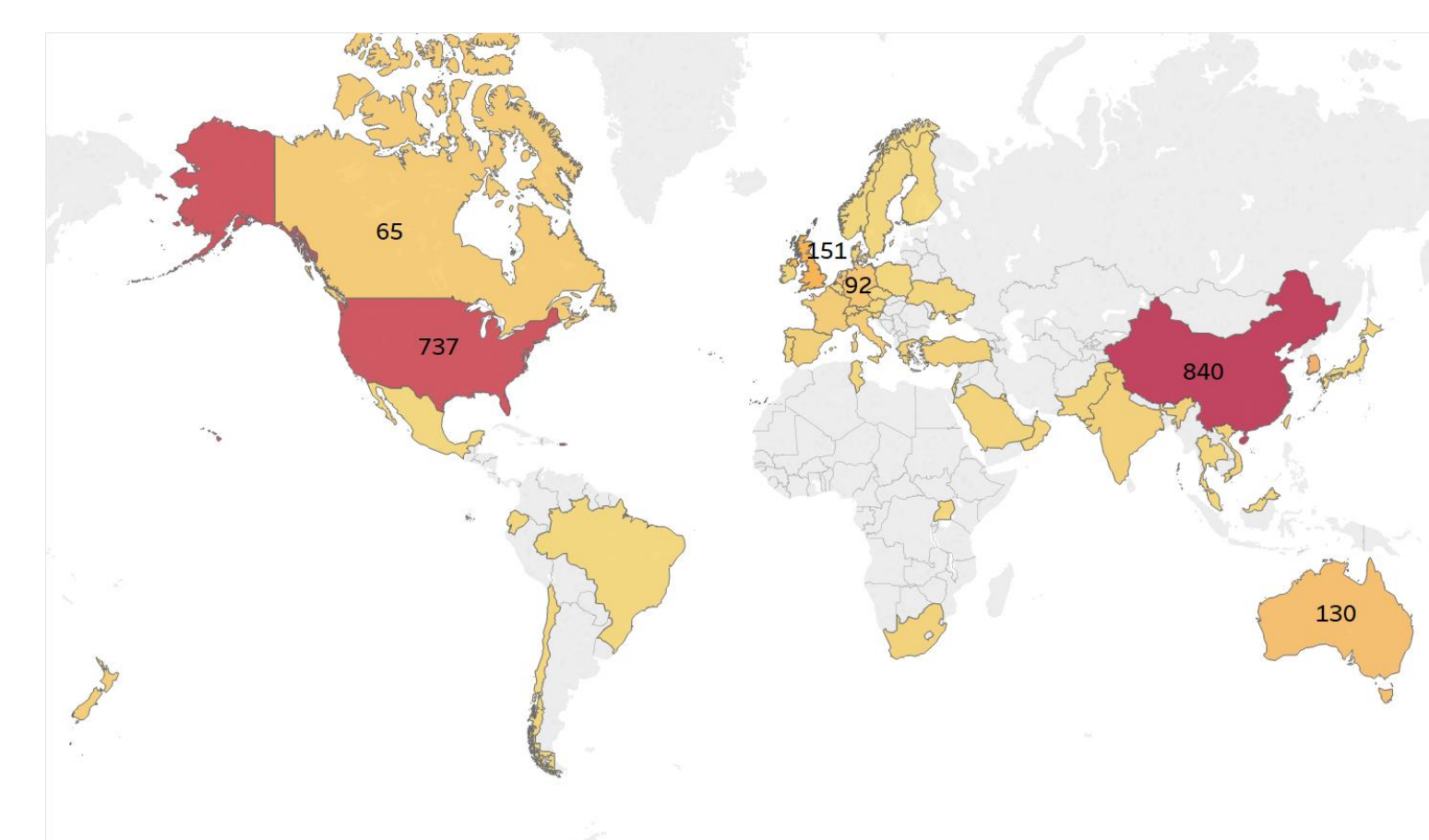


2014~2020 Self-citation Situation

Self Cited Situation



390 High Self-Citation Authors Country



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
 - Higher self-cited authors: Ryu, D; Elhai, JD.
- 2014~2020 publication:
 - higher self-cited authors: Ryu, D; Shen, DH
 - Keyword are evidence and stock