# Bibliometric Analysis for a Decade of Moving Image Cultures

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**Abstract.** The term "moving image cultures" is a term that is losing interest over time today than it was twenty years ago. Over time, the decline of people's interest prompted the author to explore research published about "moving image cultures." This study aims to identify the scope of "moving image cultures" research through bibliometric analysis. This study uses Publish or Perish to search 1000 items from CrossRef from 2013 to 2023. The item data were then analyzed in VosViewer to generate visualizations to identify research clusters. The co-occurrence map generates 11 clusters, with four having high occurrences items as the cluster's center. The items were: "Sound," "Archive," "Conversation," "Time," and "Space." The author hopes this study may present a reference for further research on "moving image cultures" in the future.

**Keywords:** Bibliometric, Analysis, Moving Image Cultures, Vosviewer.

## 1 Introduction

The International Moving Image Cultures Conference has been organized twice, and in 2023 it will be organized again [1]. The theme for the 2023 conference is "THE PAST, PRESENT, AND FUTURE OF MOVING IMAGE CULTURE," which was chosen as "It's necessary to examine the past, the present, and the future of moving images since the past can be used as a reflection site." Indeed the conference's objective is a vital direction for scholars of moving image cultures to fulfill.

A quick look at Google Trends on "moving images" shows a significant decline since 2004 worldwide [2]. However, this downward trend is still better than the "moving images culture," which shows no significant data to generate [3]. The declining and insignificant interest in moving image cultures does not paint a good picture of the future of moving image cultures. However, an extensive study on moving image cultures may provide a foundation for the future of moving image cultures.


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**Fig. 1.** : Google Trend for "Moving Images" Since 2004 to Present. (Source: Retrieved 14 August, 2023, from http://trends.google.com/. Screenshot by author).

One way of embodying the past and present to understand or predict the future in research is through bibliometric analysis. Bibliometrics can be seen as the research for academic output to measure text and information [4]. Scholars often utilize bibliometric analysis to understand publication trends and explore the intellectual structure through extensive literature [5]. The author believes this paper can provide insight into the study of moving image cultures through bibliometric analysis. Therefore, this paper aims to provide a simple bibliometric analysis of moving image cultures from the past ten years (2013-2023).

## 2 Methodology

For the bibliometric procedure, the author first defines the objective of the research, which is to conduct a performance analysis and science mapping for moving image cultures publications found in the CrossRef database from 2013 to 2023. CrossRef is chosen as it is an open database for good quality scholarly publications [6]. The author uses Publish or Perish to search for the articles, which can retrieve hundreds or thousands of publications [7]. The author searches CrossRef using the “moving image cultures” on the keyword and title section in Publish or Perish. The first 1000 items retrieved are shown in a particular rank. Ranks are the order of items returned when searched using Publish or Perish. This can indicate how relevant the item is based on the parameters used to search for that item [8]. The publication is then categorized and analyzed further in Microsoft Excel and VosViewer.

**Fig. 2.** Snapshot of Publish or Perish (Source: Author's Documentation)

The author then categorizes and sorts the data found from Publish or Perish in Microsoft Excel. The data analysis in Microsoft Excel helps the author quickly identify the number of publication items, the year it is published, and the most-cited items. The author also uses VosViewer to analyze further the data found from Publish or Perish. VosViewer is used as it is a freeware that is developed for constructing and also viewing bibliographic maps [9]. The bibliographic maps are used to find keyword clusters and maps that can be used to find related themes [10], [11].

## 3 Result

Fig. 3 shows the number of items based on the category (book, journal, others) found from 2013 to 2023. The graph shows that the number of journal articles published that match the search parameter has decreased since 2017. Book chapters had a significant increase on 2015 and 2021, as several book chapters were published during those years, such as "Hanan al-Cinema" (2015), "Installation and the Moving Image" (2015), "Travel, Tourism and the Moving Image" (2015), "Advertising and the Transformation of Screen Cultures" (2021), "Experimental Film and Artists' Moving Image" (2021), "Music, the Moving Image and Ireland, 1897–2017" (2021), "Neurofilmology of the Moving Image" (2021), "Philosophy and the Moving Image" (2021), and "The Lure of the Image" (2021).

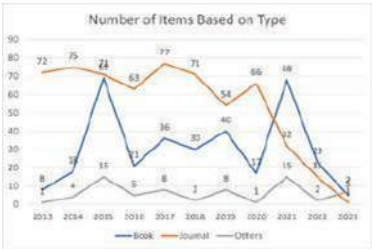


**Fig. 3.** Number of Items Based on Type Growth in 2013-2023 (Source: Author's Documentation)

Table 1 shows the number of items and citations of the publication items found from 2013 to 2023. From the table, we can see that the highest total number of citations can be found in 2015, the year that the number of publication items was the highest, and several books on "moving image cultures" had been published as mentioned previously.

**Table 1.** Number of Items and Citations of "Moving Image Cultures" Publication in 2013 to 2023 (Source: Author's Documentation).

| Year | Number of Items | Number of Citations |
|---|---|---|
| 2013 | 81 | 75 |
| 2014 | 97 | 68 |
| 2015 | 155 | 188 |
| 2016 | 89 | 56 |
| 2017 | 121 | 59 |
| 2018 | 103 | 11 |
| 2019 | 102 | 72 |
| 2020 | 84 | 41 |
| 2021 | 115 | 4 |
| 2022 | 40 | 1 |
| 2023 | 13 | 0 |

After studying the items found in Microsoft Excel, the author analyzed the data retrieved from Publish to Perish in VosViewer. In VosViewer, the author identified 2321 unique items and filtered the items based on the occurrences of the term and the relevance score. Afterward, the author also omitted several keywords that the author finds irrelevant to the subject or content of moving image cultures. The items that the author had omitted were" "Editors foreword," "October," "index," "volume," "issue," "guest editor," "foreword," "June," "day," "editor," "April," "review," "contributor," "report," "roundtable discussion," and "committee."

Fig. 4 shows the bibliometric map generated by VosViewer from the remaining keywords. The colors represent the clusters identified based on the group or clustering of keywords found in the publications. The size of the circle represents the size of occurrences, with bigger circles representing higher occurrences. From Fig. 5, we can see four prominent clusters, each with its high-occurrence item as the cluster's core.

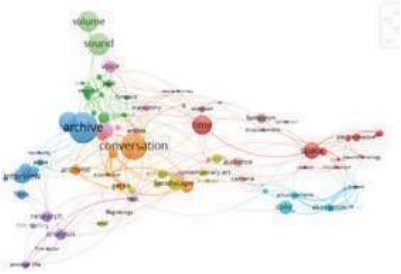


**Fig. 4.** Bibliographic Map Generated on "Moving Image Cultures" CrossRef Items in 2013-2023 (Source: Author's Documentation)

Table 2 shows the four clusters and their high-occurrence item and related items. The first cluster most likely comes from comprehending "moving image culture" as an audio-visual medium, as "sound," "volume," "voice," and "vision" are found in the cluster. The second and third cluster most likely comes from the function or notion of archiving and discussing "moving image cultures," as items such as "archive," "conversation," "communication," "preservation," and "interview" can be found on these clusters. The fourth cluster most likely elaborates "moving image cultures" as an art medium composed of time and space, as the items found on the clusters contain "object," "text," "illustration," "performance," and "production."

**Table 2.** Clusters on the Bibliographic Map

| Cluster | High occurrence item | Related Items |
|---|---|---|
| 1 | Sound | Volume, present, past, abstract, vision, voice, trajectory, use, number, laura mulvey |
| 2 | Archive | Vision, memory, future, world, present, past, feminism, politic, exhibition, twin city, pedagogy |
| 3 | Conversation | Communication, laura mulvey, catherine elwes, time, artists, preservation, production, genre, distributor, archivist, interview |
| 4 | Time, Space | World, woman, displacement, object, preservation, vision, production, conversation, text, reflection, return, transformation, environment, dream, period, illustration, neurofilmology, performance, place |

## 4 Discussion

Other unique terms or keywords can also be found on the clusters from the bibliographic map. Keywords such as "laura mulvey" and "catherine elwes" are people names whom may have a prominent relation to moving image cultures and the notion of it. Another specific keyword found on the clusters is "neurofilmology". Neurofilmology is a research program that sees the viewer both from a cognitive or analytical approach and from the phenomenological or continental approach [12]. A quick search on Google Scholar and Publish or Perish shows that publications on neurofilmology are also limited.

The result of this bibliometric analysis shows the findings:

1. The overall publication on "moving image cultures" can be considered low and limited based on the CrossRef database extracted from Publish or Perish. The number of journal articles found also shows a downward trend, which shows the necessity and urgency for further studies on building the body knowledge for moving image cultures.
2. Based on the clusters found from VosViewer, the central themes of "moving image cultures" consist of its form as an audio-visual medium, archiving and discussion, and its understanding as an art medium.
3. Two names had been identified in the keywords (not as authors of publication): Laura Mulvey and Catherine Elwes.

4. “Neurofilmology” is a unique item identified in the analysis. “Neurofilmology” may present a specific and potential area of research for “moving image cultures” scholars.

## 5 Conclusion

The research and publication of “moving image cultures” still have a long way to go and must be pushed to grow the discourse. This study provides a snapshot of the ‘past’ of “moving image cultures” through a bibliometric analysis of the last ten years. By understanding the current key areas and themes of “moving image cultures,” the author hopes that other researchers may build on the knowledge of “moving image cultures” in the future. The author concluded a simple bibliographic analysis using CrossRef database. Different databases may provide different insights that may be useful for other researchers. More advanced methods and analysis tools may also provide a more in-depth analysis.

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