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— **Jefri Audi Wempi, Chrisdina, Rully** —

A Bibliometric Analysis of Cross-Cultural Communication on Digital Platforms: Mapping Collaboration, Citations, and Research Themes

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ABSTRACT

This study aims to map the research landscape of cross-cultural communication on digital platforms, identify knowledge gaps, and analyze existing trends. Specifically, this research examines the evolution of research, inter-country collaboration, and its impact. Quantitative bibliometric methods were applied to data from the Scopus database (2011–2024), analyzing key indicators such as the number of publications, citations, h-index, keyword trends, and author collaboration networks (co-authorship networks). The results show the dominance of the United States in the number of publications (157) and citations (69), reflecting a strong research ecosystem and global influence. Collaboration network analysis shows that while some countries, such as China, have strong intra-country collaboration (indicated by high Single Country Publications (SCP)), other countries, such as Spain, show more significant international collaboration (Multiple Country Publications/MCP). Developing countries, although their contribution is smaller quantitatively, exhibit unique collaboration patterns that focus on regional and local issues, enriching the global perspective in this research. This study identifies a lack of in-depth studies on specific digital platforms beyond Western-based platforms, as well as the need for further research on the impact of non-Western cultures in online interactions.

Keywords: Cross-cultural communication, digital platforms, collaboration, citation, bibliometrics

ABSTRACT

Penelitian ini bertujuan untuk memetakan lanskap penelitian komunikasi lintas budaya di platform digital, mengidentifikasi kesenjangan pengetahuan, dan menganalisis tren yang ada. Secara khusus, penelitian ini mengkaji evolusi penelitian, kolaborasi antarnegara, dan dampaknya. Metode bibliometrik kuantitatif diterapkan pada data dari database Scopus (2011–2024), dengan menganalisis indikator kunci seperti jumlah publikasi, sitasi, h-index, tren kata kunci, dan jaringan kolaborasi penulis (co-authorship networks). Hasil penelitian menunjukkan dominasi Amerika Serikat dalam jumlah publikasi (157) dan sitasi (69), yang mencerminkan ekosistem penelitian yang kuat dan pengaruh global. Analisis jaringan kolaborasi menunjukkan bahwa sementara beberapa negara, seperti Tiongkok, memiliki kolaborasi intra-country yang kuat (ditunjukkan oleh Single Country Publications (SCP) yang tinggi), negara lain, seperti Spanyol, menunjukkan kolaborasi internasional yang lebih signifikan (Multiple Country Publications/MCP). Negara-negara berkembang, meskipun kontribusinya lebih kecil secara kuantitatif, menunjukkan pola kolaborasi unik yang berfokus pada isu-isu regional dan lokal, memperkaya perspektif global dalam penelitian ini. Penelitian ini mengidentifikasi kurangnya studi mendalam tentang

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platform digital spesifik di luar platform yang berbasis di Barat, serta perlunya penelitian lebih lanjut tentang dampak budaya non-Barat dalam interaksi online.

Kata Kunci: Komunikasi lintas budaya, platform digital, kolaborasi, sitasi, bibliometrik

INTRODUCTION

Globalization, accelerated by technological advances, has woven a new interconnectedness among people, unlike any previous period in history (Banerjee, 2024). Communication across cultures, once a limited phenomenon, has now become an unavoidable daily reality. Digital platforms, especially social media (Chen, 2023), and online collaboration tools (Shorova et al., 2024), have transformed into the primary arenas for these cross-border interactions. Geographical and temporal boundaries are increasingly blurred, allowing individuals from diverse cultural backgrounds to engage in real-time conversations and reshaping the way we communicate, work, and form relationships. This transformation makes understanding the dynamics of cross-cultural communication in the digital realm more crucial than ever.

Social media platforms like Facebook, Twitter, WhatsApp, and Zoom have seen exponential growth and become integral parts of daily life, work, and international social interaction, with billions of active users worldwide (Modgil et al., 2024) (Statista, 2023). More than 4.9 billion people globally are actively using social media (Riyanto, 2024), indicating deep penetration across societies. These platforms serve not only as personal communication tools but also as pivotal components in business operations, education, governance, and various other sectors (Jain et al., 2021; Kee et al., 2022). Their ability to connect individuals instantly across geographical limits has fundamentally altered the landscape of social and professional interactions, presenting new opportunities and challenges within the context of globalization (Lindgreen & Di Benedetto, 2023; Mattson, 2023; Ohme et al., 2020).

Although technology has connected the world, cultural differences remain a significant factor influencing the effectiveness and understanding in communication (Hwang, 2024; Rasadaraksa & Sukortprommee, 2024). Studies show that these differences often lead to misunderstandings, conflicts, and communication failures in online interactions (Altenburger et al., 2024; Anne Roos, 2022). Digital platforms exacerbate existing challenges and introduce new ones. The limitations of nonverbal cues, the amplification of language barriers in text-based communication, algorithmic biases that reinforce stereotypes, and differences in cultural norms regarding ethics and online privacy are just a few examples (Bakhrudin et al., 2023; Bonina et al., 2021).

Understanding the challenges of cross-cultural communication in digital spaces is essential for fostering effective international dialogue, developing inclusive digital environments, mitigating online conflicts, and designing culturally sensitive technologies. The implications of these challenges are extensive, affecting both practical and social dimensions of digital interaction (Owusu et al., 2023). To systematically analyze the existing body of research on cross-cultural communication on digital platforms, this study employs bibliometric review. Bibliometrics is a quantitative method for analyzing scholarly publications, allowing the identification of patterns, trends, and relationships in the literature (Ellegaard & Wallin, 2015). Bibliometrics enables the identification of trends, influential authors/publications, the mapping of intellectual structures in the field, the quantification of research activity and impact, and the identification of research gaps and underrepresented areas (Budiono et al., 2024; Dacholfany et al., 2023; Zupic & Èater, 2015). However, bibliometrics has limitations. It focuses on published literature, potentially overlooking grey literature or ongoing research. Additionally, the quantitative approach may not fully capture qualitative nuances, and it depends on the database coverage and indexing quality (Jiangwei & Daud, 2023).

While individual studies exist, there has yet to be a comprehensive systematic review conducted on the current state and developments in the field of digital communication and its effects on cultural identity. A holistic perspective is essential to understand the overall research landscape, particularly in underexplored areas such as the role of platform features (e.g., algorithms, moderation policies), the impact on marginalized communities, and the long-term effects of digital communication on cultural identity (Basilotta-Gómez-Pablos et al., 2022; Taylor et al., 2022). Existing research often suffers from methodological limitations, such as an over-reliance on specific populations or methods, which restricts the generalizability of findings (Agila-Palacios et al., 2022). This study will contribute to a clearer understanding of the research landscape, identify key areas for future research, inform the development of more effective and culturally sensitive digital communication strategies and technologies, and potentially guide policies related to digital inclusion and cross-cultural understanding.

The novelty of this study lies in its comprehensive bibliometric approach to this specific topic, the identification of research gaps and challenges, and its focus on the evolution of research in this rapidly changing field. This article will further detail the methodology, present the results of the analysis, discuss the implications, and outline conclusions and recommendations for future research.

RESEARCH METHOD

This research utilizes a quantitative approach, employing bibliometric analysis to review the literature on cross-cultural communication within digital platforms. Bibliometrics, a statistical technique, analyzes patterns in scientific publications within a specific field (Ellegaard & Wallin, 2015). This method was selected for its ability to objectively map research progress, identify trends, reveal research gaps using existing publication data, and also for its capacity to handle the complexity and interdisciplinary nature of this field.

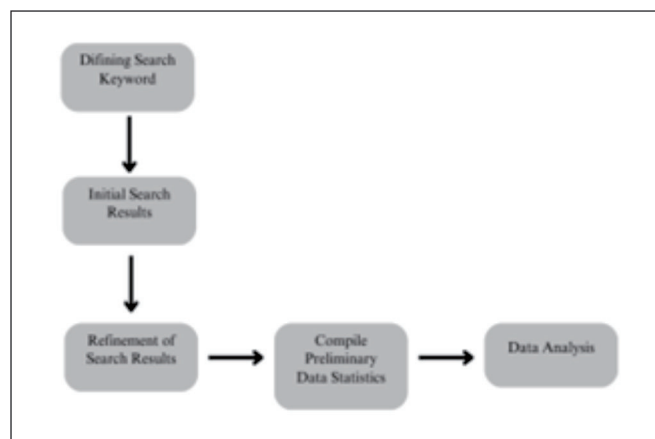


Figure 1. Five Stages of Bibliometric Analysis

Source: (Passas, 2024a)

The research data is derived from scientific journal articles indexed in the Scopus database. Keywords related to 'cross-cultural communication' and 'digital platforms' were used to identify relevant articles. This search was conducted systematically and transparently to ensure comprehensive data coverage. The bibliometric process follows five main stages (Figure 3): (1) defining keywords; (2) initial search results; (3) refining search results; (4) initial statistical compilation; and (5) data analysis (Passas, 2024b; Ruiz-Real et al., 2018).

Articles obtained from the initial search were filtered based on pre-defined inclusion and exclusion criteria. Inclusion criteria encompassed: (1) journal articles published between 2019 and 2024; (2) focus on cross-cultural communication on digital platforms; and (3) use of empirical research methods. Articles not meeting these criteria, along with duplicates and retracted articles, were excluded. Prior to analysis, data was thoroughly cleaned to minimize errors.

The bibliometric data analysis encompasses: (1) annual publication counts to observe research trends; (2) identification of the most productive authors and institutions; (3) journals

publishing the most on the topic; (4) authors' countries of origin; (5) citation analysis to identify influential articles; and (6) keyword co-occurrence analysis to map research concept and theme networks. This analysis utilizes VOSviewer software and the Biblioshiny package in R. VOSviewer visualizes bibliographic networks (co-authorship, keywords, citations), while Biblioshiny handles data processing and various analyses. Key VOSviewer parameters include the smart local moving algorithm (resolution 1.0), a minimum cluster size of 5, citation and co-occurrence thresholds of 5 and 3 respectively, a 5-year time slice, and fractional counting normalization.

The results of the bibliometric analysis are presented visually through graphs, diagrams, and network maps for ease of understanding. Biblioshiny is employed to visualize co-occurrence networks, the most cited countries, WordClouds, and thematic maps. Data interpretation is conducted with reference to existing research theories and findings, while also identifying potential future research directions. This includes acknowledging the limitations of the Scopus database, which might exhibit a bias towards English-language publications.

DISCUSSION

Determining Keywords

The researcher systematically searched the Scopus database for scholarly articles on cross-cultural communication on digital platforms. The keywords "*cross-cultural*," "*communication*," and "*digital platform*" were chosen to represent the research's core: interactions between people from different cultures ("*cross-cultural*" and "*communication*") using digital technology ("*digital platform*").

Choosing these keywords was challenging. "*Cross-cultural*" and "*intercultural*" are often used interchangeably but have subtle differences. Initial searches tested both, using "AND" and "OR" operators. Another challenge was the varied terminology in the literature; "*digital platform*" could be "*online communication*," "*digital media*," or "*social media*." A broad initial search string: (TITLE-ABS-KEY ("*cross-cultural*" AND "*communication*" AND ("*digital platform*" OR "*online communication*" OR "*digital media*" OR "*social media*"))) captured this variety but yielded too many irrelevant results. To improve precision, the search string was refined to: TITLE-ABS-KEY ("*cross*" AND "*cultural*" AND "*communication*" AND "*digital*" AND "*platform*"). Using "AND" ensured all core concepts were present in each article. While "OR" could have broadened the search, it produced too many irrelevant results and was excluded.

A publication timeframe of 2014-2024 was chosen, covering the last decade's research. This period reflects rapid advancements in digital platforms and their impact on cross-cultural

communication. The timeframe focuses on research indexed by Scopus in the last ten years, during a period of significant digital transformation believed to have substantially influenced cross-cultural communication dynamics on digital platforms. The keywords and search strategy align with the research objective: to map and analyze the evolution of research on cross-cultural communication in digital platforms. The keywords identify relevant articles, and the timeframe tracks trends over the past decade.

Scopus was chosen as the primary data source because it is an internationally recognized, leading, and reputable indexing database. Scopus provides access to a vast collection of high-quality articles across various scientific disciplines, with rigorous selection criteria for indexed journals and documents. Therefore, articles from Scopus are considered high-quality, having undergone thorough peer-review, ensuring the data's accuracy and validity.

First Search Result

An initial Scopus search on November 8, 2024, using the query TITLE-ABS-KEY "Cross AND Cultural AND Communication AND Digital AND Platform" resulted in 98 documents. This relatively small number suggests limited exploration of this topic. Inclusion was restricted to peer-reviewed journal articles, ensuring quality but excluding other potential sources like books and conference proceedings. Only one article per author was kept to mitigate publication bias. However, potential bias persists due to Scopus database limitations and the applied criteria, possibly excluding some relevant research. Figure 2 shows the publication distribution.

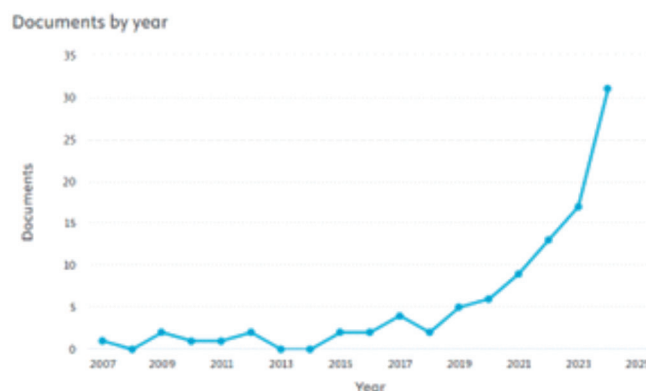


Image 2. Keyword Search Development of "Cross-Cultural Communication on Digital Platforms" in Scopus Database

Source: Researcher, 2024

Search Result Refinement

Table 1. Data Source Set and Selection

Category	Information
Research Database	Scopus
Time Range	2014 - 2024
Language	English, Chinese, Russian, and Spanish.
Search/Keyword	Cross AND Cultural AND Communication AND Digital AND Platform
Document type	"Article"
Data Extraction	Exported with complete records (cited, bibliography, abstract & keywords, and other information) in CSV format.
Sample Quantity	50

Source: Researcher Processing Results, 2024

From the initial 98 Scopus documents identified, a strict screening process prioritized quality and relevance. Only peer-reviewed journal articles, especially Q1/Q2 (Scopus), were included. The 2014-2024 timeframe captured the evolution of digital platforms. Articles lacking empirical data, with low citations, or not in English, Mandarin, Russian, or Spanish were excluded. This rigorous filtering process yielded a final set of 50 articles deemed suitable for comprehensive analysis.

Compilation of Preliminary Statistical Data

Bibliometric analysis utilized Biblioshiny (R package) and VOSviewer for their combined strengths. Biblioshiny offered a quantitative analysis of publication trends, identifying key contributors via citations and h-index. VOSviewer visualized keyword co-occurrence (threshold of 5), creating network and density maps of conceptual relationships. This dual approach provided a comprehensive, quantitative, and visual bibliometric analysis.

To contextualize findings, a comparison with previous research is presented. This highlights key themes, trends, and gaps in prior studies on cross-cultural communication in digital platforms. The comparison shows how this research aligns with or diverges from existing literature, revealing shifts in patterns and emerging areas.

Table 2 Comparison with Previous Studies

Aspect	Findings of This Study	Findings of Previous Studies	Comparison/Trends
Western Academic Dominance	This study highlights the dominance of publications from the United States (69 citations) and Australia (34 citations).	Li et al. (2020) found that Western dominance in cross-cultural communication research has persisted since the early 2000s.	Western dominance remains strong, but there is increasing contribution from developing countries like China and Afghanistan through international collaborations.
Social Media Usage	Social media emerged as a primary theme in cross-cultural communication, especially during the COVID-19 pandemic.	Boyd & Ellison (2007) noted that social media was initially used for personal connections but has since expanded to cross-cultural contexts.	This study confirms the shift in social media's function from social interaction to a more strategic tool for cross-cultural communication, particularly during the global pandemic.
Regional Gaps	This study found a lack of representation from regions such as Latin America, South Asia, and the Middle East.	Chen & Starosta (2005) also highlighted the low contribution from these regions in cross-cultural communication literature.	Regional gaps persist, but there is potential for growth with increased research investment and international collaborations in these areas.
Focus on Gender	Keywords such as "female" and "young adult" stood out, reflecting attention to specific demographic groups.	Misra (2018) emphasized the importance of gender in digital communication, particularly in global health issues.	This study reinforces previous findings but introduces a new focus on the role of gender in cross-cultural communication through digital platforms.

Source: Researcher Processing Results, 2024

Data Analysis

1. Overview

Table 3. Key Information about the dataset

Description	Information
Timespan	2007 : 2024
Authors	193
Author's Keywords (DE)	271
Source	47
Author of Single-Authored Docs	9
References	2259
Documents	50
International Co-Authorship	34%
Document Average Age	2.74
Annual Growth Rate	18.53%
Co-Authors per Docs	3.86
Average Citations per Docs	5.04

Source: Researcher Processing Results, 2024

Table 3 summarizes key data from a dataset of 50 scientific articles focused on cross-cultural communication within digital platforms. A striking observation is the exceptionally high annual growth rate of 18.53%. This signifies a rapidly expanding field, attracting considerable scholarly attention, even surpassing growth rates in other social science domains. The average citation per document stands at 5.04. While not yet categorized as “high impact” in absolute terms, this figure indicates a respectable and growing level of influence within the academic community. It suggests that research in this area is gaining traction and has substantial potential for further development and impact. In the timespan of 2007-2024, 193 authors and 47 sources show a growing and collaborative research.

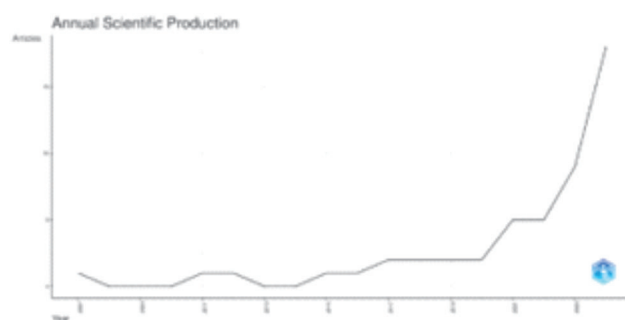


Image 3. Annual Scientific Production

Source: Researcher Processing Results, 2024

Image 3 visually depicts the publication trend of scholarly articles concerning cross-cultural communication on digital platforms. The graph reveals a generally upward trajectory, culminating in a peak of 18 articles published in 2023. Although a minor dip in publications occurred between 2010 and 2015, a significant surge is noticeable in 2021 and 2023, with a continuing upward trend in 2024.

These pronounced increases and the overall upward trend are strongly linked to global events, most notably the COVID-19 pandemic. The pandemic forced a widespread shift of social and professional interactions to online environments. This transition dramatically increased the urgency and relevance of research exploring how different cultures communicate and interact within digital spaces. The pandemic acted as a catalyst, accelerating the adoption of communication technologies and, consequently, fueling a surge in research activity and publications in this specific field. This is evident in the growth from a single article in 2007 to 18 in 2023.

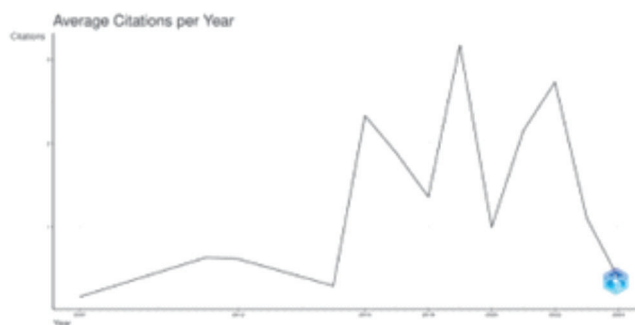


Image 4. Average Citations per Year

Source: Researcher Processing Result, 2024

Image 4 presents the fluctuating pattern of average annual citations for articles within this research area. A notable peak in average citations is observed in 2019 (3.17 citations/year), sharply contrasting with a significant decline in 2015 (0.3 citations/year). This pattern aligns with Varga's (2019) assertion that citation patterns are influenced by factors beyond mere research quality, including the year of publication and the overall activity level within the field. The dip in 2015 might be attributed to a smaller number of publications, a temporary shift in research focus within the broader domain of digital cross-cultural communication, or simply the inherent time lag for articles to accumulate citations.

These fluctuations highlight the dynamic and evolving nature of research on cross-cultural communication in digital platforms. The significant increase in 2016 (2.33 citations/year), followed by the 2019 peak (3.17 citations/year), and another rise in 2022 (2.73 citations/year), suggest that periods of intensified research or heightened focus on this topic occur in specific years. These periods likely reflect increased relevance and attention driven by external factors. Such factors might include technological advancements, significant global events (like the pandemic), or evolving trends within the broader field of communication studies (Varga, 2019).

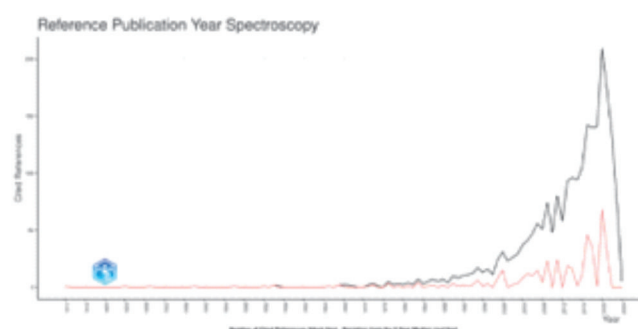


Image 5. Reference Publication Year Spectroscopy

Source: Researcher Processing Result, 2024

The “*Reference Publication Year Spectroscopy (RPYS)*” analysis reveals citation patterns of references used in scholarly articles. The year 2020 shows the highest number of references cited, reaching 209 references. This dominance of citations in 2020 aligns with the concept of “*citation bursts*,” where specific events or publications trigger a surge in citations within a field (Nguyen et al., 2024). This phenomenon suggests that 2020 may represent a pivotal year in digital cross-cultural communication research. Several factors could explain this: a) Research Consolidation: The year 2020 may represent a culmination of various previous studies, where many relevant and significant studies were published, becoming the primary references for subsequent research, b) Triggering Events: Global events, such as the COVID-19 pandemic, may have driven intensive research in the field of digital cross-cultural communication in 2020. Many studies focused on adaptations and changes in social and professional interactions that shifted to digital platforms, thus becoming important references, c) Development of Theories or Methodologies: The emergence of significant new theories, frameworks, or methodologies in or around 2020 may have caused many researchers to refer to those works.

The sharp decline after 2020 may indicate a shift in research focus, the adoption of new findings that replace older references, or the time lag required for new research to gain widespread recognition and citation. The dominance of 2020 references implies that research in that year had a significant influence in shaping the direction and development of research on digital cross-cultural communication today.

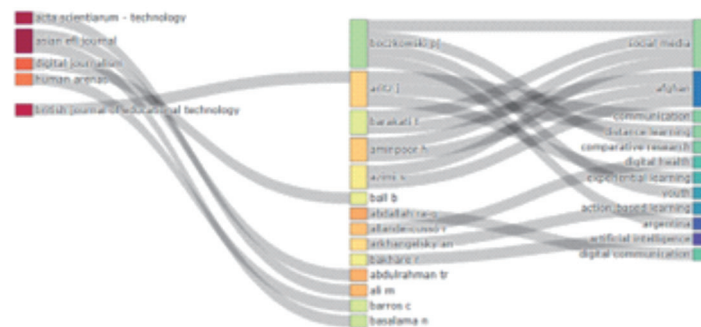


Image 6. Three-Field Plot

Source: Researcher Processing Result, 2024

Figure 6 (Three-Field Plot) presents an analysis of the relationships between journals, authors, and keywords in digital cross-cultural communication research. The Asian EFL Journal appears prominent as a primary source of publication, indicating a focus on English language teaching contexts. This aligns with the increasing recognition of English as a lingua franca in digital communication and its implications for cross-cultural interaction (Sinaga et al., 2024). Authors such as Boczkowski PJ, Aritz J, and Basalama N have significant contributions, with Boczkowski PJ being the most productive contributor. Dominant keywords, such as 'social media', 'communication', and 'digital communication', affirm the central role of social media. The emergence of 'digital health' and 'artificial intelligence' indicates the expansion of research into new areas, reflecting broader societal trends identified by scholars like Sinaga et al. (2024), regarding the increasing integration of technology into various aspects of life. The relationships between these elements indicate a specific research focus, for example, 'distance learning', which may be extensively researched by authors associated with the British Journal of Educational Technology. This analysis maps the research landscape, identifying key actors, central themes, and directions of development.

2. Author's Analysis

Table 4. Top 5 Most Cited Scientific Articles

No.	Author	Title	Number of Citations	Journal
1.	E. Hair (2017)	Harnessing Youth And Young Adult Culture: Improving The Reach And Engagement Of The Truth Campaign	28	Journal Of Health Communication
2.	Minna L (2022)	Standing Strong Amid A Pandemic: How A Global Online Team Project Stands Up To The Public Health Crisis	19	British Journal Of Educational Technology
3.	Ashfaq A (2023)	Cultural Dynamics Of Digital Space: Democracy, Civic Engagement And Youth Participation In Virtual Spheres	7	International Journal Of Intercultural Relations
4.	Arkhangelsky AN (2021)	A Transmedia Turn in Educational Strategies: Storytelling in Teaching Literature to School Students; [Трансмедийный Поворот В Стратегиях Обучения: Нарративные Практики На Уроках Литературы]	6	Voprosy Obrazovaniya / Educational Studies Moscow
5.	Ali M (2022)	Cross-cultural Usability Evaluation Of Ai-based Adaptive User Interface For Mobile Applications	3	Acta Scientiarum - Technology

Source: Researcher Processing Results, 2024

The article *"Harnessing Youth and Young Adult Culture: Improving The Reach and Engagement of The Truth Campaign"* by Hair et al. (2017) leads with 28 citations. While leading, this count is moderate, suggesting an evolving field or Scopus's limited scope, as citation context matters (Radicchi & Castellano, 2015). The inclusion of an article from the British Journal of Educational Technology (Logemann et al., 2022) indicates interdisciplinary influence, especially during the pandemic, reflecting increasing research interconnectedness (Y. Zhang & Yu, 2023).

However, journal dominance might reflect database limitations. Potential self-citation bias, while sometimes legitimate, can skew analysis (Aljarah, 2024) , requiring further investigation. Finally, varied cross-cultural communication approaches across academic fields necessitate a comprehensive understanding, acknowledging potential differences in methodologies and theoretical frameworks. The relatively moderate citation counts and the presence of interdisciplinary influences highlight the dynamic and still-developing nature of this research area.

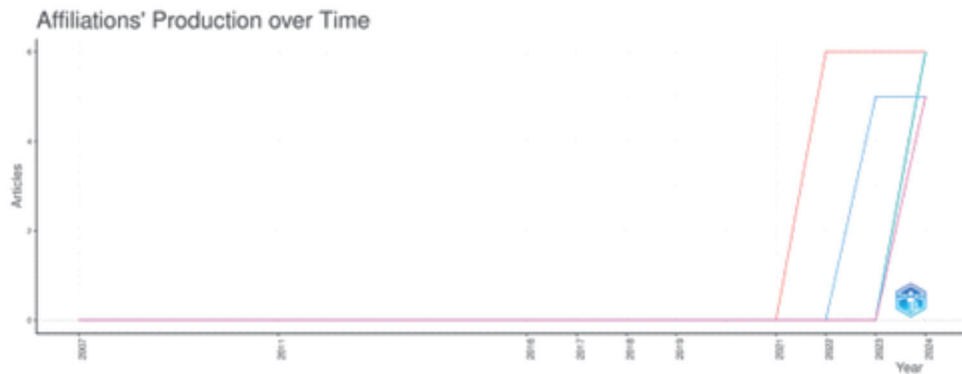


Image 7. Affiliations' Production Over Time
Source: Researcher Processing Result, 2024

This graph illustrates the publication trends of several universities in the field of cross-cultural communication on digital platforms, as indexed in the Scopus dataset. Cornell University demonstrates consistent leadership in publication output, peaking at six articles published between 2022 and 2024. The University of Ottawa also shows a significant surge in productivity, increasing from zero articles in 2023 to five articles in 2024. Other institutions represented include Kabul University of Medical Sciences, The University of Sydney, Universidad de Sevilla, and the University of North Carolina at Greensboro. These institutions had no publications prior to 2021 and began publishing in 2022 or later. This trend indicates a growing interest in this research field across these institutions, although Cornell and Ottawa show the most substantial and consistent contributions.

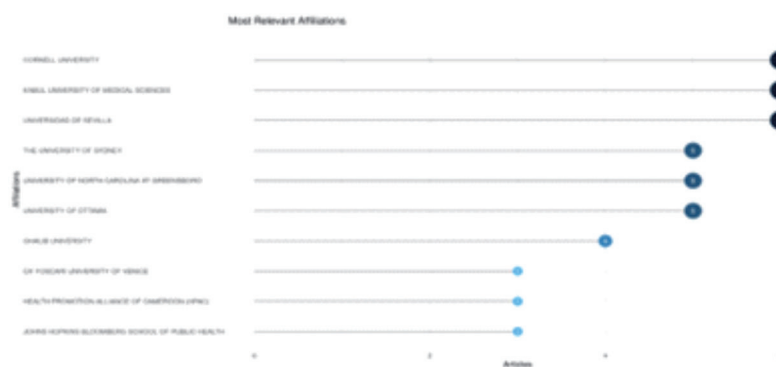


Image 8. Most Relevant Affiliations
Source: Researcher Processing Result, 2024

Analysis of institutional contributions reveals Cornell University, Kabul University of Medical Sciences, and Universidad de Sevilla leading with six articles each, demonstrating significant research leadership in digital cross-cultural communication. The University of Sydney, UNC Greensboro, and the University of Ottawa follow closely (five articles each), indicating substantial involvement. Ghalib University (four articles), Ca' Foscari University of Venice, Health Promotion Alliance of Cameroon, and Johns Hopkins Bloomberg School of Public Health (three each) also contribute.

The leadership of institutions like Cornell and Kabul University suggests focused research and resource allocation, correlating with institutional output (Docampo & Cram, 2017). The diverse range of institutions highlights the international scope of this research, spanning multiple continents. This broad participation confirms the widespread interest in cross-cultural communication on digital platforms, a phenomenon transcending geographical boundaries and fostering global collaboration (Samuel et al., 2024). The geographical distribution (North America, Europe, Asia, Oceania, Africa) underscores the global relevance of this research, studied across diverse cultural contexts.

3. Journal Analysis

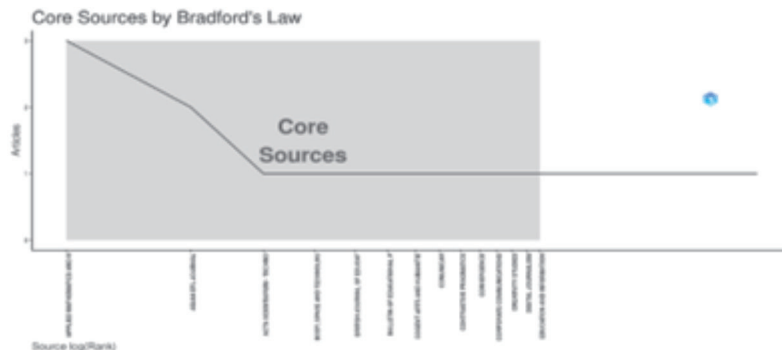


Image 9. Clustering Jurnal dengan Hukum Bradford
Source: Researcher Processing Result, 2024

Journal analysis categorizes publications on digital cross-cultural communication, revealing uneven distribution, consistent with Bradford's Law. A few core journals dominate publication in a field (Sjuchro, 2023), forming the "core literature" that shapes research (Halffman et al., 2020). Bradford's Law assesses journal productivity, identifying prolific and relevant journals. This method distinguishes the core area, where most literature is published, from the peripheral area with less productive but still relevant publications. This core/periphery distinction is vital for understanding research dissemination and impact (Xue, 2024),

government policies (Dua et al., 2023). Conversely, Afghanistan relies entirely on international collaborations (all MCPs), potentially due to limited domestic research capacity or strategic partnerships (Cerdeira et al., 2023; Fizzanty et al., 2020).

The United States presents a contrasting approach. While also having many publications, and many of them are SCP, it shows a higher engagement in international collaborations (MCP) than China. This highlights varied national strategies, with the US demonstrating a more balanced approach. Increased international collaboration in US publications can broaden research reach and visibility, potentially leading to higher citation rates (Alamah et al., 2023). This SCP/MCP analysis provides insights into the dynamics of scientific publishing collaboration. Examining intra-country (internal) and inter-country (external) patterns clarifies their roles in advancing the field. While international collaboration offers advantages, a higher MCP count doesn't guarantee greater impact. Research quality, novelty, and journal reputation also play significant roles.

The analysis underscores the multifaceted nature of research collaboration and the diverse factors shaping global patterns. The prevalence of SCPs in some countries may reflect robust national research programs. Ultimately, understanding these collaborative dynamics, including the balance between domestic and international partnerships, is crucial for assessing the development and global impact of this research field. The differing approaches highlight the complex interplay of national research contexts, resources, and strategic priorities.

4. Country Analysis

The analysis of the countries in this topic aims to provide greater insight into the impact and significance of research from different demographic regions.

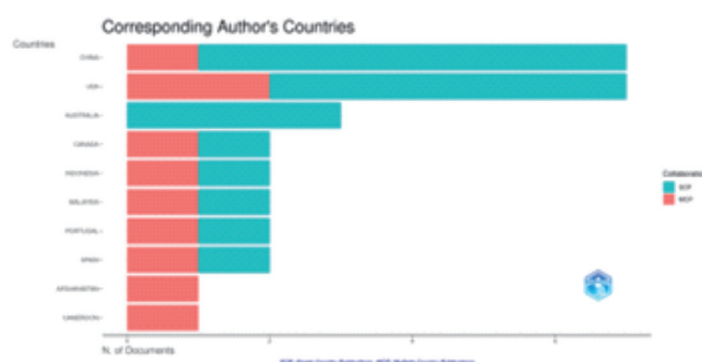


Image 11. Corresponding Author's Countries

Source: Researcher Processing Result, 2024

Figure 11 uses Single Country Publications (SCP) and Multiple Country Publications (MCP) to analyze collaboration in this field. China leads (seven articles), mostly SCPs (six), indicating a preference for domestic collaborations, potentially due to language, funding, or policy (Demeter et al., 2024). Afghanistan, conversely, relies entirely on international collaborations (MCPs), possibly due to limited domestic capacity or strategic partnerships (Cerqueira et al., 2023). The US contrasts this with numerous publications, including many SCPs, but also a high level of MCPs, showing a balanced approach. This greater international collaboration can expand research reach and visibility, potentially increasing citations (Heiser, 2023). Analyzing author countries via SCP and MCP reveals insights into scientific collaboration. Examining internal and external collaborations clarifies their roles in the field's growth. While international collaboration offers benefits, higher MCP doesn't guarantee impact; research quality, novelty, and journal reputation are also influential. The prevalence of SCP in certain countries may reflect the strength of their national research programs (Smith, 2024).

The analysis highlights the multifaceted nature of research collaboration and the various factors influencing these patterns globally, including national contexts, resources, and strategic priorities. It emphasizes the complex interplay shaping the development and global impact of research in this area.

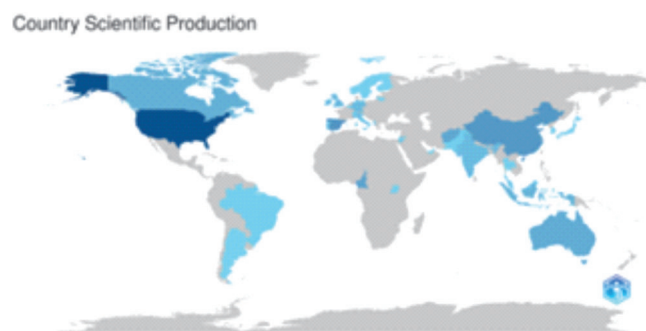


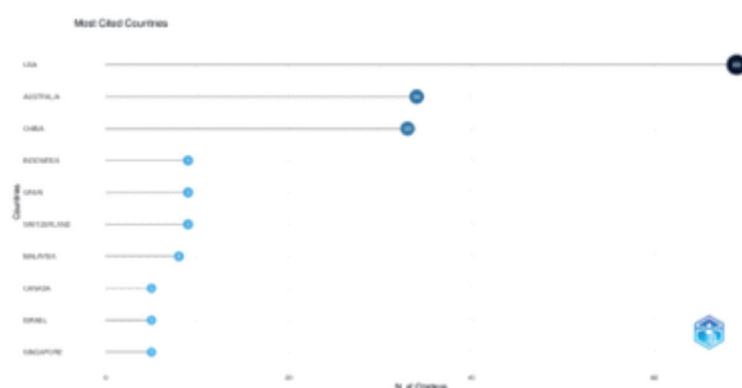
Image 12. Country Scientific Production
Source : Researcher Processing Result, 2024

Table 6. Country Scientific Production

No.	Country	Article	Year Range	Number of Citations
1.	USA	157	2012-2024	69
2.	China	92	2007-2024	33
3.	Spain	54	2011-2024	9
4.	Afghanistan	11	2024	0
5.	Cameroon	12	2024	0

Source: Researcher Processing Results, 2024

Image 12 and Table 6 highlight the United States (69 citations, 157 articles) as a leader in scientific production, as seen from the map visualization and quantitative data. This dominance is supported by a tradition of publishing in accessible, English-language journals, high research quality with strong infrastructure and funding, and extensive international collaboration networks. China, despite having a significant number of articles (92), shows a lower number of citations (33), indicating that the quantity of publications does not always correlate directly with research impact. Other countries such as Spain, Afghanistan, and Cameroon show variations in the number of articles and citations, with Afghanistan and Cameroon having zero citations.

**Image 13. Most Cited Countries**

Source: Researcher Processing Result, 2024

Figure 13 highlights the United States (69 citations) and Australia (34 citations) as leaders in research impact, a result of multiple interconnected factors. Both countries benefit from a long tradition of publishing in widely accessible, English-language journals, significantly boosting their research's visibility (Ali et al., 2024; Angiulli et al., 2022). This "*linguistic bias*" (Lin, 2023), favoring English publications, is a crucial consideration, although it doesn't

2024). These groups, often considered “digital natives” (Mertala et al., 2024), are central to online cultural exchange. The prominence of certain terms reflects broader academic trends, similar to findings from bibliometric analyses in related fields (Z. Zhang et al., 2017). The frequency of terms like “female,” “young adult,” and “pregnancy” suggests a significant body of research on maternal health information dissemination across cultures. This corresponds with the increasing need for culturally specific health communication, especially in the digital age (Cappella et al., 2024). Examining the relationship between these terms and their citation impact could further validate their importance.

Health topics, including pregnancy, smoking, and child health, are central themes, highlighting digital platforms’ crucial role in cross-cultural information exchange for global health campaigns, such as the WHO’s Digital Health Strategy (Suryani, 2024). However, cultural norms significantly influence the interpretation of health information (Gore et al., 2024), adding complexity. The clustering of “pregnancy,” “smoking,” and “child health” indicates a focus on health communication within broader cross-cultural digital interactions. This reflects the global nature of health challenges and the need for culturally sensitive digital health interventions (Albor et al., 2024), acknowledging that approaches must be tailored to specific cultural contexts for effectiveness.

While valuable, word clouds have limitations (Atenstaedt, 2017). The absence of terms like “miscommunication” or “language barriers” doesn’t indicate irrelevance. It may reflect varied terminology, specific study focuses, or data source limitations. For a comprehensive understanding, future analysis should broaden search terms, incorporating established frameworks for intercultural communication challenges (Evurulobi et al., 2024)), to avoid drawing conclusions that are not fully supported by the data. This ensures a more complete picture.

“*Cultural factors*” and “*information dissemination*” highlight culture’s crucial role in shaping digital communication, aligning with intercultural communication theory (Huang, 2024). Culture profoundly influences online message interpretation (Rakhmaniar, 2023). The prominence of Australia, Cameroon, Europe, and Italy may reflect regional digital communication policies. Alternatively, it could result from “*national bias*” in academic publishing, where journals favor research from their own regions (Pele, 2024), potentially skewing the representation of global research efforts.

Despite the internet’s global reach, challenges persist: unequal access, varied digital literacy, and the need for culturally relevant content (Rani & Samjetsabam, 2024). Underrepresentation of Latin America, South Asia, and the Middle East suggests a research gap, reflecting digital inequality and knowledge production disparities (Bon et al., 2022).

This could stem from limited funding, restricted technology access, or publication biases favoring developed countries, illustrating “*core-periphery*” dynamics (Goyes & Skilbrei, 2024). These factors limit a comprehensive global perspective.

Qualitative research and self-report studies are vital for understanding how diverse users interpret digital symbols and language, reflecting a constructivist approach (Nield, 2019). Digital inequality, especially in developing countries, creates a significant “*digital divide*” (Szabó, 2024), limiting participation in cross-cultural digital communication and hindering research. The data highlights digital platforms’ crucial role in disseminating health information and connecting people across cultures. An inclusive, culturally sensitive approach, based on intercultural communication competence (Hwang, 2024), is essential. This approach helps navigate the complexities of cross-cultural communication in the digital age, promoting equitable access and fair representation and ensuring that all regions and communities can participate and benefit from the global exchange of information.

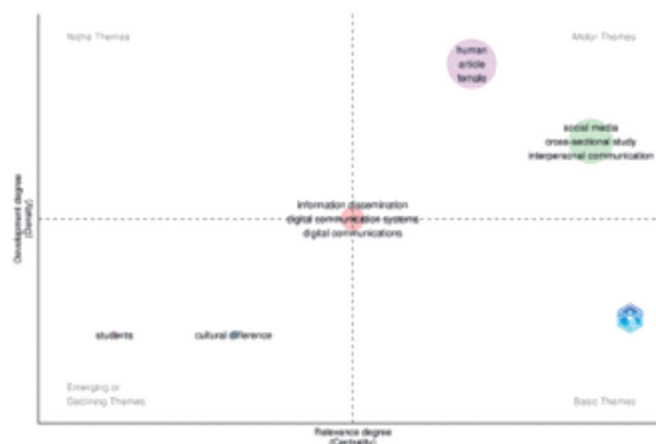


Image 15. Thematic Map

Source: Researcher Processing Result, 2024

The thematic map offers a visual analysis of research trends in cross-cultural communication on digital platforms, categorized by their development and relevance. “Motor” themes, notably social media, interpersonal communication, and cross-sectional studies, highlight social media’s pivotal role in facilitating global interaction, consistent with globalization’s emphasis on interconnectedness. The prevalence of cross-sectional studies suggests a focus on capturing immediate dynamics, potentially overlooking long-term trends. This aligns with a broader trend in social science towards “*snapshot*” studies (Tankumpuan et al., 2023).

Highly developed but niche themes like “human,” “article,” and “female” indicate a specialized focus, potentially exploring the intersection of gender and online cultural identity, informed by feminist media theory and content analysis. Interpersonal communication is recognized as a micro-level process fostering cross-cultural exchange, aligning with theories of intercultural dialogue (Borzenko, 2023). Social media’s prominence as a “motor” theme reflects its expanding global reach and the development of advanced analytical tools.

The apparent decline in the centrality of themes like “students” and “cultural differences” warrants further investigation. The reduced emphasis on “cultural differences,” a theoretically crucial element, might signal an epistemological shift within the field, moving away from essentialist views of culture (Matusov et al., 2001). This could represent a transition from identifying distinct cultural differences towards approaches emphasizing culture’s fluid and dynamic nature online. Alternatively, it might reflect a bias in keyword selection, favoring terms aligned with specific methodologies (e.g., social media analysis) over broader theoretical concepts. This methodological focus, while valuable, risks neglecting the influence of cultural values and norms on online communication, as highlighted by Hofstede’s cultural dimensions (Zhu, 2023). The positioning of “students” suggests a potentially evolving or diminishing research area, possibly due to shifting demographics or research priorities.

“Basic” themes, such as information dissemination and digital communication systems, show lower development despite their fundamental importance, suggesting a potential oversight. Integrating media ecology theory could offer insights into how technological infrastructure shapes cross-cultural communication.

The map reveals research gaps and biases. It calls for a critical approach informed by theories like globalization, technological determinism, and feminist media theory to ensure a nuanced understanding and address power imbalances, while also considering the drivers of thematic changes. A conceptual visualization, synthesizing dominant themes, supporting factors, and their impact, would enhance understanding of cross-cultural dynamics on digital platforms. This diagram would illustrate the interplay between these elements, offering a structured representation of the findings’ contribution to the field.

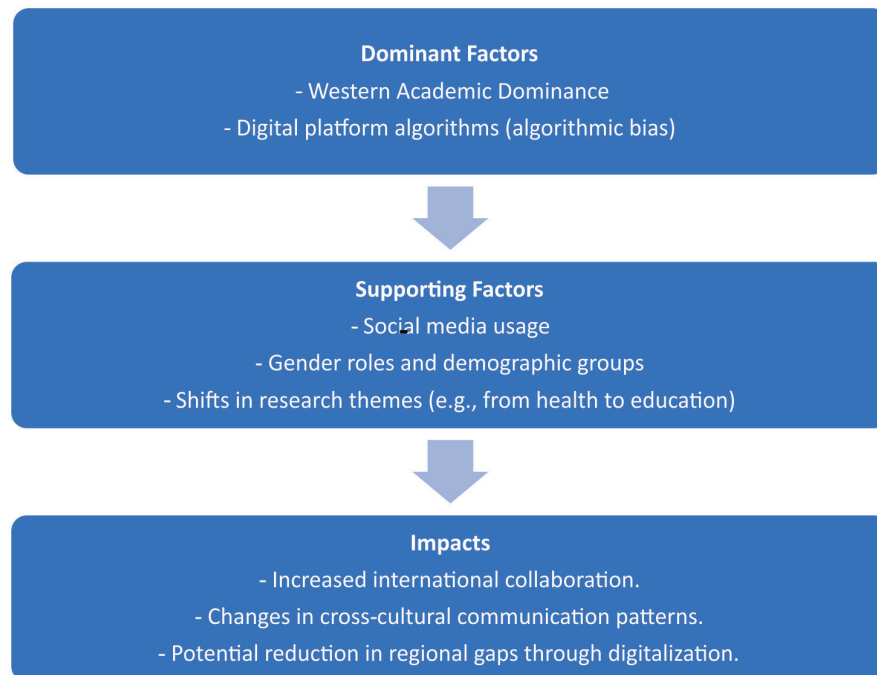


Image 16. Conceptual Visualization
Source: Researcher Processing Result, 2024

Image 16 is a conceptual visualization designed to illustrate the relationship between various elements and key concepts in this research. This visualization is explained in the paragraph that discusses the relationship between the contributions of journals, institutions, and research themes in cross-cultural digital communication. Specifically, this visualization serves to summarize how extensive data (e.g., number of publications, geographical distribution, and institutional contributions) leads to a more specific research focus, such as the impact of the pandemic on cross-cultural digital communication.

The paragraph explaining Image 16 is in the section outlining the contributions of key institutions and journals, and how this research reveals global and interdisciplinary trends in cross-cultural digital communication. This visualization also supports the discussion on how institutions such as Cornell University, Kabul University of Medical Sciences, and Universidad de Sevilla play a significant role in this research, as described in the paragraphs about Image 9 and Image 10.

CONCLUSION

The analysis of cross-cultural communication on digital platforms reveals the dominance of the United States, which is not only quantitative (number of articles and citations) but also indicates significant influence. This dominance needs to be critically examined within a theoretical framework. Why does the US dominate? This is closely related to the political economy of knowledge production and the hegemony of the Anglophone academic tradition. Theories of media imperialism and cultural globalization are relevant to explaining this phenomenon. However, this dominance also raises critical questions about the potential biases embedded within the very platforms shaping our understanding of global communication. The algorithms driving platforms like Facebook and Twitter, often developed with a Western-centric user base in mind, can inadvertently perpetuate cultural biases. For instance, content moderation algorithms trained on Western cultural norms might disproportionately flag or remove content from other cultures, effectively silencing diverse voices and perspectives. Similarly, recommendation algorithms designed to personalize user experience can create echo chambers that limit exposure to culturally diverse content, reinforcing existing biases and hindering meaningful cross-cultural exchange. The limited contribution from other countries suggests an imbalance in access and visibility in global discourse. This research emphasizes the need to deconstruct dominant narratives and explore more diverse perspectives for a more comprehensive understanding of the dynamics of cross-cultural communication in the digital age. Critically examining the role of algorithms in shaping cross-cultural communication is crucial to moving beyond a Western-centric lens and developing a more nuanced and inclusive understanding of digital interactions across cultures.

Although international collaboration is evident, this study uncovers a number of significant research gaps. Crucial unanswered questions include: How do algorithms, often designed in Western contexts, affect cross-cultural representation and interaction? Understudied aspects of cross-cultural digital communication include individuals' real experiences in dealing with cultural differences, which require qualitative and ethnographic approaches. The novelty of this study lies in the identification of these gaps, as well as the encouragement for more critical and inclusive research, which considers algorithmic bias and the diversity of cultural perspectives in digital interactions. Further research is urgently needed.

The results of this research have important practical and policy implications. Policymakers need to consider the potential of digital platforms to both facilitate and hinder cross-cultural understanding. These findings can inform international digital communication strategies, culturally sensitive media literacy programs, and the development of fairer AI-based

translation tools. International organizations also need to consider this. The limitation of this study lies in the use of bibliometric data, which does not fully capture the complexity of cross-cultural interactions. Future research should incorporate qualitative methods, longitudinal studies, and a focus on the ethics of technology use in cross-cultural contexts.

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