

# A SCIENCE MAPPING ANALYSIS OF ‘COMMUNICATION’ WOS SUBJECT CATEGORY (1980-2013)

Dr. Julio Montero-Díaz  
Dr. Manuel-Jesús Cobo  
Dra. María Gutiérrez-Salcedo  
Dr. Francisco Segado-Boj  
Dr. Enrique Herrera-Viedma

<https://doi.org/10.3916/C55-2018-08>

## INTRODUCTION

Science mapping and performance analysis stand out as the main bibliometric methods used in this sense.



The evolution of the Communication area is drawn through the following research questions:

- RQ1. Which are the main research themes in Communication?
- RQ2. How central and developed are those themes?
- RQ3. Which are the most important topics according to production and impact?
- RQ4. How have those themes evolved since 1980?

## METHODOLOGY



- The communication research ,production (1980-2013) indexed at the Journal Citation Reports (JCR), and Web of Science (WoS) is examined using the SciMAT software tool.
- The sample is further restricted to the period 1980-2013 and it only includes articles and reviews.
- The comprehended time-lapse was divided into four periods: 1980-1989, 1990-1999, 2000-2009, and 2010-2013. WoS included 3,731, 6,583, 13,203 and 10,107 documents respectively for each one of these periods.

## RESULTS

❖ Using SciMAT, the research output in the field was observed to concentrate around 16 areas: “Children”, “Psychological aspects”, “News”, “Audience”, “Surveys”, “Advertising”, “Health”, “Relationship”, “Gender”, among others.



❖ Communication research field Research from the communication field has been traditionally divided into two disciplines: on the one hand mass communication and the other hand interpersonal communication.

## CONCLUSIONS



Communication Research has been labeled as a fragmented field.



Sixteen thematic areas are identified with almost no topical links among them.



Connections were more common from 1980 to 2000, but in the 21st century, those areas are becoming isolated.

# Comunicar

[www.comunicarjournal.com](http://www.comunicarjournal.com)