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# Trends UGC and Engagement: Bibliometric Analysis

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## Abstract

This study intends to analyze research trends in user-generated content and engagement on social media for the five years leading up to 2024 in response to the growing interest of firms and academics in transitioning to digital marketing. This evaluation employed a bibliometric literature review and analysis to chart the development of the field from 2019 to 2023. Two hundred fifty-four papers were obtained from the original title search results using the Scopus engine. To create and examine network visualizations of user-generated content and engagement trends, the data is exported in CSV format to the VOS-viewer software. Of the 61 research articles published, publications from the United States are the most numerous. A subseries of computer science lecture notes is accessible. The top publication source is Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics, which produces three papers annually. The results indicate that five distinct groupings were created by merging countries' bibliographies. Social Media, User-Generated Content, and Social Networking are widely discussed and popular subjects. Two primary shortcomings have been brought to light by this sector's research. First, there needs to be more testing or variation in digital marketing methods across various industries. Second, creating these models should consider user-generated content and social media engagement. Contributing to the body of knowledge on User-Generated Content and Engagement, this study provides academicians and professionals with a valuable analysis of research patterns and recommendations for prospective areas of study in the future.

**Keywords:** Bibliometric Literature Review, Engagement, Social Media, User-Generated Content.

## Introduction

Social media can increase connectivity and interaction, so its current utilization in digital marketing tends to increase. Engagement is one of the critical success factors in digital marketing today. User-generated content encourages a high level of engagement among users. Comments, shares, and likes not only boost engagement metrics but also create a feedback loop that can enhance the visibility and influence of a product. In the last ten years, social marketers have progressively depended on digital platforms, mainly social media, to interact with their intended audiences (1) actively. Customer engagement has garnered significant scholarly interest in recent years due to its relevance in today's rapidly changing and interactive business contexts (1). According to Kumar *et al.,* (2), firms can see the global emergence of service activities through consumer involvement. Engaging with customers has been identified as a potential strategy to improve brand and business performance in such an environment. Around 75% of marketers employ influencers to disseminate word of mouth (WOM) regarding their products and brands on social media platforms. Influencer marketing is frequently essential to increase online brand engagement (3). Researchers in the field of marketing have paid much attention to the results of consumer engagement (4). Customer engagement necessitates that buyer-seller relationships be founded on commitment and trust. Establishing customer confidence in merchants and their products typically results in the development of brand advocates (5). However, user interaction can also pose a risk to the quality of the news. Practitioners and academicians think that insufficient comments have a detrimental effect on the reputation of the news brand (6).

Engagement is one of the essential parts of digital marketing because it can help brands build strong relationships with consumers and achieve marketing goals. Consumer engagement is a behavioral response in clicks, likes, comments, and shares (7). Customer involvement in the online environment can be seen as a consequence of learning at more advanced stages of online brand-related activities (8). Existing research on marketing techniques has highlighted that



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enhancing community interactions and customer engagement significantly aid in customer retention (9). Digital content marketing's engagement is a crucial intra-interaction DCM consequence at the first tier. Firstly, engaging in cognitive DCM promotes the growth of sense-making associated with the brand; through a process known as brand mapping, customers gradually construct a mental representation of a brand in their minds, which in turn enhances their understanding and knowledge of the brand (10).

Engagement is measured on more than just the quality or success of content. Some types of content, such as controversial or inappropriate, may also get much engagement, although that is only sometimes desirable. Customers have a preference for viewing content that provides answers to their inquiries regarding a brand they are interested in. Nevertheless, their curiosity is generated by social factors that arise from daily living and interactions on social media platforms. Research indicates that individuals may not fully trust because of worries about the authenticity of user-generated content (UGC) across all platforms, the reliability of user-generated content sources, the anecdotes told by friends, and their encounters with the company (11).

In digital marketing, user-generated content plays a vital role in creating engagement. Some consumers have used social media to share experiences about products and services. The disappointing customer experiences are the starting point of UGC on social media and lead to the next generation of UGC (12). Customers prefer to see content that answers their questions about the brands they are interested in, but their interests are socially generated through everyday life and social media interactions. User-generated content is fundamental to viral marketing efforts. Prospective customers frequently consult online reviews, which offer and enhance organizations' visibility at no expense. Social networking platforms enable the validation of user-generated content by providing features such as likes, tweets, following, sharing, and posting. Social media has been proven to enhance the generation and exchange of information, leading to increased involvement and engagement of social media users (13). The objective of fostering consumer engagement is to establish lasting, mutually beneficial relationships where engaged consumers actively participate with marketers in enhancing value to fulfill their own needs and the requirements of other consumers (14). However, high brand reviews do not mean other consumers will buy the product or find the information trustworthy. Therefore, it is important to find more credible sources of content.

Competition in digital marketing is tight, encouraging companies to apply user-generated content to increase engagement. As per a recent survey, 97% of consumers trust user-generated material over other web content when making purchases (15). With the rise in online user engagement, various formats for user-generated content have expanded to satisfy user needs and maintain their interests. YouTube offers users substantial freedom by enabling them to enhance previously uploaded videos and permitting viewers to leave comments on them. Implementing this strategy has substantially impacted YouTube's content and functional qualities, resulting in a notable boost in user engagement with the brand. Enhancing the quality of audio and sound effects can boost the emotional impact of user-generated content by eliciting psychological responses from users (16).

However, in digital marketing practices, various companies need to pay attention to engagement in user-generated content. More recommendations are currently needed regarding the correlation between message format, interactive stimuli, and customer engagement (17). Moreover, these marketing endeavors will only be successful if marketers comprehensively understand how to design their content to promote client involvement (18).

This research will be valuable for investigating highly relevant themes in this sector and analyzing the existing literature on enhancing engagement through user-generated content from 2019 to 2023. It will also help marketing managers and CEOs from companies that adapt to the latest digital marketing. This article presents a systematic analysis of the conversations and phases seen in the articles. Initially, the paper provides an overview of the theoretical foundation. Furthermore, the research elucidates the bibliometric methodology/protocol. Furthermore, the report showcases the findings of a bibliometric analysis. Here, this section is the result category and discussion. The study

implications are included in the fifth category, while the conclusions and suggestions are presented before the references in the penultimate portion of the study.

## Methodology

This study's data processing method, bibliometric analysis, qualifies it as systematic research utilizing quantitative data. Bibliometric analysis is a careful method for assessing the development of research domains, subjects, and authors based on the discipline's social, intellectual, and conceptual structure (19). Although other global research group databases are available, this study specifically focused on bibliographic information gathered from Web of Science (WoS), which Clarivate Analytics owns. This study specifically employed the WoS Core Collection for greater accuracy. Web of Science is a widely acknowledged digital bibliometric platform that scholars highly regarded for its exceptional quality requirements (20). Bibliometric research examines and categorizes bibliographic content by presenting a brief overview of existing literature. This method has been used in the past to analyze journals. The bibliographic analysis is often divided into examining performance and scientific mapping (21). Analysis of performance focuses on evaluating the individual's performance, institutions, and countries based on their contributions to the field of research. Performance analysis is employed to identify the field's development trends and the most productive authors, institutions, and nations. Additionally, it helps to differentiate the most productive journals in the area (22). The findings of this bibliometric analysis show that visual keywords often appear in the articles used.

This research review gathered and examined data from scientific papers published in reputable journals in the Scopus database, such as Emerald, Taylor and Francis, Inderscience, and Elsevier. The study methodically gathered data from the Scopus database from 2019 to 2023. Table 1 presents the utilized approaches and produces the study string from the machine.

**Table 1:** Adopted Methodology

| | |
|---|---|
| Item of Analysis | Publications, including articles, books, and journals, that focus on study themes related to user-generated content and engagement |
| Type of Analysis | Quantitative Research |
| Length of Analysis | 2019 – 2023 |
| Search Engine | Scopus |
| Query-String | TITLE-ABS-KEY ("user-generated content" "engagement") AND (LIMIT-TO (PUBYEAR, 2019) OR LIMIT-TO (PUBYEAR, 2020) OR LIMIT-TO (PUBYEAR, 2021) OR LIMIT-TO (PUBYEAR, 2022) OR LIMIT-TO (PUBYEAR, 2023)) |

Figure 1 shows that following the initial document search for "user-generated content" and "engagement" under title, abstract, and keyword options, the first step of paper selection proceeds. Before choosing papers, as Figure 2 shows, we gathered 2,484 unfiltered documents and highlighted articles in user-generated content and engagement starting in 2019. We keep choosing four categories of written materials: conference papers, book chapters, reviews, and articles. With so many alternatives available to us, we can obtain enough material for unbiased examination. The selection window for pertinent documents is set for 2019–2023. As a result, only current publications were chosen for the analysis. The next step is to select every data source advanced to the point of final publication, including unpublished articles. Stage five keyword filtering is restricted to "user-generated content" and "engagement," although source categories are not journal-specific. We ended up getting 254 documents. Furthermore, the data that has been collected will be extracted into the form of RIS.

A research information system or RIS data contains all the metadata about research activity; examples of such items include personal data, documents, assignments, intellectual property rights, etc. An essential requirement is

implementing a research information system (RIS) to structure and manage information effectively, facilitate report generation, or activate value-added services, as this data is frequently saved using many techniques (23). Features of RIS can link internal institutional systems, such as finance, personnel, student administration, and price management, with various external data sources (e.g., Scopus, Web of Science, PubMed, arXiv, CrossRef, Mendeley, etc.). Two hundred fifty-four articles from the https://www.scopus.com database was exported to RIS format for the RIS data of this study, which VOSviewer was then used to evaluate.

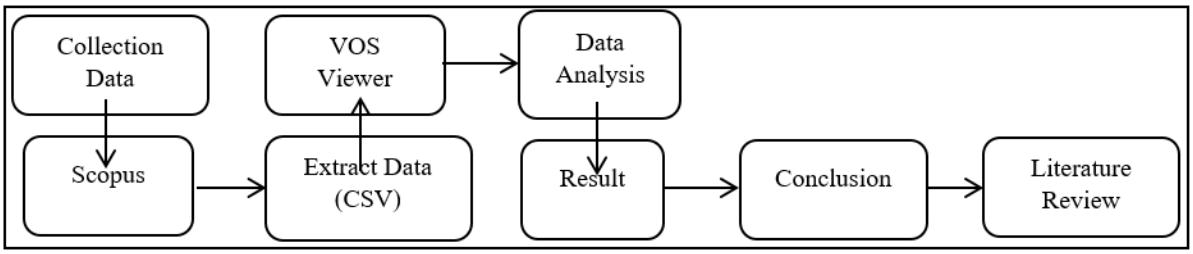


**Figure 1:** Methodological Steps Taken

## Results and Discussion

From 2019 to 2023, the Scopus engine generated 254 documents published under the titles "User Generated Content" and "Engagement." Figure three demonstrates the growing curiosity about user-generated content and engagement as additional study inputs are produced about prior years. This can be seen in Figure 2, which provides projections on this trend in 2019, which is experiencing an increasing tendency in this field.

Document filtering was done in the Scopus database. It was limited to the number of most recent publication years (2019-2023) by Keyword ("User Generated Content," "Engagement"), resulting in 254 publications: articles made up 66.5 percent of the total, 18.5 percent of papers presented at conferences, 8.7 percent book chapters, 3.9 percent reviews, 1.2 percent conference reviews, 0.4 percent books, 0.4 percent editorial, and 0.4 percent erratum. Book chapters are the least prevalent publication category, according to Table 2. Articles are the most common. This suggests that the paper offers additional field research.

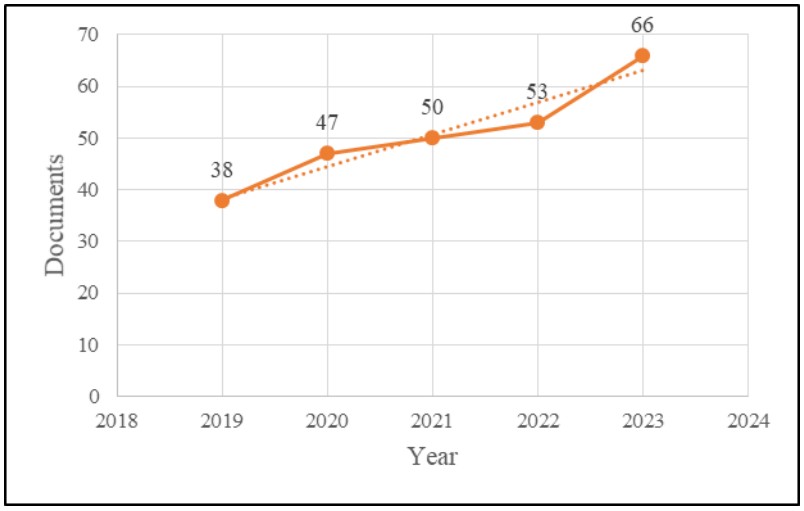


**Figure 2:** Trends in Publication User-Generated Content and Engagement

**Table 2:** Document by Type

| Document Type | Number of Publications | Percentage |
|---|---|---|
| Article | 169 | 66,5% |
| Conference Paper | 47 | 18,5% |
| Book Chapter | 22 | 8,7% |
| Review | 10 | 3,9% |
| Conference Review | 3 | 1,2% |

| | | |
|---|---|---|
| Book | 1 | 0,4% |
| Editorial | 1 | 0,4% |
| Erratum | 1 | 0,4% |

With 110 publications between 2019 and 2023, Business, Management, and Accounting is the most popular publishing subject area. Computer Science and Social Sciences are closely followed, with 95 and 89. Fourth place was the Decision Sciences Area with 31 publications, while Engineering, Economics, Econometrics, Finance, and Arts and Humanities produced 31, 23, and 21 publications. Table 3 shows that the areas that received much focus in this study were Business, Management, and Accounting. Since many areas of sustainability study, like digital marketing, are connected to business, management, and accounting, this depiction is correct. For example, in Li and Yiyi's articles, Xie and Ying of the American Marketing Association produced a critical paper about what motivates user-generated content and engagement in digital marketing in America.

Table 4 presents the top countries that produce the most user-generated content and have high levels of user interaction from 2019 to 2023. The United States contributed the most significant number of publications, totaling 61. The Government is spearheading extensive research efforts to analyze the direction of digital-based marketing in relation to the present trends. China is second on the list, having generated 27 articles, while the United Kingdom, Australia, and India follow closely with 25, 22, and 18 publications, respectively. Spain, Malaysia, South Korea, Finland, and Indonesia concluded the list of countries with the most significant publication volumes, with 17, 11, 9, 7, and 7, respectively.

**Table 3:** Top 7 Subject Areas Publications

| Subject Area | Number of Publications |
|---|---|
| Business, Management and Accounting | 110 |
| Computer Science | 95 |
| Social Sciences | 89 |
| Decision Sciences | 31 |
| Engineering | 31 |
| Economics, Econometrics and Finance | 23 |
| Arts and Humanities | 21 |

**Table 4:** Documents by Country

| Country | Number of Publications |
|---|---|
| United States | 61 |
| China | 27 |
| United Kingdom | 25 |
| Australia | 22 |
| India | 18 |
| Spain | 17 |
| Malaysia | 11 |
| South Korea | 9 |
| Finland | 7 |
| Indonesia | 7 |

Figure 3 displays a selection of prominent journals and publishing institutions that specialize in user-generated content and engagement participation. These are lecture notes in computer science, including subseries lecture notes in artificial intelligence and lecture notes in bioinformatics, developments in marketing science proceedings of the academy of marketing science, sustainability Switzerland, decision support systems and IEEE access, and journal of marketing research and journal of promotion management. According to the image above, lecture notes in computer science, including subseries lecture notes in artificial intelligence and lecture notes in bioinformatics, produce a substantial amount of papers discussing the extent of user-generated

content and engagement, in contrast to other journals that have less than six research articles between 2019 and 2023. The content of this document consists of lecture notes in the field of computer science, which are part of a more extensive series of publications. According to data from Scopus 2019-2023, Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics had the highest publishing rate among all journals in 2019, with three papers. This makes it the most influential journal.

Table 5 lists the leading publishing agencies in user-generated content and interaction. The University of Minnesota Twin Cities and Symbiosis International Deemed University are ranked at the top of the list, and they have produced five publications. Purdue University, Universidad de Salamanca, Iscte – Instituto Universitário de Lisboa, Indian Institute of Technology Delhi, and the University of Nottingham Ningbo China had four papers. At the same time, the University of Illinois Urbana-Champaign, Universitat de València, and Universiti Teknologi MARA produced three publications, each under user-generated content and engagement.

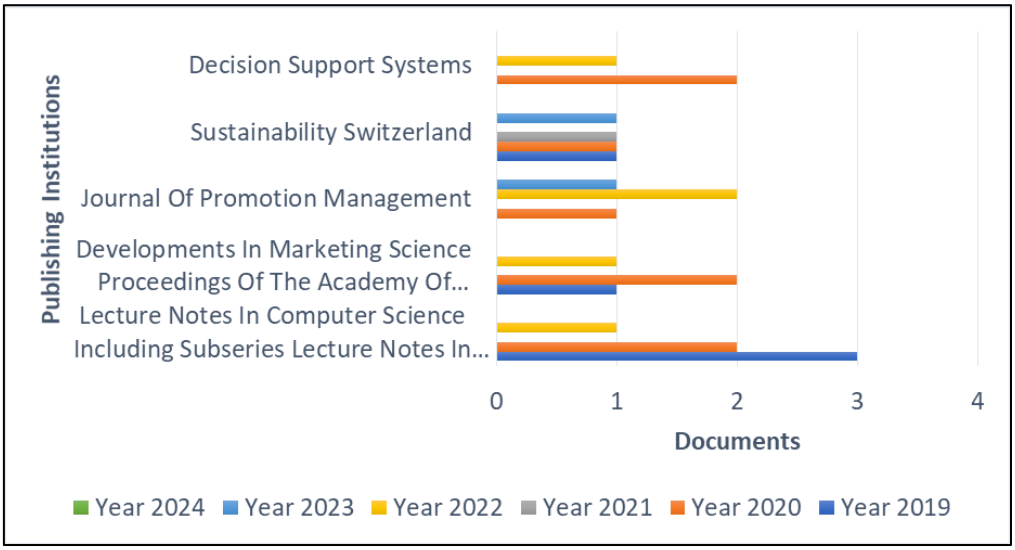


**Figure 3:** Publisher's Contribution per 6 years about User Generated Content and Engagement

**Table 5:** Documents by Affiliation

| Institution Name | Number of Publications |
|---|---|
| University of Minnesota Twin Cities | 5 |
| Symbiosis International Deemed University | 5 |
| Purdue University | 4 |
| Universidad de Salamanca | 4 |
| Iscte – Instituto Universitário de Lisboa | 4 |
| Indian Institute of Technology Delhi | 4 |
| University of Nottingham Ningbo China | 4 |
| University of Illinois Urbana-Champaign | 3 |
| Universitat de València | 3 |
| Universiti Teknologi MARA | 3 |

The Scopus engine exports the filtered data results in Excel format (CSV), which may be used with the VOSviewer tool. VOS viewer, developed by Leiden University in the Netherlands, is a software tool designed to construct and display bibliometric networks. These networks consist of journals, researchers, or individual articles, and they can be formed based on citations, bibliographic coupling, citations, or co-authoring relationships. The VOS viewer gathers data to construct various maps by linking bibliographies, examining shared citations, and assessing the co-occurrence of author keywords. Bibliographic coupling quantifies the frequency with which two documents reference

the same third document, represented visually by the most productive variable (pie size) and the similarity in reference profiles. The VOS viewer software gathers data to create various maps by combining bibliographies, analyzing shared citations, and examining the co-occurrence of author keywords. Bibliographic coupling quantifies the frequency with which two documents reference the same third document, illustrating the most influential factor (shown by pie size) and the similarity in their reference profiles (24). Additionally, it provides text-mining capabilities that enable the construction and visualization of networks representing the co-occurrence of significant terms extracted from scientific literature (25). The VOS viewer program allows for the simultaneous analysis of quotes from various units of study. In addition, the frequency of keywords was examined, taking into account a longitudinal approach to observe patterns in user-generated material and interaction over some time (26). It is essential to mention that the graph is illustrated as an interconnected system of components where the dimensions of each circle differ. Based on the significance of the elements. On the other hand, the network connection signifies the closeness of the connections between parts. Items are grouped based on the circle's location and colour. The software was developed by a group of researchers from Leiden University and is commonly employed to examine bibliographic data (27) and generate a network diagram.

Cooccurrence analysis identifies prominent regions and research directions, making it a crucial tool for monitoring advancements in scientific and other fields. The VOS viewer was used to examine keywords, designated as terms with a frequency of more than five in both the title and abstract of the acknowledged publications. Keyword analysis is performed by obtaining rankings from abstracts and titles using VOSviewer applications. They conducted keyword analysis results to create a network map comprising terms obtained via research (28). The investigation established a minimum threshold of five occurrences for keyword inclusion. As a result, 41 keywords met this requirement. Figure 4 depicts the interconnectedness between keywords and clusters generated using VOSviewer software to create a map. Larger nodes displayed the highest keywords, consisting of "social media," "user-generated content," "social networking (online)," "user-generated," and "marketing." The use of distinct node colours illustrates the formation of five clusters. "User-generated content" and "engagement" were the most frequently viewed keywords associated with searches for early study titles. "Social Media," "User-generated content," and "engagement" Keywords that gained popularity in this analysis were sustainable frameworks, models, and literature for user-generated content and interaction as businesses and scholars—continued to build them.

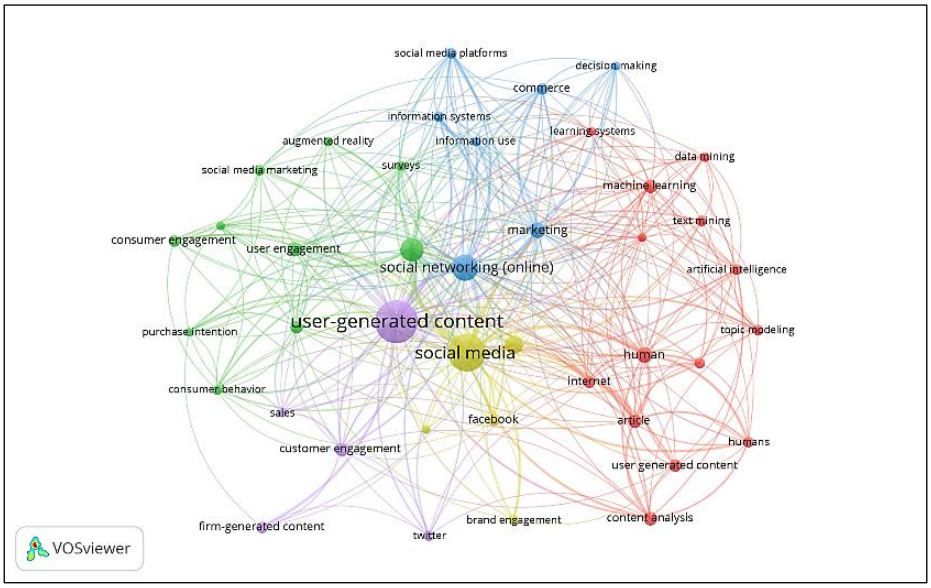


**Figure 4:** Visualization of Co-occurrence of Keywords

Citations are used in studies to assess the impact of academic publications (29). Highly cited documents are considered the most influential in their respective professions. Table 6 presents a collection of 10 essential publications that are relevant to user-generated content and engagement. The Research Swire-Thompson, B., Lazer, D. with 339 citations, the most influential study in its discipline. The research centres on public health and its relationship with online misinformation. It offers several practical solutions to enhance the online information environment. Health misinformation has a significant impact on people's well-being and can even increase the likelihood of mortality. The second most influential publications Lie and Xie are 272 citations. Lie and Xie Explain how visual content boosts social media interaction. The last three publications with 98 citations are Bilro, R.G., Loureiro, S.M.C., Guerreiro, J. and focus on current topics, including social media, user-generated content, and consumer engagement. The Annual Review of Public Health is the most influential journal among the top publications, resulting in 1 publication cited. In second place, the acclaimed Journal of Marketing Research publishes high-quality papers in digital marketing. Furthermore, there are the Journal of Hospitality Marketing and Management, Information Systems Research, and Journal of Research in Interactive Marketing.

**Table 6:** Most Influential Papers

| Rank | Document | Journal | Citations |
|---|---|---|---|
| 1 | Swire-Thompson B, Lazer D | Annual Review of Public Health | 339 |
| 2 | Li Y, Xie Y | Journal of Marketing Research | 272 |
| 3 | Bilro RG, Loureiro SMC, Guerreiro J | Journal of Hospitality Marketing and Management | 98 |
| 4 | Khurana S, Qiu L, Kumar S | Information Systems Research | 97 |
| 5 | Hinson R, Boateng H, Renner A, Kosiba JPB | Journal of Research in Interactive Marketing | 91 |
| 6 | Saura JR, Ribeiro-Soriano D, Zegarra Saldaña P | Journal of Business Research | 90 |
| 7 | Yang M, Ren Y, Adomavicius G | Information Systems Research | 88 |
| 8 | Lam JMS, Ismail, H | Journal of Destination Marketing and Management | 78 |
| 9 | Molinillo S, Anaya-Sánchez R, Morrison AM, Coca-Stefaniak JA | Cities | 70 |
| 10 | Moran G, Muzellec L, Johnson D | Journal of Product and Brand Management | 60 |

Bibliographic coupling is a method of determining similarity between papers by analyzing their citations and establishing connections based on this research. Bibliographic coupling is the phenomenon where two works include references to the same third work in their bibliographies. This suggests that the two pieces might have similar subject matter. The VOS viewer analyzes the journal names of all publications (30). The study above is enhanced by the construction of scientific mapping analysis, utilizing various methodologies such as bibliographic coupling and co-citation analysis (31). Bibliographic coupling is crucial for identifying study areas and new fields to supplement citation analysis (32). To consolidate bibliographies in the VOSviewer program, we set a publishing volume requirement of at least five papers per nation. Out of the first 48 countries, 19 countries provided results. Figure 5 illustrates the creation of four clusters. Nodes of the same hue indicate that they belong to the same cluster, including the United Kingdom, China, and Finland. The circle size corresponds to the number of articles the researcher or country generates. Thus, China, the United States, and the United Kingdom possess the most comprehensive research outcomes and exert significant impact. Furthermore, these countries are interconnected with other nations across several continents, affirming that collaborative networks enhance resilience in sustainability. This concept is corroborated a positive correlation between Research and Development and internationalization has been shown, contributing to creating and enhancing digital marketing methods (33).

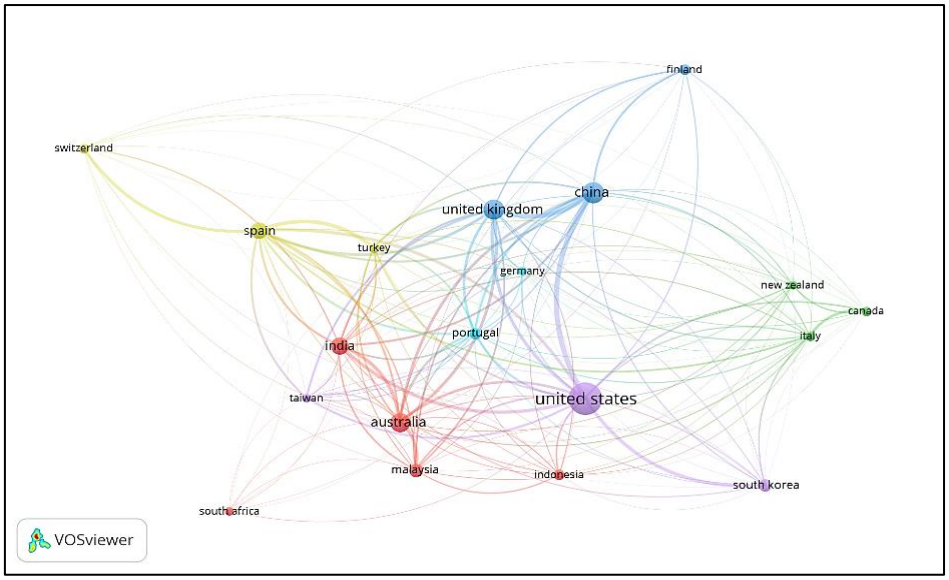


**Figure 5:** Bibliographic Coupling of Countries

Digital marketing (social media) covers different fields of study. In digital marketing, management is being tackled constantly, given the increasing attention in the area. To thoroughly examine the outcomes of this topic and pinpoint possible avenues for future investigation, we performed a content analysis on the most critical 15 papers. The three significant subcategories for discussion are Focus, Contribution, and Research Gaps. as shown in Table 7. The prominent study area in highly significant publications from 2019 to 2023 is social media marketing, as indicated by multiple studies. The Internet and other technological advancements significantly alter people's lifestyles, particularly in business activities. Digital marketing promotes content integration into profitable interaction, and academics are essential to advancing academic and practical developments in the field. Considering the significant impact of this groundbreaking book, it is worth mentioning that most articles put forward frameworks, models, or tools to address future challenges in digital marketing, namely in social media. Given the presence of over 15 papers in the table, it suggests that digital marketing (specifically social media) requires more excellent practical application to enhance future solutions. The same trend is expected to continue, and more researchers will have to develop useful tools and methods to improve engagement in social media. However, examining the paper's substance uncovers several recurring deficiencies in research on user-generated content and engagement. Since most research focuses on creating models, tools, and frameworks for user-generated content and engagement on social media, the available data is restricted and cannot be applied to other industries in a broad sense. Hence, future research should incorporate a more comprehensive range of businesses in the testing and application models. Furthermore, different nations and geographical areas must conduct research and implement frameworks to ascertain the potential similarity of outcomes. Finally, it is necessary to develop various extensions and adaptations of the given model to meet and improve the effectiveness of future digital marketing solutions.

**Table 7:** Research Directions

| Rank | Document | Focus | Contribution | Research Gaps | Citations |
|---|---|---|---|---|---|
| 1 | Swire-Thompson B, Lazer D | Health professionals, the media, science, and governmental bodies all play a part in communicating health information. | Provides an overview of a particular volume on Misinformation in public health | Locate robust solutions that continue to work even in dynamic systems. | 339 |
| 2 | Li Y, Xie Y | Social Media Content | Enhance the existing understanding of | Our understanding of the popularity or | 272 |

| Rank | Document | Focus | Contribution | Research Gaps | Citations |
|---|---|---|---|---|---|
| | | | factors that influence user involvement on social media. | virality of user-generated content (UGC) is primarily restricted to the textual aspects. | |
| 3 | Bilro RG, Loureiro SMC, Guerreiro J | Online Customer Engagement and Related Concepts Internet-based evaluations | By analyzing the dimensions of online customer engagement and related concepts (involvement, emotional states, experience, and brand advocacy) in customers' online reviews through text-mining and sentiment analysis trends, you can gain more insight into customer engagement's sentimental and emotional drivers. | Only Yelp.com reviews were used for data analysis, which reduced the study sample size. | 98 |
| 4 | Khurana S, Qiu L, Kumar S | Social Media Content | She offered valuable perspectives on the factors contributing to the rise in doctor recommendations in an online healthcare services marketplace. | One possible direction for future research is to identify external shocks that can affect the moderators. | 97 |
| 5 | Hinson R, Boateng H, Renner A, Kosiba JPB | Social Media Content | Expanded upon the attachment theory and its utilization within the field of marketing. | Examined the relationship between brand loyalty, customer engagement, and user-created promotional content on a brand's Facebook page. We now affirm the role of consumer involvement as a mediator in this interaction. | 91 |
| 6 | Saura JR, Ribeiro-Soriano D, Zegarra Saldaña P | Digital Technology | The identified issues, considered opportunities, can be employed as variables in statistical models or future surveys to evaluate the empirical worth of these topics. | Examine user-generated material (UGC) to understand better the primary advantages and obstacles associated with telecommuting during COVID-19. | 90 |
| 7 | Yang M, Ren Y, Adomavicius G | Social Media Content | Proposes to important implications for social media marketing practice | There is a lack of exploration of appropriate response strategies or interventions companies can use to manage predominantly | 88 |

| Rank | Document | Focus | Contribution | Research Gaps | Citations |
|---|---|---|---|---|---|
| | | | | negative UGC on Facebook. | |
| 8 | Lam JMS, Ismail H | Social Media Content | Human-machine interactions have a role in influencing and improving how users perceive a place. | This study aims to refine the theoretical and practical aspects. | 78 |
| 9 | Molinillo S, Anaya-Sánchez R, Morrison AM, Coca-Stefaniak JA | Social Media Content | Aid in the advancement of knowledge regarding the social media interaction process. | The set of intelligent cities analyzed all belonged to a single nation, Spain, and had a somewhat constrained area. | 70 |
| 10 | Moran G, Muzellec L, Johnson D | Social Media Content | Fill in knowledge gaps and emphasize the value of these online marketing communications components to make a valuable contribution to the content marketing literature. | This pressing managerial question has not yet received a satisfactory response from scholarly literature. | 60 |
| 11 | Shawky S, Kubacki K, Dietrich T, Weaven S | Social Marketing Review | Providing a thorough rundown of social media's previous applications in social marketing campaigns. | Restricted by the process's inclusion and exclusion standards. | 59 |
| 12 | Muda M, Hamzah MI | Specific Of User-Generated Content (UGC) | Argues for the impact of users' perceptions of the legitimacy of UGC in YouTube videos on their attitudes and intentions. | Source homophily's functions in the pre-purchase phases are yet unclear. | 57 |
| 13 | He Z, Deng N, Li X, Gu H | Specific Of User-Generated Content (UGC) | The TDI literature was advanced in several ways. | Primarily concentrated on discrepancies between transmitted and received visuals, ignoring the most important result for DMOs—the behavioural reactions of their target audience. | 42 |
| 14 | Hartmann J, Heitmann M, Schamp C, Netzer O | Social Media Content | Based on extensive social media data, the multimethod approach offers field evidence that self-reference effects have significant ramifications outside the lab. | Viewing brands from other people's perspectives concerns how information is processed and how self-reference influences how people perceive and interact with companies. | 42 |

| Rank | Document | Focus | Contribution | Research Gaps | Citations |
|---|---|---|---|---|---|
| 15 | Krebs I, Lischka JA | Social Media Content | Explores the correlation between audience engagement and the consumption of comments and material on online news platforms. | The convenience sample consisted primarily of university students. Therefore, the findings cannot be applied to a broader demographic. | 41 |

# Conclusion

This study employed bibliometric analysis to investigate the domain of user-generated content and engagement on social media. Analysis of user-generated content and engagement shows that there has been consistent growth in publications. Most publications originate from the United States, United Kingdom, and China. Both trends have paralleled the expansion of the Internet and social media networks, with the influence of user-generated content and engagement on the rise. Research on this subject has also kept pace.

The study enhances the development of user-generated content and engagement in terms of publication and contributions from various constituencies. The study had some limitations. Because bibliometric data search relies on user-generated content and engagement. There are several gaps noted for further research in the future. Other researchers have found that social media and user-generated content are essential subjects for future investigation in this field. Increasing the incorporation of other databases, such as the Web of Sciences and Google Scholar, will improve the comprehensiveness and excellence of the analytical material. Furthermore, alternative visualization software options, such as HistCite and CitNetExplorer, offer a more comprehensive investigation of publication networks. Furthermore, future scholars and practitioners must thoroughly examine and refine sustainable digital marketing strategies. Moreover, future scholars and practitioners must conduct experiments and refine digital marketing models.

## Abbreviations

RIS: Research Information Systems, VOS: Visualization of Similarities.

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## Author Contributions

The authors take complete responsibility for the following: Hafid Lintas Dana: contributed to the study by overseeing the conception and design, collecting data, analysing and interpreting the results, and preparing the manuscript. Indah Fatmawati and Siti Dyah Handayani: Responsible for the conception, analysis, and interpretation of results, as well as editing and final proofing.

## Conflict of Interest

The authors disclose no conflicts of interest.

## Ethics Approval

Informed consent is not applicable in this investigation, as no living subjects exist.

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