



BIBLIOMETRIC ANALYSIS OF THE ARTICLES ENTITLED “SELFIE AND TOURISM”

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Abstract

The rapidly spreading internet and smartphone use has also affected the behavioral patterns of today’s people. People now have difficulty in “staying in the moment”, see many things around them through the eyes of the selfies taken from the front camera of a cell phone, share selfies that are modern proof that they are “there” through social media channels and expect “like” for approval from other people. Therefore, different branches of science need to examine these new behavioral patterns from different perspectives, and thus, there were quite a lot of publications on selfie in the literature. The field of tourism has also examined the subject of selfie from its own point of view, and many studies have been carried out on many different subjects such as selfie tourism, selfie motivation of tourists and selfie accidents. In this study, which was carried out to reveal the current situation by making a bibliometric analysis due to the expanding literature on selfie and tourism, 37 articles with the word “Selfie and Tourism” in the title and the content thereof were examined according to various criteria. As a result of the study, it has been determined that the first article on the subject was published in 2015, the most articles were written in 2019, most of the publications were prepared with 2 authors and the majority of the articles were published by academics working in Indonesia and Australia. It is thought that the study will provide convenience and contribution to the literature and future researchers.

Keywords: Selfie, Tourism, Bibliometry

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1. Introduction

Selfie defined by the Turkish Language Society as “a photograph taken by a person or a group together with himself/herself using a mobile phone or tablet with a camera”, is actually a type of photography called self-portrait, and is usually organized by being taken from everyday moments, using a device with a front camera from the above at a distance of an arm’s length, or in front of the mirror (Çullu Kaygısız and Altaş, 2021). The word “selfie” has been recognized by the introduction of smart phones into the lives of today’s people, which are designed by adding the features of PDAs (Personal Digital Assistant/portable pocket computer), a product of the computer world, to the classical features provided by mobile phones (Bağcı, 2021). Considering that the first smart phone was invented by IBM in August 1994 (Cumhuriyet Newspaper, 2015), it is surprising that smart phone technology, mobile internet usage and social media applications have found their place in people’s lives so quickly, despite they have a brand new history.

When the literature is examined, many studies have been seen to be conducted on selfie in many disciplines, especially in communication, psychology, medicine and tourism. It is possible to encounter articles generally on communications that deal with selfie in the social media, psychology that deals with the relationship of selfie with ego and narcissism, and medical science that relates selfie to the increase in demand in aesthetic surgery. It is also possible to encounter articles on use of wild animals as a selfie material and the damage to wild animals caused by this behavior. The subjects such as selfie tourism, selfie accidents experienced by tourists, selfies taken in touristic destinations, or eating-drinking places are generally written in the field of tourism. However, there is no study in the literature, which performs a bibliometric analysis of the articles on selfie and tourism. From this point of view, the study is unique.

In this study, which was carried out to perform a bibliometric analysis of the articles on “Selfie” and “Tourism”, 37 articles with the word “Selfie and Tourism” in the title and the content thereof were examined according to various criteria. It is thought that the study will provide convenience and contribution to the literature and future researchers.

2. Literature Review

Bibliometry, which is defined as a numerical analysis of the publications produced by individuals or institutions in a certain period and in a certain region and the relations between these publications (National Academic Network and Information Center), plays an important role in monitoring the development process of a science field. In this context, it is known that many bibliometric studies have been conducted in the field of tourism, especially in the last five years, and a significant development was observed in the literature as a result of the different subjects examined by each study. Although the subject of the most of the bibliometric studies in the field of tourism are master's and doctoral theses in Council of Higher Education National Thesis Center, the subjects of the studies are also seen to be articles, papers or specifically a journal. The subjects chosen are quite diverse. For example, the following bibliometric analyses were conducted: sustainable tourism by Yeksan and Akbaba (2019), health tourism by Temizkan et al. (2015), medical tourism by Çolakoğlu et al. (2019), halal tourism by Olcay et al. (2018), rural tourism by Bozok et al. (2017), tourism and ethics by Erdoğan Morçin and Aşıroğlu (2020), tourism and Covid-19 by Çavuşgil Köse (2020), the relationship of tourism and crime by Alp and Çevik Ünlü (2019), tourism and woman by Boyacıoğlu and Elmas (2020), agrotourism by Akkaşoğlu et al. (2019), tourism and complaint by Ergün and Kalıpçı (2020), winter tourism by Karasakaloğlu (2020), climate change and tourism Polat et al. (2019), tourism and entrepreneurship by Işık et al. (2019), alternative tourism by Düşmezkalender and Metin (2019), sports tourism by Jiménez-García et al. (2020), wine tourism by Durán-Sánchez et al. (2017), knowledge development in smart tourism by Johnson and Samakovlis (2019), tourism and sustainability by Niñerola et al. (2019), social media and tourism by Nusair et al. (2019), corporate social responsibility and tourism by Boğan et al. (2018). Apart from these, there are many bibliometric studies conducted on many subjects related to gastronomy (gastronomy and culinary arts, food and beverage consumption, food waste, tip, etc.), tourism education, tourist guidance, tourism marketing, disabled people and tourism.

3. Methodology

The object of this study is to reveal the current situation by making a bibliometric analysis due to the expanding literature on "selfie and tourism". The population of the research consists of articles with the phrases “selfie and tourism” in the title or the content thereof. The sample of the study, on the other hand, is the articles on

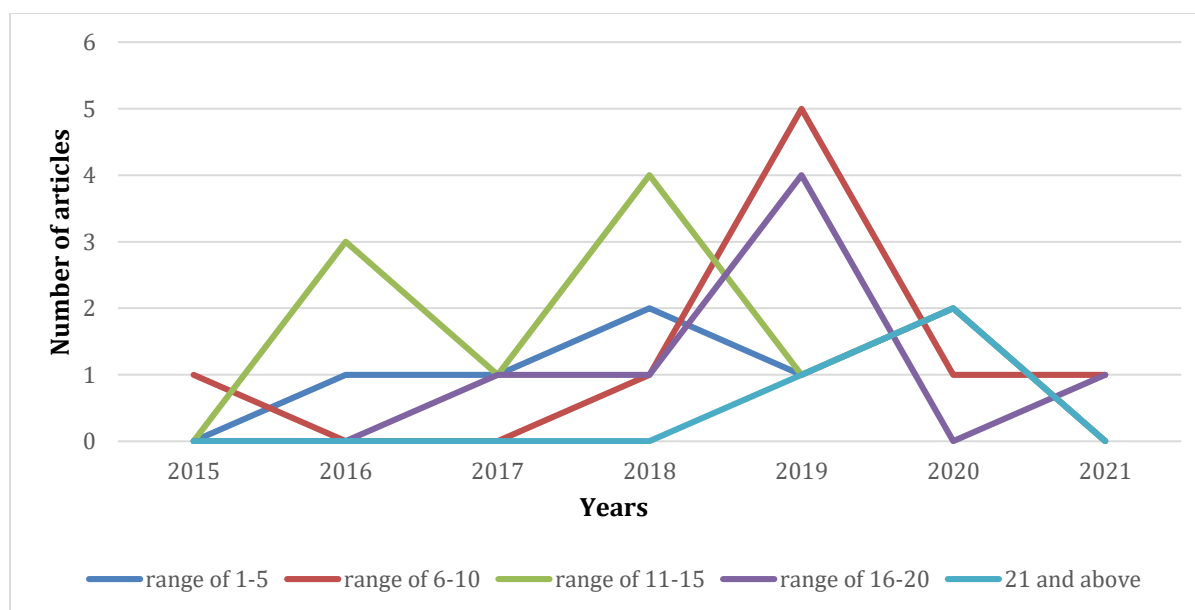
“selfie and tourism”, which are handled in line with a purposive sampling and are included in the databases that are effective in the literature review in the scientific researches. A document analysis, which is a qualitative research method, was used as the research method. In this context, the secondary data were used as a data collection method. In the research, Web of Science, Google Scholar, Proquest, Ebscohost databases and Researchgate academic platform were reviewed using the keywords "selfie and tourism". Care was taken to ensure that the articles are directly related to the subject. As a result of the eliminations, 52 studies on selfie and tourism were identified. These studies have not been included in the research as 2 of them are book chapters, 4 are theses, 1 is a research note, and 8 are papers. The remaining 37 articles were examined according to different criteria. While determining these criteria, the criteria common to previous studies in the literature were taken as a reference (Temizkan et al., 2015; Yeksan and Akbaba, 2019; Düşmezkalender and Metin 2019; Boyacıoğlu and Elmas, 2020; Çavuşgil Köse, 2020). In the review of the articles, the following parameters were used: the journal in which the article was published, the publication year of the article, the number of authors of the article, the countries where the authors worked, the publication language of the article, the number of keywords used in the articles, the presence of “selfie” in keywords, the number of pages of the article, the research method used in the articles, data collection technique, the subject of the article, and the research areas of the authors. The data obtained in the research were transferred to a computer environment. Frequency and percentage analyses were used in the analysis of the data. The findings were interpreted according to the results and the observations obtained during the examination of the articles.

This study does not require ethics committee approval.

4. Results and Discussion

In the study, a total of 37 articles which were accessed using various databases (Web of Science, Google Scholar, Proquest, Ebscohost and Researchgate academic platform) were examined according to certain characteristics, and the findings were presented in the form of graphs.

Figure 1. Distribution of the number of pages of articles by years

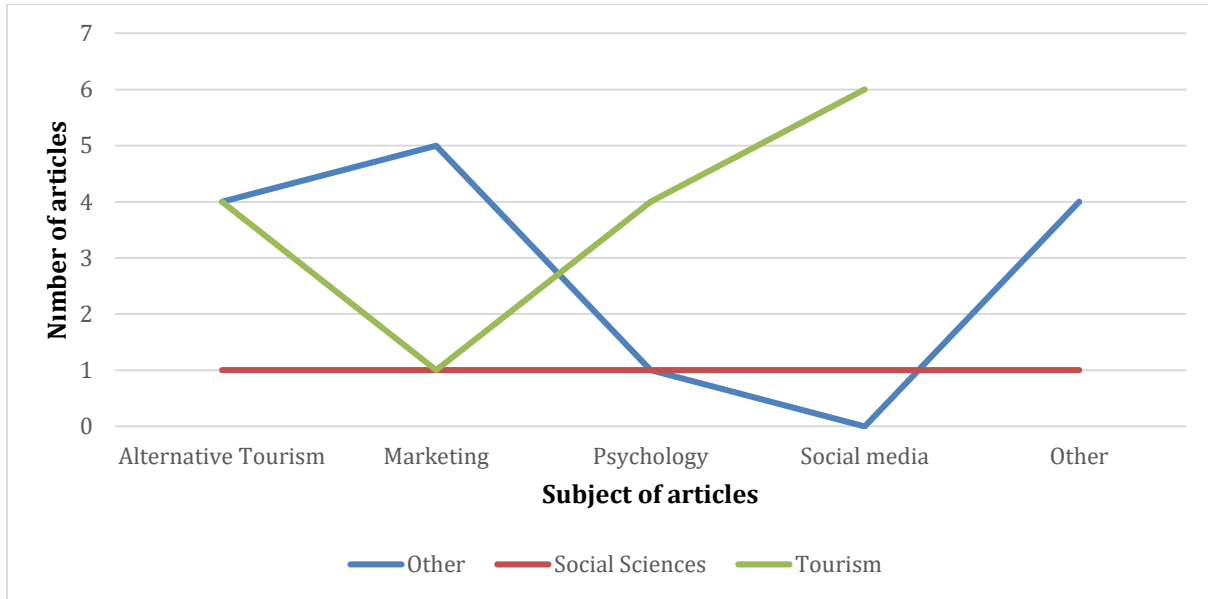


Considering the years during which the articles examined within the scope of the study were published, the first article on the subject was observed to be published in 2015. In addition, the most articles on the subject were determined to be published in 2019. The article entitled “Beyond User Gaze: How Instagram Creates Tourism Destination Brand?”, which was presented in the 2nd Global Conference on Business and Social Science hold in 2015 and thereafter, published as an article in *Procedia-Social and Behavioral Sciences*, is the first published article on selfie and tourism. In said study of Fatanti and Suyadnya (2015), it is mentioned that traditional methods are not no longer sufficient in the promotion of Bali and Malang, which are the best known touristic destinations of Indonesia, and the promotion should be done via Instagram.

When the number of pages of the articles on selfie and tourism evaluated within the scope of the study was examined, the number of pages of the articles was observed to be in the range of 3-25. In terms of the number of the pages, the articles have been determined to have a maximum of 10 pages.

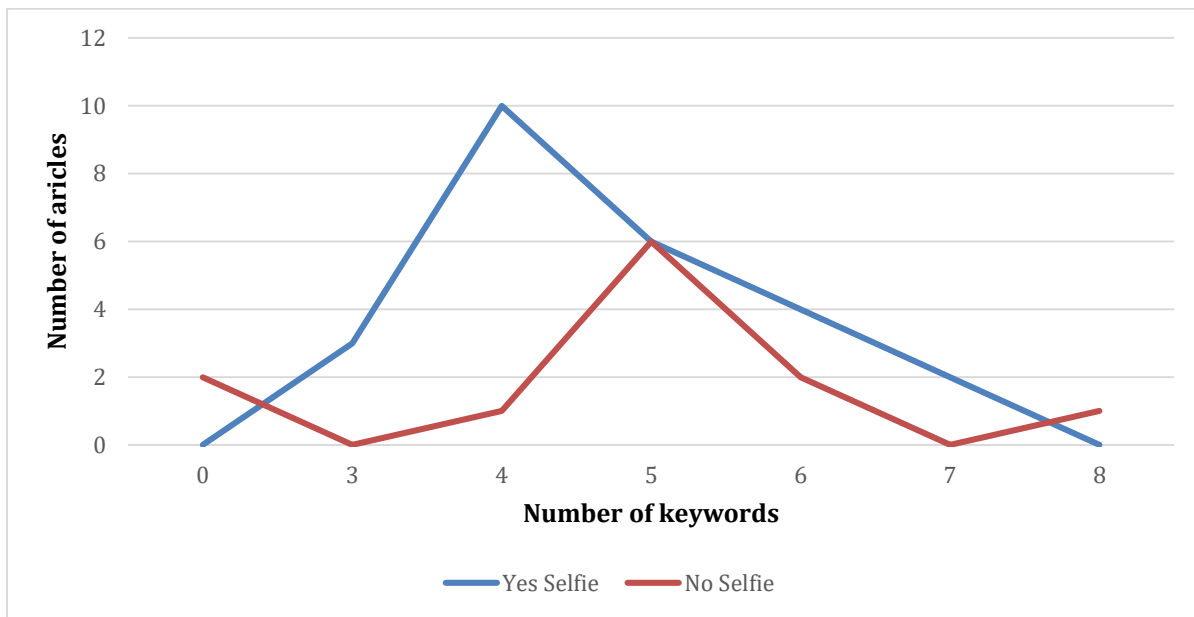
It was previously mentioned that the first study was carried out in 2015 among the publications on selfie and tourism, which may be accessed on the databases accessed using Web of Science, Google Scholar, Proquest, Ebscohost databases and Researchgate academic platform. From this point of view, the study was examined under this category with the idea that the first studies on the subject were prepared in less number of pages due to the limited information in the literature, and that the more studies were prepared thereafter upon the gradual expansion and diversification of the literature. In this context, it is seen that the number of pages of the first study conducted in 2015 was in the range of 1-6, and the studies prepared with 21 pages or more were conducted in 2019 and 2020 during which the highest number of studies on selfie and tourism were carried out. The study which was included in the scope of the research and had the minimum number of pages (3 pages) is “The ‘Selfie’ Phenomenon: Reducing the Risk of Harm While Using Smartphones during International Travel” by Flaherty and Choi (2016).

Figure 2. Journals in which the articles on selfie and tourism are published and the subject of the articles



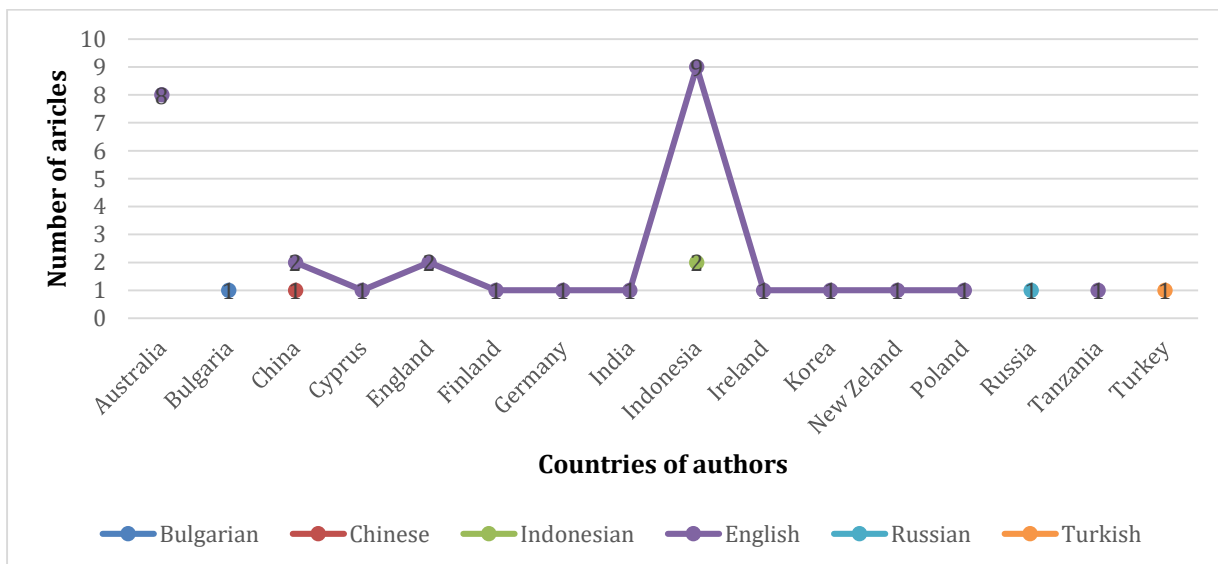
In case that the journals in which the articles on selfie and tourism are published are examined, 48.6% of the journals in which the articles are published are seen to be tourism journals, 13.5% are social sciences journals and 37.8% are other journals. In this context, the majority (48.6%) of the articles on selfie and tourism have been concluded to be published in tourism journals. When the articles are evaluated in terms of their subject, different approaches are seen. In some of the articles, selfie is seen as a new type of tourism, while in some articles, it has been revealed that selfies taken are seen as absurd behaviors of tourists. Some researchers, on the other hand, considered selfie as a marketing tool. In most articles, selfie is addressed within the scope of social media and technology.

Figure 3. Number of the keywords used in the articles and selfie word in keywords in articles



When the articles are evaluated in terms of the number of the keywords, it is seen that 0 to 8 keywords are used. 5 keywords were used in 12 articles, 4 in 11 articles, 6 in 6 articles, 3 in 3 articles, 0 in 2 articles, 7 in 2 articles and 8 in 1 article. Considering that when the content of an article is reflected by the keywords used, the rate of being found in the search result, the rate of readability, and the rate of citation increase, it was unexpected that no keywords were used in 2 studies. It was determined that the key words of 67% of the articles examined included the term ‘selfie’, and the key words of 33% of the articles did not include the term ‘selfie’.

Figure 4. Number of publications of the authors by the countries and publication language of articles

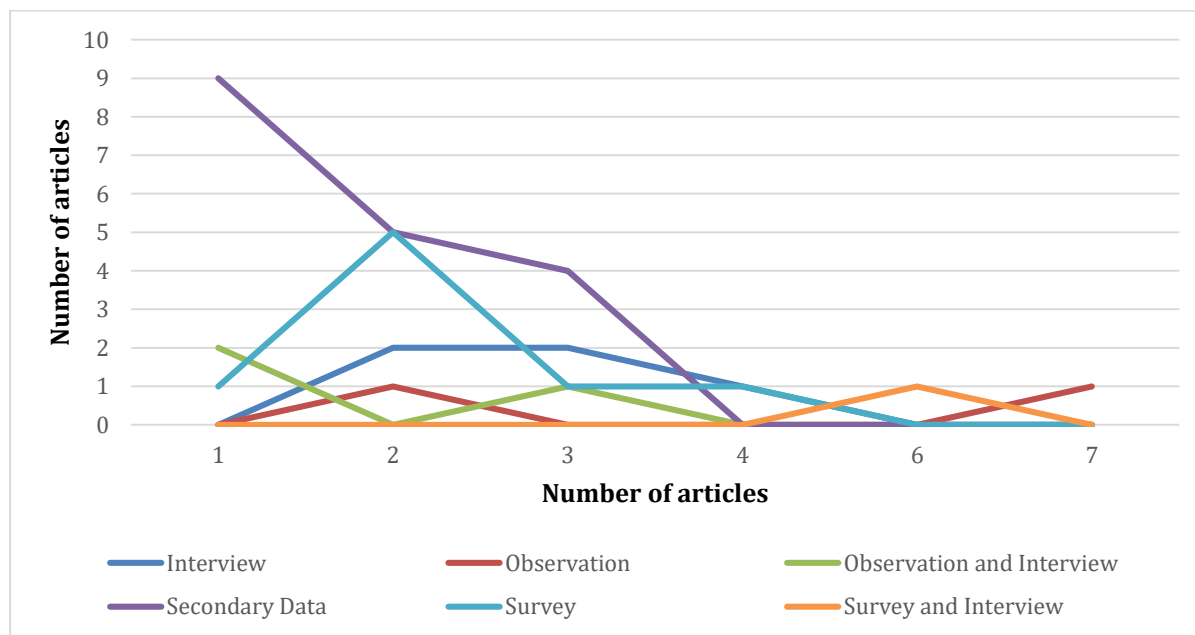


Considering the number of publications of the authors by the countries, the most articles are observed to be published by academics working in Indonesia and Australia. In this context, there are 11 publications in Indonesia, 8 in Australia and 3 in China. When the articles included in the scope of the research are subjected to an in-depth analysis, the most important reason for Indonesia to take the first place is that the authors named Okki Trinanda and Astri Yuza Sari have 3 publications published in different journals at different times. In this context, it is understood that the publications of Trinanda and Sari are usually presented in congresses first, and then their studies were developed and converted into an article. For example, “#MeTourism: How Selfies Affect Re-Visit Intention in Narcissistic Age” is the first study of Trinanda and Sari included in the scope of the research, which was first presented in 1st International Conference on Economics, Business,

Entrepreneurship, and Finance hold in 2018, and then published in *Advances in Economics, Business and Management Research* as an article. “Selfie Tourism and Electronic Word of Mouth: Does Age and Gender Matter?” is the second study of Trinanda and Sari included in the scope of the research, which was presented in the Third International Conference on Economics Education, Economics, Business and Management, Accounting and Entrepreneurship hold in 2019, and then published in *Advances in Economics, Business and Management Research* as an article. Trinanda and Sari (2019b), in their study entitled “Selfie Tourism Dan Electronic Word of Mouth Sebagai Anteseden Re-Visit Intention” in which they aimed at finding the effect of selfie tourism on an electronic word of mouth communication, the effect of selfie tourism on a revisit intention, and the effect of electronic word of mouth communication on a revisit intention, included 452 local and foreign tourists who visited the touristic places in West Sumatra for the first time and who were accessed through random sampling. Said study was published in *Jurnal Benefita*.

When the articles were examined in terms of the publication language, the most work was found to be carried out in English. 31 of the articles were published in English, 2 in Indonesian, 1 in Bulgarian, 1 in Chinese, 1 in Russian and 1 in Turkish. Considering that the common, in other words official, language of the scientific world is English, the figures obtained may be said to be expected. Among the studies conducted in languages other than English are as follows: Yıldız and Bektaş (2019), in their Turkish study entitled “Selfie Motivation of Tourism Attraction Center Visitors as a Recreational Event”, interviewed with 22 people who visited Mençuna Şelalesi in Arhavi, Artvin using a semi-structured interview and tried to reveal the selfie motivations of said visitors. In the study written in Russian, entitled “Anthropology Travel: From Imago Mundi to Selfie” (АНТРОПОЛОГИЯ ПУТЕШЕСТВИЯ: ОТ IMAGO MUNDI ДО SELFIE) by Golovnev (2016) examined the travels from an anthropological perspective from the ancient times to present and associated them with the today’s travel selfies. Additionally, the article entitled “Selfie Tourism-A Fashionable Hobby or a New Form of Alternative Tourism” (СЕЛФИ ТУРИЗЪМ–МОДНО УВЛЕЧЕНИЕ ИЛИ НОВА ФОРМА НА АЛТЕРНАТИВЕН ТУРИЗЪМ) by Davchev (2020) was published in *New Knowledge Journal of Science* and prepared in Bulgarian.

Figure 5. Number of authors of articles and data collection method used in articles



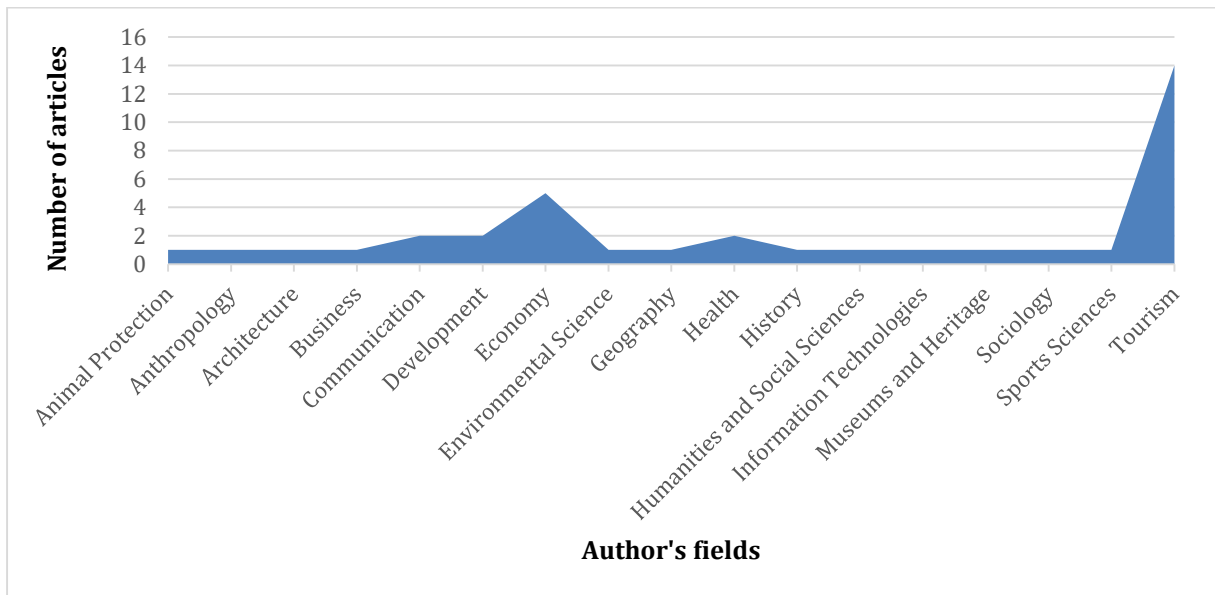
When the articles included in the study are examined in terms of the number of authors, they are observed to be written by 1 to 7 authors. 13 articles have been determined to have 2 authors, 12 articles have 1 author, 8 articles have 3 authors, and 2 articles have 4 authors. In addition, 1 each article was observed to have 6 and 7 authors. It may be said that, apart from the articles prepared within the scope of the projects or in other words during the project completion process, the articles written by multiple authors, such as 6 and 7 authors, in the field of social sciences are not frequently encountered. Since it is assumed that academicians in the field of social sciences will study the subject of selfie and tourism more, more studies having 1, 2 and 3 authors will be expected to exist. Based on this, the studies with 6 and 7 authors included in the study were examined in detail. First, the article entitled “The Impact of ‘Selfie’ Tourism on the Behavior and Welfare of Brown-Throated Three-Toed Sloths” by Carder et al. (2018) has been examined. The article was determined to have

7 authors. Said article was published in a monthly international peer-reviewed journal, *Animals*, which focuses entirely on animals, including zoology and veterinary sciences. In other words, the study was conducted in the field of science. In the context of study, Carder et al. (2018) conducted a study on three-toed animals named *Bradypus variegatus* caught by tourists for wildlife selfies and found that these animals exhibit behaviors thought to be indicators of fear, stress and anxiety as they frequently held by their necks and claws. From this point of view, it is possible to say that taking selfies with wild animals has become very popular among tourists in recent years. In news published by *Güneş Newspaper* in 2019, it has been emphasized that the number of wildlife selfies increased by 292% between the years 2014 and 2017. On the other hand, not only the *Bradypus variegatus* species, but many animals around the world are disturbed by the selfies taken by tourists during zoo visits or safaris. Therefore, some countries have announced that they will take steps to prohibit taking selfies with animals.

An article with 6 authors is a study entitled “Foodstagramming in the Travel Encounter” by Wong et al. (2019), which was published in a journal named *Tourism Management*. This study, which may be described as one of the pioneering studies on “Foodstagramming”, which gradually increases and which may be defined as the sharing of an image of a food eaten by a person in many channels in social media, especially in Instagram, has been published in a journal which has a high impact factor in the social science, is accepted as a highly prestigious journal in the field of tourism, and is reviewed on Social Sciences Citation Index (SSCI).

When the articles were examined in terms of the data collection method used, the most used method was found to be secondary data. Of the 37 articles, 18 used secondary data, 8 used survey, 5 used interview, 3 used observation and interview, 2 used observation and 1 used survey and interview techniques.

Figure 6. Authors' fields



When the fields of the researchers who wrote articles on selfie and tourism are examined, researchers in different fields are observed to write articles on these subjects. Of 37 articles, 14 were written by the researchers working in the field of tourism, 5 in economy, 2 in communications, 2 in development, 2 in health, 1 in sociology, 1 in anthropology, 1 in social sciences, 1 in information technologies, 1 in geography, 1 in environmental science, 1 in animal protection, 1 in business, 1 in architecture, 1 in museums and legacy, 1 in sport sciences, and 1 in history.

5. Conclusion

This study was conducted in order to reveal the current situation, considering the expanding literature on selfie and tourism. In this context, a bibliometric analysis has been conducted and has been thought to contribute to the literature. In the study, a search was performed on Web of Science, Google Scholar, Proquest, Ebscohost databass and Researchgate academic platform. As a result of the search, 52 studies were accessed, which had the words “Selfie and Tourism” in the title and the content thereof, but only 37 articles were included in the study. Said 37 articles were subjected to an analysis for the subjects like the journal in which the article was published, the publication year of the article, the number of authors of the article, the countries where the authors worked, the publication language of the article, the number of keywords used in the articles, the

presence of “selfie” in keywords, the number of pages of the article, the research method used in the articles, data collection technique, the subject of the article, and the research areas of the authors.

The first article on “Selfie and Tourism” was determined to be written in 2015 and the number of articles has been observed to be increased gradually since then. The publications were seen to be mostly published in the journals *Advances in Economics, Business and Management Research* (2), *Tourism Management* (2) and *Tourism Management Perspectives* (2). The fact that two of the journals in which the most articles on "Selfie and Tourism" are published are tourism journals is an expected outcome. It was concluded that the total number of pages of the articles included in the study was 453 and the average number of pages was 12. It is noted that the number of authors is 83 and the average number of authors per article is 2. It was determined that the total number of keywords of the articles was 171 and the average number of keywords was 5. The fact that no keywords were used in 2 articles was considered as a negative situation for the accessibility of the article.

This research is thought to contribute to both the literature and future researchers. Researchers who will work on the subject “Selfie and Tourism” may have an idea about what subjects may be studied and may design their work within this framework. On the other hand, the study is thought to be important since it is the first bibliometric study conducted specifically for “Selfie and Tourism”.

This study is limited to the years 2015-2021. Considering that 2021 is not yet completed and the articles accessible until April 10, 2021 are included in the study, it is anticipated that other articles will be available in the future research. Again, considering that only Web of Science, Google Scholar, Proquest, Ebscohost databases and Researchgate academic platform were reviewed in the research, a review may be conducted again using different databases. Similarly, books, book chapters or papers presented in congresses, which are not included in this study may be included in the scope of research, and the research may be repeated.

6. Limitations of the Research

This research has some limitations, in which the articles examined within the scope of the study are limited to the years 2015-2021. The articles which may be accessed until April 10, 2021 have been included in the study since 2021 is not yet completed.

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