

# Research Mapping of Content Creator: Lesson from Bibliometric Analysis

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## Abstract

Research on content creator continues to develop but is limited to one field or one country. From a bibliometric review, this study aims to visually research mapping and research trends in the field of content creator. This study used bibliometric techniques with secondary data from Scopus. Analyze and visualize data using the VOS Viewer program and the analyze search results function on Scopus. This study analyzed 912 scientific documents published from 1995 to 2020. According to the research, The United States and Jaime Delgado from Universitat Politècnica de Catalunya, Spain had the most active nation and individual scientists of content creator research. Lecture Notes in Computer Science was the most disseminated outlet of content creator research. There were five category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from twenty-five years of publication, this research proposes a grouping of content creator research themes: Social media, Human computer interaction, Education, Information management, Commerce, and Human, abbreviated as the SHEICH research themes.

## Keywords

bibliometric, digital media, media, research themes, research mapping.

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## Biographies

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