A Bibliometric Analysis on Poverty and Media Studies

Yoksulluk ve Medya Araştırmaları Üzerine Bibliyometrik Bir Analiz

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Abstract

Poverty is the inability of individuals to meet all or most of their basic needs to sustain their daily lives. Despite numerous proposed solutions throughout history for poverty, which is one of the greatest social and economic issues globally, the constantly evolving dynamics of societies have led to this situation becoming increasingly complex with each passing day. Therefore, combating poverty may require a multidimensional effort rather than a single dimension. Although this multidimensional effort is ultimately economic-based, it is crucial to consider it in conjunction with various factors such as social, political, cultural, educational, psychological, and even media influences. The aim of this research is to examine studies on media and poverty using bibliometric analysis method, and to contribute to the sustainability of discussions on media and poverty by identifying trends in research. In line with this objective, a total of 1491 research articles were included in the scope of the study, retrieved from the Web of Science (WOS) database, using the keywords "poverty" and "media" within the research subject, and limited to the Social Sciences Citation Index (SSCI), Science Citation Index Expanded (SCI-EXPANDED), Emerging Sources Citation Index (ESCI), and Arts & Humanities Citation Index (AHCI) indices. The bibliometric data obtained within the scope of the research was evaluated using graphs and visuals provided by the VOSviewer and Biblioshiny-R studio Bibliometrix package programs. Upon evaluation of the data obtained from the research, it was found that out of the 1491 research articles, 516 were authored by single authors and 975 were authored collaboratively. These articles were published in 1019 different journals by a total of 3789 authors. The results indicate that research on poverty and media has gained significance since 2020. Given that the subject of the research is poverty and media, researchers have predominantly used the keywords "poverty" (182) and "media" (79). These keywords are followed by "social media" (58), "covid-19" (39), and "inequality" (22). Additionally, the research reveals that the United States is the country with the highest number of conducted studies, with the most prolific authors being Mirjam Vossen, Van Gorp Baldwin, and Alem Adugnaw Zeleke. The highest number of the researches about poverty and media studies had been made by University of London in the United Kingdom. The journal with the most published articles is "Plos One," and the countries with the most collaboration in this field are found to be the United States and the United Kingdom.

Keywords: Poverty, media, bibliometric analysis, Web of Science, communication.

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Öz

Yoksulluk, bireylerin gündelik yaşamlarında hayatlarını sürdürecek temel ihtiyaçlarının tamamını veya büyük bir kısmını karşılayamamasıdır. Dünyada yaşanılan en büyük sosyal ve ekonomik sorunlardan biri olan yoksulluk için tarih boyunca birçok farklı çözüm önerisi geliştirilmiş olsa da toplumların sürekli olarak değişen dinamikleri her geçen gün bu durumun daha da karmaşık bir hale gelmesine neden olmuştur. Dolayısıyla yoksullukla mücadele tek bir boyuttan ziyade çok boyutlu bir çabayı gerektirebilmektedir. Bu çok boyutlu çaba en nihayetinde ekonomik temelli olsa da sosyal, siyasal, kültürel, eğitim, psikolojik ve hatta medya gibi birçok faktörle birlikte değerlendirilmesi oldukça önem teşkil etmektedir. Bu araştırmanın amacı, yoksulluk ve medya konulu araştırmaların bibliyometrik analiz yöntemiyle analiz edilerek araştırmaların eğilimlerinin tespit edilmesi ve böylece medya ve yoksulluk hakkındaki tartışmaların sürdürülebilirliğine katkı sağlamaktır. Bu amaç doğrultusunda, Web of Science (WOS) veri tabanında araştırma konusuyla ilişkili olarak "proverty" ve "media" anahtar kelimeleri geçen ve Social Sciences Citation Index (SSCI), Science Citation Index Expanded (SCI-EXPANDED), Emerging Sources Citation Index (ESCI) ve Arts & Humanities Citation Index (AHCI) indexleriyle sınırlandırılan 1491 araştırma makalesi araştırma kapsamına dahil edilmiştir. Araştırma kapsamında elde edilen bibliyometrik veriler VOSviewer ve Biblioshiny-R studio Bibliometrix paket programlarının sunduğu grafikler ve görseller aracılığıyla değerlendirilmiştir. Araştırmadan elde edilen veriler değerlendirildiğinde; 516 tanesi tek yazarlı ve 975 tanesi de ortak yazarlı olmak üzere 1491 araştırma makalesi 3789 yazar tarafından 1019 farklı dergide yayımlanmıştır. Sonuçlar yoksulluk ve medya ile ilgili araştırmaların 2020 yılından itibaren önem kazandığını göstermektedir. Araştırmada ele alınan konu yoksulluk ve medya olduğu için araştırmacılarda en fazla "yoksulluk" (182) ve "medya" (79) anahtar kelimelerini kullanmışlar ve bu kelimeleri "sosyal medya" (58), "covid-19" (39) ve "eşitsizlik" (22) kelimeleri takip etmiştir. Ayrıca araştırmada, en fazla araştırma gerçekleştiren ülkenin ABD olduğu, en fazla yayın yapan araştırmacıların eşit oranda Mirjam Vossen, Van Gorp Baldwin ve Alem Adugnaw Zeleke olduğu, en fazla yayın yapan üniversitenin İngiltere'deki Londra Üniversitesi olduğu, en fazla makale yayınlayan derginin "Plos One" olduğu ve bu alanda en fazla iş birliği yapan ülkelerin ise ABD ve İngiltere arasında gerçekleştirildiği sonucuna ulaşılmıştır.

Anahtar Kelimeler: Yoksulluk, medya, bibliyometrik analiz, Web of Science, iletişim.

Introduction

Poverty as one of the greatest consequences of globalization and the current economic system, and it is also one of the greatest problems in human history. Since the 1980s, the flow of capital among industrialized countries has led to an increase in the gap between developing and industrialized nations. This capital flow is also a significant factor contributing to the economic decline in certain developing countries (Prasad, et al., 1992). The establishment of a consumption-oriented social order has necessitated the presence of consumers for every product that has been produced and has required producers to seek out these consumers. However, regardless of what is produced, the ownership of this production signifies the consumption of public resources within a profit-oriented world. When poverty is defined, it must be defined as not only income level, but also as access to resources, consumption opportunities, or lack of needs. The bureaucracy defines the poverty line based on income level and discusses it quite narrowly (Jitsuchon, 2001; Ravallion, 2008; Toye, 2007). The United Nations, on the other hand, has established more rapidly comparable concepts in terms of social and economic conditions. Among these, there are income, energy consumption, calorie consumption, life expectancy, and areas associated with poverty such as child mortality (Townsend, 1962). Taking all of this into account, it can be seen that poverty manifests in highly diverse circumstances and exhibits significant variations in geographical, cultural, and gender-related contexts. Furthermore, it must be acknowledged that all the mentioned criteria would not be compatible and consistent within classifications such as "least developed countries,", "developing countries," and "developed countries".

In capitalist societies, it is possible to say that fundamentally two approaches dominate discussions on poverty and social policy: One of them is the belief that the primary function of the propertyless individual is to work in exchange for wages, and other one is, this is the only way to participate in society (Buğra, 2021, p.12). However, as inequality within society deepens and participation in society remains a criterion, ignoring the requirements of this participation process leads to detrimental consequences. This situation, especially considering the contractions in the global economy, which can be described as post-pandemic, is believed to continue to be a cause of deepening crises and exacerbating their impact (Saraceno & Benassi & Morlicchio, 2020; Han & Meyer & Sullivan, 2020; Asare & Barfi, 2021). The increased visibility of poverty in media content will pave the way for more discussion of the issue in the public sphere. Because poverty, while multidimensional, persists in society in a hidden manner, it can rapidly become entrenched, facilitated by the influence of the culture industry, even though it is not openly and comfortably discussed.

The increase in poverty studies, along with issues such as income inequality, food crises, and climate emergencies, indicates a growing awareness among people and the deepening of the problem. This underscores the importance of collectively addressing poverty with a wide approach. The research conducted in this study involves a bibliometric analysis focusing on poverty and media. The aim is to contribute to the field by examining the dimension of poverty representation in the media and how it is addressed, and to provide guidance for future studies in both areas. While the numerical increase in poverty studies may be attributed to the pandemic and the subsequent deepening economic reasons, the phenomenon of poverty has progressed almost parallel to human history. Indeed, the consequences of economic developments following the Industrial Revolution and, ultimately, the accelerated neoliberal policies since the 1980s have become even more striking during the pandemic period, leading to further discussions on poverty. However, the increased visibility of poverty alleviation policies, along with the role of mass communication and media in raising public awareness and enhancing awareness of methods of combating poverty, has also substantial important for the struggle.

1. Poverty and Media

While the concept of poverty was initially introduced by Charles Booth in the United Kingdom, it was first used by Seebohm Rowntree in 1989. According to the definition provided, poverty is described as "*the inadequacy of total earnings to meet the minimum level of physical needs required for the sustenance of biological existence, such as food, clothing, etc.*" (Rowntree, 1971). Poverty is an indicator of inequality, and at its simplest definition, it signifies a state of deprivation. To define poverty, it is necessary to discuss basic needs. The minimum equivalent of these basic needs is to provide conditions for physical survival (Flik & Praag, 1991, p. 312). According to Morduch (1994), poverty is classified into two forms: temporary or chronic. If a household remains poor consistently across all periods and generations, it is considered chronic poverty. Otherwise, it is regarded as temporary poverty. To explain the problems uncovered by these studies, Lewis introduced the concept of "poverty culture." Poverty culture characterizes the cultural patterns developed by individuals trapped within poverty, they can not escape the feeling of helplessness and fatalism because of the poverty. (Lewis, 1998). However, these definitions fall short in explaining the extent of income inequality within society or the fact that needs are socially determined and can change over time (Wratten, 1995). Therefore, poverty studies in the social sciences should encompass a wider range of areas, and all dimensions of poverty need to be open to discussion. The deepening of poverty

and the increasing use of social media have led, on one hand, to the deprivation of access to these tools for the poor and their inability to access the internet. On the other hand, it has also contributed to the formation and circulation of certain stereotypes about the poor, thus solidifying societal perspectives on poverty. The rapidly spreading "memes" online, which are primarily intended for mocking, demeaning, and amusing, further exacerbate the stigmatization of the poor and, worse still, contribute to the legitimization and perpetuation of societal power and dominance over poverty (Dobson & Knezevic, 2017).

The media's functions of shaping the public agenda (McCombs, 2005), informing the public (Lipmann, 1922), and serving the propaganda needs of those in power, (Herman & Chomsky, 2017) continue to form the basis of ongoing debates about the role of media today. Critiques of the media often revolve around how the relationship between power dynamics and media ownership influences the content of mass communication (Murdock & Golding, 1973) and how the myths generated by the media as a manipulation tool direct minds (Schiller, 1993). Media theories attempt to reveal how the public selects, discusses, and perceives topics through media texts. The portrayal of poverty in media texts and the extent of its coverage are important in understanding how it is represented. In today's diversified mass communication landscape, where media content and ownership vary, almost every topic has the chance to find its place. It is encouraging to see an increasing number of studies on poverty and media, as revealed by the bibliometric analysis conducted in the study. This is because the accessibility of media is closely related to the phenomenon of poverty, as are the consumption habits of the media. According to Golding and Murdock's critical political economy approach, cultural production restricts cultural consumption, and it is emphasized that the relationship between state regulatory activities and media organizations needs to be examined (Yaylagül, 2010, p.181.) The representation of poverty within cultural products in media texts is important in understanding how it is portrayed and represented.

The increasing trend in the number of studies linking poverty research with media, as well as the increasing number of studies, indicates that the visibility of poverty is also increasing in media content. The growing presence of such a significant social problem in the media will not only lead to an increase in studies but also to an increase in awareness and solutions related to poverty.

It can be observed that poverty and media studies focus on broader areas such as environment and **public health** (Thaker, Zhao, and Leiserowitz, 2017; Kay & Gaymard, 2021; Lucyk, 2016), **economy** (Chiumbu et al., 2018; Lugo-Ocando, 2019; Jensen, 2014), **social work** (Curato, 2021; Tikka, 2019), **education** (Lyngdoh, Maxwell & Wilson, 2017; Pasnik et al., 2018; Condeza, Montenegro & Gálvez, 2015), **children** (Urdaniz, 2016; Durham, 2016; Flynn et al., 2019), **food crisis** (Germov et al., 2011; Legwegoh & Fraser, 2015), **women** (Özcan, 2020; Awad, Dominguez &Bulhes, 2013; Iqani, 2015), **pandemics** (Luna vd., 2023; Wolnik, 2021), and others. This situation is the clearest indication that poverty cannot be studied only within the confines of specific boundaries, such as the economy or urbanization dynamics. Poverty, much like the diversity observed in the bibliometric analysis of studies, has become a vast social issue that affects every aspect of life and requires examination when addressed separately in its various dimensions.

2. Methodology

The main objective of the research is to understand and evaluate the developments and evolutions in the literature of studies on poverty and media. Therefore, we used the bibliometric analysis method to understand if poverty and media studies have increased in recent years and the reasons are behind that increase. Bibliometric analysis is a

commonly preferred method for examining and analyzing large amounts of scientific data. This method not only helps us understand the development and change within a specific field but also enables us to uncover new and significant topics within that field (Donthu et al., 2021). The method was first used as a statistical biography by Wyndham Hulme (Pritchard, 1969). Bibliometrics is one of the significant tools contributing to the advancement of science from various perspectives. Among these contributions are enabling the evaluation of recorded progress, identifying reliable scientific publication sources, establishing an academic foundation for assessing new knowledge, and identifying, developing, and creating bibliometric indexes to evaluate significant scientific actors and academic outputs. Therefore, bibliometrics has become an important tool used in scientific research in many countries and has also become a significant guide for areas with high potential for development, such as medicine, mathematics, economics, computer science, physics, sociology, psychology, social sciences, etc. (Holden, Rosenberg & Barker, 2005).

For bibliometric analyses, various software packages are available in the literature, including VOSviewer (van Eck &Waltman, 2010; Rejeb vd., 2020; Moosavi vd., 2021), SciMAT (Cobo vd., 2011), Citespace (Chen, 2016), CitNetExplorer (van Eck & Waltman, 2014), Biblioshiny-R studio Bibliometrix (Aria & Cuccurullo, 2017; Sharma vd., 2023), BibExcel (Bhandal et al., 2021; Malacina & Teploy, 2022), and Science of Science (Sci2). While these different software programs serve the same purpose, it is possible to obtain different graphs and visuals related to the researched topic from each program.

2.1. Data Sources

The population of the study consists of 1745 publications related to "poverty" and "media" published in the Web of Science (WOS) database between 1982 and 2024. Out of these publications, 1491 research articles were evaluated using the purposeful sampling method, ensuring that the accessed publications were indexed in the Social Sciences Citation Index (SSCI), Science Citation Index Expanded (SCI-EXPANDED), Emerging Sources Citation Index (ESCI), and Arts & Humanities Citation Index (AHCI) of the WOS database up to March 8, 2024.

2.2. Data Collection Tools and Process

In accordance with the research objectives, it was decided to initially examine articles related to poverty and media. The research data was obtained from the Web of Science (WoS) database. The documents included in the research comprise publications from January 1, 1982, to March 8, 2024. The selected date range for the study was determined based on the first publication identified in the Web of Science database related to poverty and media studies, and the latest publication available at the time of the study. When determining the 1491 research articles, the topic option was selected in the basic search section of the WoS database, and the keywords "poverty" (topic) and "media" (topic) were searched. Subsequently, using the filtering feature of the WoS database, the obtained 1745 documents were filtered to include only research articles and to ensure that they were indexed in the SSCI, SCI-EXPANDED, ESCI, and AHCI. Therefore, works such as studies and proceedings that are not classified under the "poverty" and "media" research categories in WoS, as well as book chapters, editorials, and other materials, were excluded from the research. There were no restrictions regarding the language or publication year of the studies. Subsequently, the resulting 1491 research articles, obtained after applying filters, were subjected to analysis and evaluation. As a result of this process, as of March 8, 2024, the 1491 research articles acquired from the Web of Science (WoS) database were downloaded in a suitable format

for running in the "VOSviewer" and "Biblioshiny-R Studio Bibliometrix" package programs. The formats used and downloaded were "Tab Delimited File" and "BibTeX."

2.3. Data Analysis and Tools Used

The data obtained from queries in the Web of Science (WoS) database were analyzed using the VOSviewer (Version 1.6.9) (Van Eck ve Waltman, 2010) software package, the "bibliometrix" package developed for the R program, and the biblioshiny application. The data loaded into the VOSviewer software package in "Tab Delimited File" format represented bibliographic characteristics, including the most cited research articles, authors with the most publications and citations, institutions with the most publications and citations, the distribution of research by countries, the distribution of journals with the most publications and citations, and the distribution of commonly used keywords in research. These aspects were visualized and analyzed through visualization techniques. The internet-based interface opened through the bibliometrix and biblioshiny packages within the R software allowed for the loading of data in BibTeX format. Through this interface, findings such as authors' productivity over the years, collaboration world map of research, and distribution analysis of trend topics related to poverty and media over the years were reported.

3. Findings and Discussion

Table 1. Statistics About Research Data

Key Findings and Conclusions Regarding the Data	Results
Study Periods	1982-2024
Number of Journals	1019
Number of Articles	1491
Keywords	4507
Annual Average Number of Articles	8,26
Average Citations per Article	13.44
Annual Average Citation Rate	%8.26
Number of Sources	69801
Total Number of Authors	3789
Number of Single-authored Articles	516
Number of Multi-authored Articles	975
Number of Articles per Author	2,54
Author per Article	0,39
Collaboration Index	%21.33

Between 1982 and 2024, a total of 1,019 sources were utilized in 1,491 studies related to poverty and media. The annual growth rate of studies on poverty and media is 8.26%. However, poverty has increasingly become a subject of discussion in recent years, alongside topics such as the climate crisis, the food crisis, rising unemployment due to opportunities brought by artificial intelligence and digitalization, and inequalities in wealth distribution. This trend reflects a growing discourse around these phenomena. Considering that we are at the beginning of 2024, it is difficult to predict how far the graph below will rise. However, we can observe the existence of studies related to poverty and media from 1982 to the present. In these studies, 3,789 researchers have contributed, utilizing 1,019 sources in their works covering the topics of "poverty and media". Undoubtedly, the number of sources is increasing in line with the growth in the number

of studies. The international collaboration rate of the conducted studies is 21.33%. The number of single-authored studies is approximately one-seventh of the total number of studies, indicating that in most studies, multiple authors are involved. A total of 69,801 citations have been made to the conducted research, with an average citation count of 13.44 per study.

Table 2. Distribution of Studies on Poverty and Media by Year
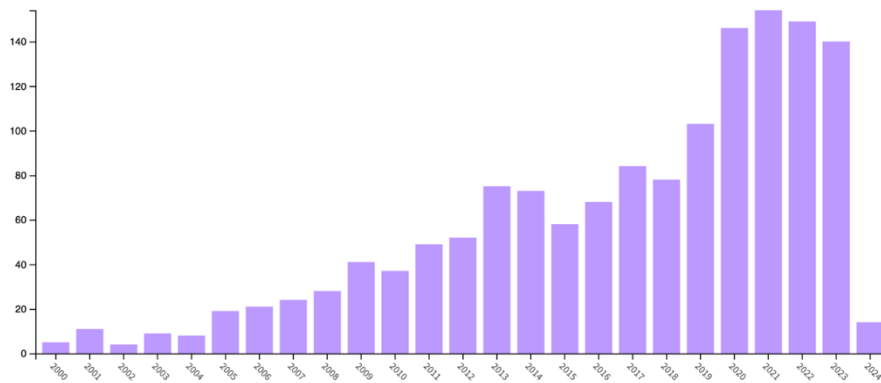
When looking at the distribution of studies on poverty and media by year, a historical rise can be observed. The year 2021 appears to be the peak year for studies on poverty. The surge in 2021 can be attributed to the pandemic and the economic disruptions it caused worldwide. The inclusion of studies related to economic crises as triggers for poverty also correlates with the increased visibility of this problem. The inclusion of poverty in media studies and its representation in the media are essential for bringing it to the public agenda and fostering more discussion on the topic (Rose & Baumgartner, 2013; Deane, 2008; Redden, 2010; Clawson & Trice, 2000). Although there was a decrease observed in 2022 and 2023 compared to previous years, there is a certain increase in publications related to poverty and media relationships in general. The dramatic increase in 2019 and 2020 can be attributed to the pandemic years, which saw job losses, reduced working hours, remote working programs, as well as closures globally. This led to an increase in discussions about poverty and contributed to the rise in studies related to the media. In addition to this, even though the conditions of the pandemic may have passed relatively, it is possible to say that discussions on issues as working conditions, low wages and precarious employement continue.

Essentially, the pandemic continues to serve as a catalyst for the permanence of indicators of change in global work culture (Brugiavini, Buia & Simonetti, 2021; Rivera, Castro, 2021). It is also observed that studies on poverty and media, which reached their peak in 2021, have entered a downward trend after this year. Additionally, the increasing use and production of technological advancements and artificial intelligence products suggest us that; discussions on productive forces and labor are becoming increasingly important (Cascio, Montealegre, 2016; Howard, 2019). When observed in terms of distribution over the years, it can be seen that studies in recent periods are related to the economic crises the world has been going through. Starting with the real estate crisis (Murphy, 2008) in the United States in 2008, but with much larger impacts, increases in studies on media and poverty were observed in 2009 and in 2012, when the effects of this crisis were felt in the banking sector (Bordo & Meisner, 2012, p. 2152), and finally in 2020 due to the economic turmoil caused by the pandemic.

Table 3. Distribution of Studies on Poverty and Media by Research Areas

| Areas of Study	(f)	(%)	Areas of Study	(f)	(%)
Communication	198	13.280	Environmental Sciences	50	3.353
Public Environmental Occupational Health	166	11.133	Development Studies	47	3.152
Sociology	91	6.103	Multidisciplinary Sciences	46	3.085
Social Sciences Interdisciplinary	85	5.701	Area Studies	38	2.549
Economics	71	4.762	Social Sciences Biomedical	37	2.482
Environmental Studies	67	4.494	Information Science Library Science	36	2.414
Political Science	63	4.225	Pediatrics	34	2.280
Social Work	53	3.555	Social Issues	33	2.213
Geography	52	3.488	Humanities Multidisciplinary	30	2.012
Education Educational Research	50	3.353	Medicine General Internal	29	1.945

When studies on poverty and media are ranked by research areas, they are mostly found in the fields of communication, environment, public health, sociology, and lastly, interdisciplinary social sciences. The following areas of study include economics, environmental studies, political science, education, and educational research. The proportion of studies focused on poverty and media in these areas is less than 5% of all studies conducted so far. It is understandable that studies focusing on the representation and treatment of poverty in the media are concentrated in the field of communication when it is getting deeper in society. Because it can be more visible than before. Furthermore, the inclusion of media in studies conducted in the public health and environmental health fields is important for informing the public. Nevertheless, the fact that studies associated with the media account for only 11% of all studies conducted highlights the need for collaboration with sociology and other fields to increase the breadth of research. When "poverty" studies are examined independently, it is observed that they are predominantly studied in the fields of economics and environmental and public health. The frequency of representation of a societal problem in the media allows for more intense engagement and discussion of those societal issues on the agenda. Therefore, examining the relationship between poverty and the media and the increasing number of studies on poverty and media themes form a reflection that indicates how frequently the problem is brought to the agenda and how visible it is. As a result, the increase in studies on media and poverty underscores the importance of studies that reveal the relationship between the poverty phenomenon and the media.
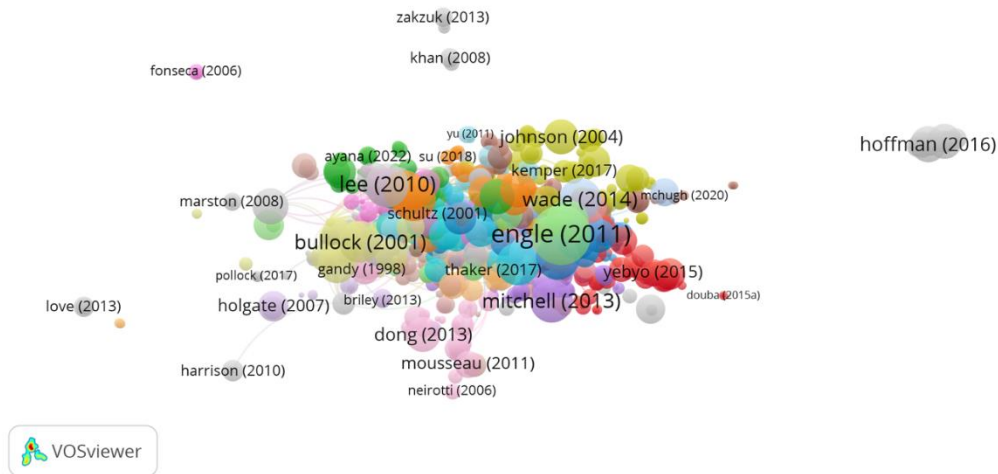
Figure 1. Distribution of Most Cited Studies

Figure 1 displays the most cited studies and authors from research articles on poverty and media. In this context, the graph highlights the topic addressed in the research by mapping a total of 119 studies out of 1169 research articles that received at least 1 citation from the 1491 research articles examined in the study.Among these studies, the research article with the highest number of citations (508) according to the Web of Science database is the study titled "*Child Development 2: Strategies for reducing inequalities and improving developmental outcomes for young children in low-income and middle-income countries*", co-authored by Engle, Patrice L., Fernald, Lia C. H., Alderman, Harold, Behrman, Jere, O'Gara, Chloe, Yousafzai, Aisha, de Mello, Meena Cabral, Hidrobo, Melissa, Ulkuer, Nurper, Ertem, Ilgi, and Iltus, Selim. The second most cited research article (with 220 citations) is Lee et al.'s (2010) study titled "*The New Homelessness Revisited*". Following that, the third most cited research article is Gilens' (1996) study titled "*Race and poverty in America- Public misperceptions and the American news media*", which received 207 citations. Children, education, inequality, gender and race is the main theme for the media and poverty studies as we mentioned before. Because of that, most cited researches are generally aggregated with the studies which contains those notions.
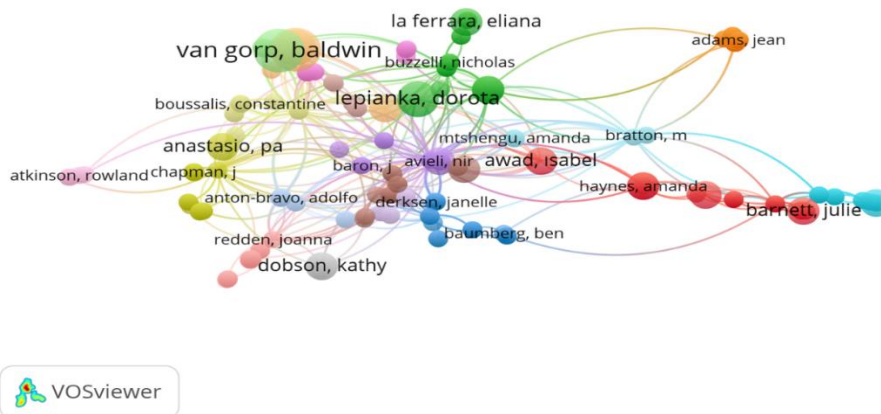
Figure 2. Most Prolific Authors and Authors with the Highest Citations

Figure 2 depicts a network map of the most prolific authors and authors with the highest citations in the fields of poverty and media. A total of 3393 researchers, including co-authors, contributed to the research articles examined in the study, which encompassed 1491 research articles. In the field of poverty and media, three researchers, Mirjam Vossen, Van Gorp Baldwin, and Alem Adugnaw Zeleke, have been the most prolific authors by co-authoring four research articles each with other researchers. It has

been observed that Vossen's co-authored research articles received 23 citations, Baldwin's co-authored research articles received 19 citations, and Zeleke's co-authored research articles received 9 citations. Furthermore, among the research articles examined in the study, the research article titled *"Child Development 2: Strategies for reducing inequalities and improving developmental outcomes for young children in low-income and middle-income countries"*, co-authored by Engle, Patrice L., Fernald, Lia C. H., Alderman, Harold, Behrman, Jere, O'Gara, Chloe, Yousafzai, Aisha, de Mello, Meena Cabral, Hidrobo, Melissa, Ulkuer, Nurper, Ertem, Ilgi, and Iltus, Selim, has received the highest number of citations. Therefore, these researchers are the most cited authors in the study due to their co-authored research articles receiving the highest number of citations. Furthermore, as indicated by the research findings, collaborative works among authors are particularly noteworthy in research published on poverty and media. This situation arises both from the fact that the field of media encompasses publications by researchers from various disciplines and from the specific nature of poverty being a subject amenable to study by multiple disciplines. The collaborative nature of research articles on media and poverty indicates that these topics are amenable to study across various subjects and disciplines.
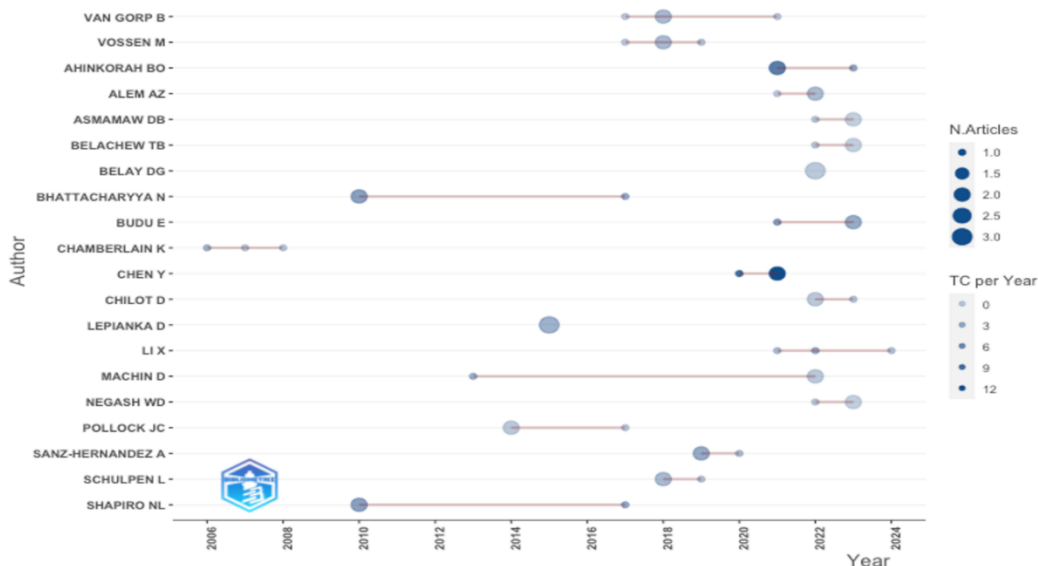

Figure 3. The Productivity of Authors Over the Years

Figure 6 displays the productivity status of authors conducting research on poverty and media concepts. According to the table, both the citations and the number of articles by researchers are concentrated between 2020 and 2024. Chen, Y., is the most prolific author, producing the most publications between 2020 and 2021. Bhattarcharyya N., Machin D., and Shapiro L. have conducted their studies on poverty and media almost 10 years apart. Another noteworthy observation in the table of the most productive authors is that, except for Lepianka, D., and Belay, G., all researchers have made a return to poverty and media studies at some point. When the years depicted in the figure are expanded, this pattern becomes evident. From this, it is possible to infer the continuity of poverty and media studies in connection with economic crises and other related influences. Even though researchers took long breaks, recent developments have prompted them to revisit this topic. The increase in studies in recent years indicates that the this topic will be a subject to further discussion in the future. Moreover, researchers from different disciplines, also conducting studies in different disciplines and subjects can contribute to the academic development process of the current topic and create opportunities for new original research areas and subjects.
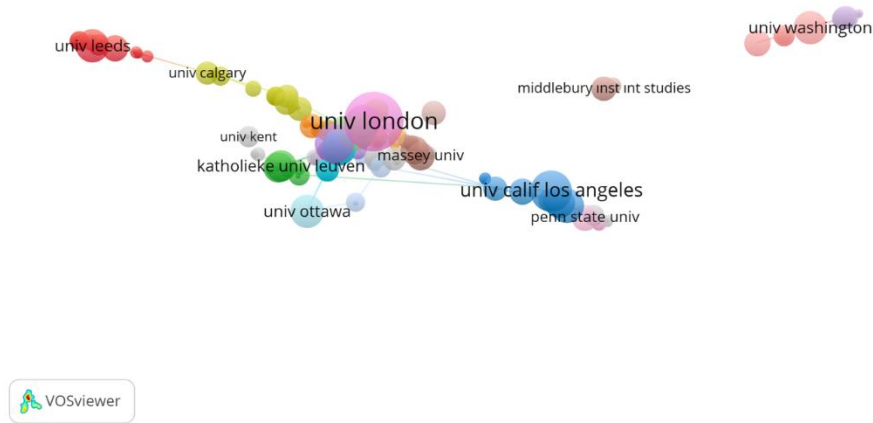
Figure 4. Institutions or Organizations Where the Most Prolific and Cited Researchers Are Affiliated

Figure 4 depicts the institutions or organizations where researchers who published research articles related to poverty and media within the scope of the study are affiliated. All of these institutions or organizations are universities. Researchers interested in the topic of poverty and media are affiliated with 1669 different universities. When looking at the institutions where these authors are affiliated, it is observed that the highest number of studies (46) is affiliated with the University of London in the United Kingdom, with a total of 1560 citations. Among the 46 research articles by researchers affiliated with this university, the most cited research article is "*Chinese participation in Ghana's informal gold mining economy: drivers, implications, and clarifications*", written by Hilson et al. (2014). This research has received 115 citations from other researchers. The second university with the highest number of published research articles (7) is the University of California System in the United States. Research articles published by researchers from the California System University have received 1,524 citations across 38 research articles. The research article with the highest number of citations among researchers from this university is titled "*Child Development: Strategies for Reducing Inequalities and Improving Developmental Outcomes for Young Children in Low-income and Middle-income Countries*", (Engle et al., 2011), which has received a total of 508 citations. Harvard University and the State University System of Florida are ranked third in terms of the institutions where researchers publishing the most research articles are affiliated. While 19 research articles published at Harvard University have received 843 citations, researchers from the State University System of Florida have published 19 research articles that have received 567 citations. This also indicates that in countries with advanced democracy and developed press culture, more studies related to poverty and media are being produced. However, considering the position of these developed countries in the world economy, there are differences between poverty experienced there and poverty in more exploited, developing, or less developed countries (Muradoğlu & Taşkın, 1996).
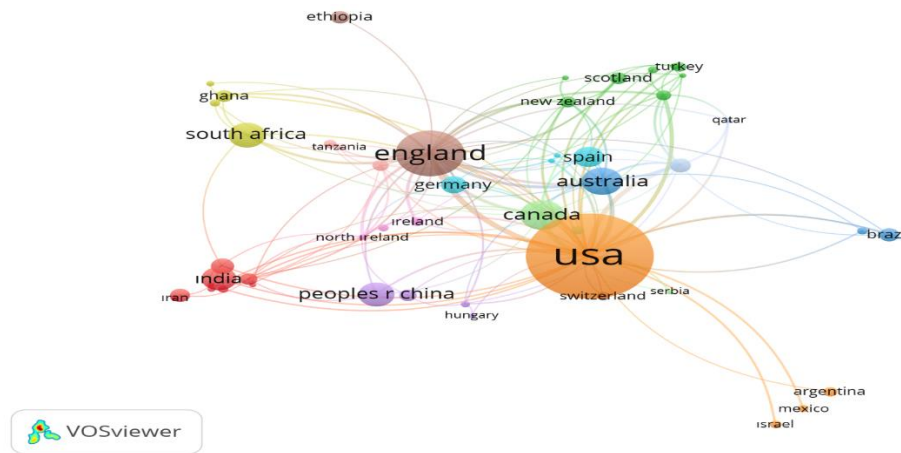
**Figure 5.** Distribution of Research by Countries

The distribution of the countries where the 1833 authors of the 1491 research articles examined in the study are located is shown in Figure 5. Accordingly, it has been determined that the authors of the research articles are from 112 different countries. As seen in Figure 5, the United States is at the center of the network map, showing the distribution of research by country. Out of the 1491 research articles included in the study, 492 were published by researchers from the United States. Therefore, it can be observed that American researchers stand out significantly compared to other countries in terms of publishing research on poverty and media. It has been determined that the 492 research articles published by American researchers have received a total of 10,008 citations. Moreover, it can be said that the research articles contributing the most to the fields of poverty and media are published by researchers in the United States. When examining the countries of researchers who published the most research articles after the United States, it was found that the United Kingdom (189) and Australia (85) were the next in line. While 189 research articles published by researchers in the United Kingdom received 2909 citations, 85 research articles published by researchers in Australia received 85 citations.

**Figure 6.** Collaboration World Map of Researches

Figure 6 displays the connections between the research on a world map. The areas where the most studies are conducted are arranged from dark to light colors compared to areas with fewer studies. In this context, it can be observed that the majority of studies are conducted in the United States and the United Kingdom. They are followed by China, India, and Australia. The red lines indicating the relationships in the studies show the connections of the research. Accordingly, it is observed that the studies with the most nodes start in the United States and the United Kingdom. The distribution and inequality of economic flow between core and peripheral countries, as indicated in Wallerstein's (1976) world-system theory, are reiterated above with the keywords "poverty and

media". The starting points and interconnected studies of these works also depict a kind of portrait of production and consumption, hence portraying poverty and exploitation. Canada in North America and China and India in Asia form another circle of research. The African continent, where the least research is conducted, constitutes the intersection point of poverty issues across all centers. As can be understood from the figure, the abundance of research on poverty in developing countries and in Europe, particularly in the United Kingdom, is related to the early industrialization in these regions. The history and traditions of the working class that emerged in the aftermath of industrialization in the United Kingdom can be explained by the abundance of struggle tools and historical experiences, making it one of the centers for conducting research on poverty and media studies.
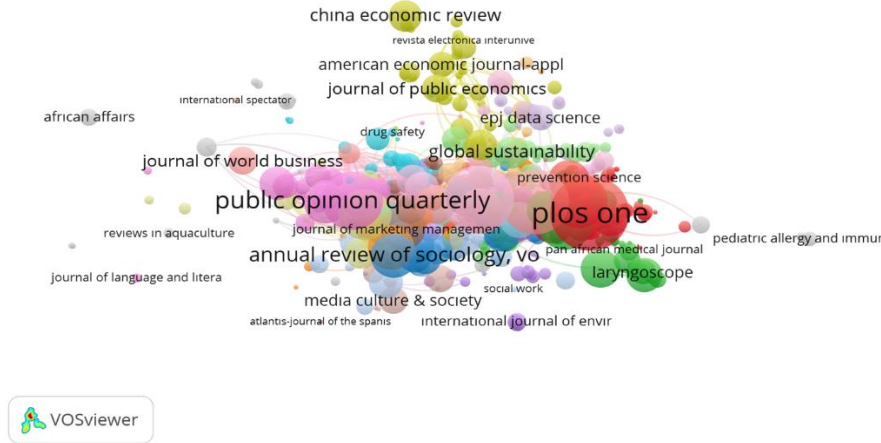

Figure 7. Distribution of Journals with the Most Published Research and Citations to Their Research

The 1491 research articles on poverty and media included in the study have been published in 1019 different journals. As seen in Figure 7, the journal with the highest number of published research articles is "Plos One", with 26 articles. In second place, the journal "BMC Public Health" has published 15 research articles, while in third place, the journal "Social Science & Medicine" has published 14 research articles. In addition, when looking at the journals with the most citations for their published research articles, "Plos One" has received a total of 705 citations for its 26 research articles. In second place, "BMC Public Health" has received 348 citations for its 15 research articles, while in third place, "The Lancet" has received 509 citations for its 1 research article.
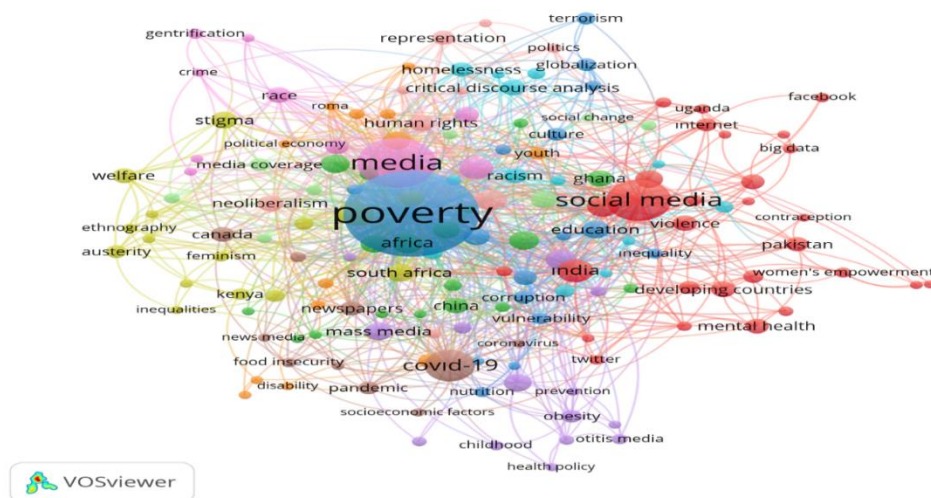

Figure 8. Distribution of Commonly Used Keywords in Research

In the research, a "common keyword" analysis was conducted to identify the focal points of research articles on poverty and media addressed by researchers and to determine the commonly used words in research. Word cloud maps not only allow for the interpretation of frequently used words within a specific context in the data examined in the research, but also enable researchers to visually present the themes derived from the data. Therefore, as can also be seen from the figure, the most frequently used words are visualized within larger circles, while words positioned within smaller circles indicate less usage. (Williams, Parkes ve Davies, 2013, as cited in Yaşa, 2023, s. 222). In the scope of the research, it was determined that a total of 4422 common keywords were used in 1491 research articles examined. Since the subject of the research was poverty and media, naturally, researchers most commonly used the words "poverty" (182) and "media" (79). After "poverty" and "media", another prominent word is "social media" (58). The other common words following "social media" are "covid-19" (39) and "inequality" (22), drawing attention.
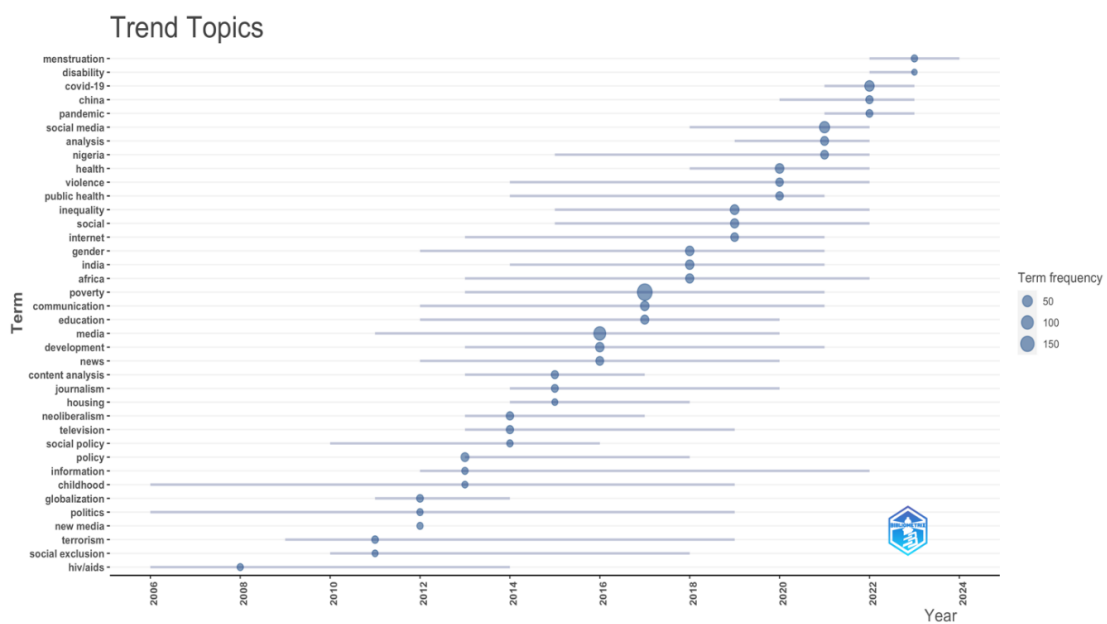
Figure 9. The Distribution of Trend Topics Related to Poverty and Media Over the Years

In Figure 9, the topics addressed in studies on poverty and media from 2006 to the present are displayed. It is observed that, after the keywords "media" and "poverty", the topic associated with the subject until the 2010s was HIV/AIDS. The presence of this trend is due to the focus of studies on African countries. Africa is one of the most frequently studied trends in poverty and media research. Again, before 2010, topics such as television, social policies, terrorism, and globalization were present. After the 2010s, topics such as social exclusion, new media, globalization, and childhood were observed to be trending in these studies. Furthermore, neoliberalism, gender, and inequality have been among the most prominent concepts in studies until recent years. After Africa, the most frequently recurring concepts are seen to be the pandemic and COVID-19. In recent studies, menstruation has emerged as a trending topic related to the rise of women's studies. In studies conducted in recent years, women's poverty and the challenges women face in accessing sanitary pads have been observed as trending issues.
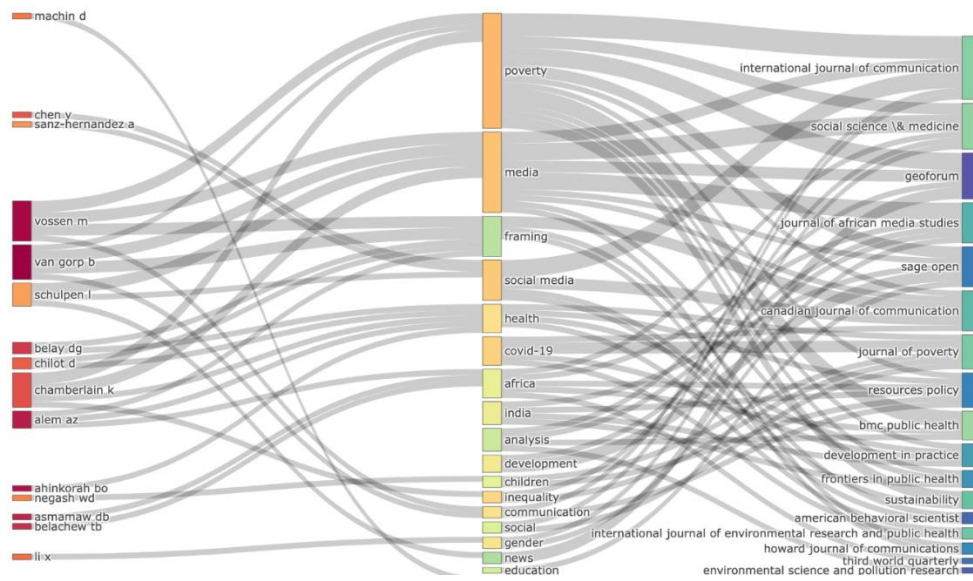
Figure 10. Researcher, Keyword, and Distribution of Journals in Three Areas

In Figure 10, the 25 researchers with the most research articles, the 25 most frequently repeated keywords, and the 25 journals publishing the most research articles are visualized through three area graphs. The graph is an important tool for understanding the relationships between researchers, keywords, and journals. The colored lines represent the actors, while the gray lines represent the relationships between the nodes. The thinness and thickness of the links indicate the strength of the relationship between the links. Therefore, the figure provides a perspective on which researchers use the most common keywords intensively and which journals these keywords are associated with. The graph shows that the keywords "poverty" and "media" have the highest number of nodes between researchers and journals. On the other hand, the third keyword, "social media" was found to be used by 2 authors in 5 journals. In this direction, it is noteworthy that "poverty", one of the most used keywords in the three-domain graph, is used by 4 authors with the highest number of publications, and "media" is used by 5 authors with the highest number of publications. Both keywords were used in 17 journals out of 25 journals in which the most works were published.

Discussion, Conclusion, and Recommendations

Post-pandemic economic indicators, inflation, and credit-based economic models prevalent in continental Europe and worldwide signal a greater discourse on poverty-related studies. Simultaneously, new challenges arising from working hours, low wages, food crises, and disasters associated with natural calamities caused by global warming emphasize the necessity of addressing poverty in a multidisciplinary manner. Among the countries with the highest number of publications, the United States and the United Kingdom are also among the countries with the highest scientific production and research. These countries, in particular, experienced industrialization earlier and laid the social foundations for wage labor. The early implementation of neoliberal economic policies has led to both earlier confrontations with the problems brought about by income inequality and the establishment of resistance points and struggles (especially in the UK) as a longstanding tradition. Considering all these reasons, the leadership of these countries in media studies and poverty studies seems significant. However, among the countries where studies have proliferated, there is a need for an increase in these studies in the context of the core/periphery/semi-periphery dilemma, particularly in continental Europe and Eastern societies. Indeed, one reason for the welfare of Europe is the cheap

labor force used in Eastern societies. It is observed that the number of studies on media and poverty themes, starting in 1982, particularly increased significantly after 2005. Studies on the ways poverty is represented in the media and the extent of its coverage have multiplied since this year. This situation is linked to a cultural shift (Hamilton, Piacentini & Saatcioglu, 2014) and the increasing access to the internet during those years (Xie, Zhang & Shao, 2023). With the advent of social media, changing publishing and broadcasting activities have allowed many aspects of lifestyles, disadvantaged groups, and many elements considered marginal by the mainstream to find representation, bypassing the editorial filters present in traditional media.

Another reason for the increase during the pandemic period could be attributed to the aforementioned consumerism. The increase in poverty and media studies during the pandemic is linked to poverty's impact on increasing media consumption during lockdowns as a result of the pandemic economy. It is possible to affirm that the solutions proposed for the Covid-19 economic impact are greater exploitation and maximisation of profits; the current situation is used as justification fort he decrase of life quality and for the infringement of labour rights (De La Cadena, 2020). During lockdowns, household poverty experiences, which correspond to more than individual experiences of poverty, have contributed to the deepening of poverty experiences and therefore to the increase in studies worldwide. This is because household poverty experiences involve a combination of performances where the family's social roles and duties are blended within the household (Ergül, Gökalp and Cangöz, 2017, p. 16.) Nevertheless, the gradual decline observed in research involving poverty and media studies after 2021 is likely to continue in 2024 as well. Even though the pandemic may have ended, the poverty crisis continues to worsen worldwide. Studies in this field should not be limited to economic crises or pandemic periods. The number of poverty studies conducted in fields such as education, sociology, environmental sciences, economics, and political sciences should increase, and research on the relationship between communication sciences and poverty in the media should also expand. The return of researchers to studies on poverty and media after long breaks suggests a certain trend of returning to this topic at specific intervals, especially when considering the connection of studies with economic crises. If continuity is maintained in the studies, it will lead to increased opportunities for more discussion and potential solutions.

The most cited work, titled "*Child Development 2 Strategies for reducing inequalities and improving developmental outcomes for young children in low-income and middle-income countries*", authored by Engle, Patrice L., Fernald, Lia C. H., Alderman, Harold, Behrman, Jere, O'Gara, Chloe, Yousafzai, Aisha, de Mello, Meena Cabral, Hidrobo, Melissa, Ulkuer, Nurper, Ertem, Ilgi, and Iltus, discusses the possibilities and opportunities for eliminating inequalities in child development in low- and middle-income countries. The second-ranked study focuses on homelessness in America, while the third-ranked study examines the misperceptions in media texts regarding race and poverty in America. As evident from these examples, there are diverse approaches in media and poverty studies, including education, child poverty, and ethnic backgrounds. As previously mentioned, the diversity of topics and dimensions in poverty studies provides opportunities for interdisciplinary work. Another result revealed by bibliometric analysis is that the common keywords used in studies on "poverty" and "media" include concepts such as "inequality", "COVID-19", "education", "developed countries", "shame", "mental health", and "race" (Epp & Jennings, 2020; Mastrangelo, Hirsch & Demonte, 2022; Rosenberg et. al, 2022; Öztürk, 2023; Van Heerde & Hudson, 2010).

The multidimensional nature of poverty highlights the essence of societal needs and conflicts within society. Upon conducting a detailed thought process on the keywords, it is understood that the conceptual problems observed in poverty and media studies also trace back to the media. According to Konkel (2014), although the World Bank's priority area of action is combating poverty worldwide, the distinction made between "poverty eradication" and "development" has hindered success in this fight. While poverty eradication is considered a political concept, the concept of development is seen as related to economic growth, and more emphasis is placed on this issue (Konkel, 2014). Political ideologies must be accompanied by a demand and a warning from the people in terms of public opinion. Otherwise, lawmakers, bureaucracies, and a political system that is prone to corruption, may remain indecisive and unwilling to take steps regarding poverty. Therefore, the idea of separating poverty from political dimensions is unrealistic; because any information regarding poverty has always been understood ideologically, and the World Bank also produces policies according to the dominant ideology (Konkel, 2014). That domination leads media to represent poverty in certain stereotypes which reproduces the hegemony over the poors (Chauhan & Foster, 2014; Doorn & Bas, 2015; Rose & Baumgartner, 2013; Dobson & Knezevic, 2017; Punt, 2015).

Taking all this into account, the increase observed in poverty and media-themed research, as evidenced by bibliometric analysis, indicates a rise in media-mediated poverty studies. This situation does not seem sufficient, despite the abundance of types of poverty. Moreover, due to variations in the definition of poverty and perceived deficiencies from country to country, diverse topics and proposed solutions are observed. Media content should be reexamined within the scope of social media, and efforts should be made to increase studies in this area. Beyond just increasing the number of studies, fostering collaborations to bridge the gap between developing and developed countries would also be beneficial. Establishing a connection among academics conducting poverty studies could enhance sharing between countries, revealing similarities in poverty patterns, causes, and methods of combating it, which could be highly beneficial.

Research on poverty and media has been observed to develop recommendations across various topics. Those recommendations generally address how poverty can be alleviated through the struggles, which points out areas to focus on combating poverty or offers solutions for preventing poverty, and providing suggestions to future researchers who will conduct research in this area. In this context, some of the recommendations developed by researchers related to media and poverty, which also support this study, are as follows: Media can present the reality of individuals in poverty and exclusion in a different way. Overlooking a broader context regarding the representation of poverty in the media can lead to the emergence of specific issues, can cause that the results may distorted and ignored. In this context, adhering to the ethical principles of the journalism while reporting on the poor is, crucial. Additionally, collaboration between the media, academics, and practitioners providing assistance and support to the poor is also significant fort he fight with the poverty (Kanasz, 2017). Furthermore, in order to foster a healthy interaction regarding poverty among the public, media, and practitioners, it is necessary to approach the news rationally and transparently clarify the fundamental realities (Yang et al., 2023). Moreover, emphasizing the causes, consequences, and solutions of poverty in the public sphere can contribute to a broader understanding of poverty rather than focusing solely on the perspective of justice, global interconnectedness, and the role of the West (Vossen & Schulpen, 2019). The inclusion of solidarity and the creation of a defensive environment (counter-public sphere) within social media platforms against poverty are of vital importance to a certain extent in the fight against poverty. Because users in these spaces can develop resistance and counter-

struggles against poverty (Meese, Baker & Sisson, 2020), as well as they can identify misunderstandings, judgments, marginalizations, and other negative aspects related to poverty (Dobson & Knezevic, 2017). Media can also give more spaces or front pages to poverty which is the most crucial problem of the states so that they can show their concerns. Media organizations could be more critical about issues related to poverty by featuring news about poverty on the front pages, as it is one of the most significant problems faced by countries. The media should be inclusive for those who are disadvantaged in society and should not only increase the participation of the poor but also of the entire community in the fight against poverty, thereby encouraging them to determine their own destinies. Moreover, in order to obtain a comprehensive perspective on the eradication of poverty, politicians and decision-makers should give more prominence to this attitude due importance to the political, cultural, knowledge and communication, as well as gender dimensions of poverty (Ali, 2021).

Like any research, this study also has certain limitations. One of the most significant limitations is that the research data was analyzed using the Web of Science (*WOS*) database. Therefore, in future research on this topic, researchers may obtain different results by analyzing scientific sources from various databases such as Scopus, Elsevier, EBSCO, Emerald, Science Direct, Springer, PubMed, and Wiley. The analysis was conducted based on 1491 articles accessed on March 8, 2024. However, it is possible that the numbers and distributions of new articles added to the database after this date, as well as variables such as authorship, citation counts, country distributions, and keywords, may vary. Because of that, it is possible that the findings and conclusions may vary due to these differences. In future studies related to the research topic, researchers can contribute to the field by specifying different publication criteria and fields for "poverty" and "media" topics to conduct more detailed investigations. Additionally, in this research, the "VOSviewer" and "Biblioshiny-R studio Bibliometrix" package programs were used. However, future researchers can employ different methods and visualization tools (such as SciMAT, Citespace, CitNetExplorer, BibExcel and Science of Science- Sci2) to conduct various analyses. In this way, by comparing the approaches to the topics in national and international literature on poverty and media, differences and commonalities can be identified, providing new perspectives for future research.

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