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Google Haritalar Üzerine Yapılan Çalışmaların Bibliyometrik Analizi

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Öz

Google Haritalar dünya çapında en yaygın kullanılan haritalama hizmetidir ve sunduğu, konumlar, yol tarifleri ve değerlendirmelerden oluşan kapsamlı veritabanı ile bireyler ve işletmeler için vazgeçilmez bir platform haline gelmiştir. Bu durum işletmelerin keşfedilmesi için Google Haritalar'ı önemli bir platform haline getirmektedir. Google Haritalar'da iyi değerlendirmelere sahip işletmelerin potansiyel müşteriyi çekme olasılıklarının daha yüksektir. Bu çalışma "çevrimiçi değerlendirmeler" ve "Google haritalar" anahtar kelimelerini kullanarak Web of Science veritabanında yer alan yayınların bibliyometrik analizini yapmayı amaçlamaktadır. Çalışmada VOSviewer uygulaması kullanılmış ve anahtar kelimeler, özet, atıflar, kaynakça, yayın yerleri, yazarlar, yıllara göre yayın sayıları hakkında ilişki grafikleri oluşturularak çalışmalar analiz edilmiştir. Çalışma sonuçları, yayınların çoğunluğunun makalelerden oluştuğu, 2007-2018 yılları arasındaki çalışmaların alanda teorik temeli oluşturduğu, en fazla yayına ve atfa sahip ülkenin ABD olduğu, yazarlar arasında orta düzeyde işbirliği olduğu, yayınların fen bilimleri, sağlık bilimleri ve sosyal bilimler alanından birçok farklı bilim dalı ile ilişkili ve multidisipliner özelliklere sahip olduğu yönündedir.

Anahtar Kelimeler

Çevrimiçi Değerlendirmeler, VOSviewer, Bibliyometrik Analiz, Google Haritalar

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Bibliometric Analysis of Studies on Google Maps

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Abstract

Google Maps is the most widely used mapping service worldwide and has become an indispensable platform for individuals and businesses with its extensive database of locations, directions, and reviews. This makes Google Maps an essential platform for discovering businesses. Businesses with good reviews on Google Maps are more likely to attract potential customers. This study aims to conduct a bibliometric analysis of publications in the Web of Science database using the keywords "online reviews" and "Google Maps." We used the VOSviewer application to analyze the studies, creating relationship graphs about keywords, abstracts, citations, bibliographies, publication locations, authors, and the number of publications by year. The results of the study show that the majority of the publications consist of articles; the studies between 2007 and 2018 constitute the theoretical basis in the area; the country with the highest number of publications and citations is the USA; there is a moderate level of collaboration between authors; the publications are related to many different disciplines in the areas of science, health sciences, and social sciences; and they have multidisciplinary features.

Keywords

Online Reviews, VOSviewer, Bibliometric Analysis, Google Maps

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Introduction

Online reviews have become an indispensable element that shapes the purchasing decisions of the modern consumer. They also affect the perception of all businesses (Schivinski and Dabrowski, 2016: 189; Stankevich, 2017: 13; Ateş and Sunar, 2020: 99). In today's interconnected world, online reviews are seen as a vital way to get feedback, guidance, and social approval due to easier access to information (Pookulangara and Koesler, 2011: 349; Huang and Benyoucef, 2013: 248; Grajales et al., 2014: 3). Online reviews provide valuable information to consumers about the quality, reliability, and overall satisfaction with products, services, or businesses (Torabi and Belanger, 2021: 3064). When considering a restaurant for dinner, a hotel for accommodation, or a new device for the first time, consumers often use online reviews to reduce the margin of error and risks and make the right choice (Ong, 2012: 470; Sunar and Ateş, 2021: 2350). The main reason is that these reviews help others who have previously interacted with the product or service gauge their experience (Mudambi and Schuff, 2010: 195). By highlighting positive aspects or aspects that need to be improved, these reviews help potential buyers make informed and knowledgeable decisions (Ramanathan et al., 2017: 105; Sunar, 2021: 47). Moreover, online reviews play a vital role in building trust and reputation for businesses in the digital world (Chen and Law, 2016: 352). Positive reviews serve as powerful endorsements that instill trust, reassure potential customers, and validate a brand's reputation (Qyqalla, 2023: 2). Even if negative reviews are considered potentially harmful, businesses can consider them, address concerns, and show sensitivity. Such behaviors provide opportunities to increase customer satisfaction, loyalty, and trust (Ahmad and Guzman, 2021: 2828). If a general evaluation is to be made, online reviews can impact a business's reputation and credibility in the market under these conditions. Positive reviews can attract new customers, while negative reviews deter potential buyers and harm sales.

Online customer reviews assess a product or service that a customer has purchased. They provide additional information that helps other buyers learn more about the product by giving a general overview of its quality (Mo et al., 2015: 420). Online reviews influence individual purchase decisions and significantly shape broader market trends and consumer behavior (Magnani, 2020: 263-264). Platforms like Yelp, TripAdvisor, Google Maps, and e-commerce websites now significantly impact consumer preferences and shape the competitive landscape through the collective wisdom of crowds (Al et al., 2015: 25; Li et al., 2022: 7). These online platforms enable customers to share experiences, opinions, and ratings of products or services, providing valuable resources for potential buyers and businesses to improve offerings and market reputation. Consumers who do not use the resources provided by these platforms will undoubtedly lose their utility maximization, and businesses that do not manage their presence on these platforms will certainly lose their long-term competitiveness.

Google Maps is an essential tool for businesses and individuals, offering various locations, directions, and reviews. By analyzing these reviews, businesses can understand customer feedback and preferences. Technology can sort reviews as positive, negative, or neutral and recognize familiar themes and customer priorities (Gebresselassie and Sanchez, 2018; Russo et al., 2022; Duka, 2023; Isazade, 2023; Sharma, 2023). Google Maps has an average annual user base of over 1 billion, with each user spending roughly 30.4 hours per year on the platform (Wu et al., 2024: 15). Studies on online reviews have been conducted in many sectors and fields to reveal the current situation in the literature on online reviews. Studies on Google Maps have been conducted in several sectors and fields such as regional criminology (Vandeviver, 2014; Langton and Steenbeek, 2017; Michaud, 2023; Wang, 2023), customer experience (Mathayomchan and Taecharungroj, 2020; Erdem, 2020; Adak et al., 2022; Kwon, 2023), vehicle tracking systems (Bhadane et al., 2015; Desingu et al., 2023), location optimization (Gu et al., 2010; Wang, 2012; Zhang et al., 2021), smart tourism (Law, 2010; Longhi et al., 2014; Nagar et al., 2021; Wajdi et al., 2023), digital marketing (Peyravi et al., 2020; Praditya, 2021; Sharma, 2023), transportation (Tutić and Frančula, 2016; Wang et al., 2021; Oladimeji et al., 2023; Cynthia et al, 2024), environment (González-Delgado et al., 2020; Yang et al., 2021; Wu et al., 2024), accommodation (Monaco, 2018; Muneer and Basheer, 2020; Sia et al., 2023). Considering the variety of studies on Google Maps, this application contributes to people in all areas of life, including service and goods producers and end users.

The study conducted a bibliometric analysis of studies in the Web of Science database on Google Maps, where billions of online reviews are made. This study will explain how Google Maps and online reviews are portrayed in the relevant literature. It will also offer insights into future trends in online review research. As a result of the findings and literature review, the discussion and conclusion of the study were evaluated.

1. Methodology

This section of the study presents the aim of the study, the data and analysis, and the findings.

1.1. Objective

This study aims to conduct a bibliometric analysis of publications on Google Maps in the WoS database. Accordingly, the aim is to determine this subject's current situation and tendencies. Finally, by analyzing the following research questions (RQ), we were able to ensure that the scope of the research was covered in its entirety:

- RQ1: How is the distribution of publications according to areas?
- RQ2: How is the distribution of publications by year?
- RQ3: How are the publications distributed among the authors?
- RQ4: How are the publications and citations distributed among countries?

- RQ5: How are the relations among the keywords by year?
- RQ6: How is the distribution of the most cited publications and authors?

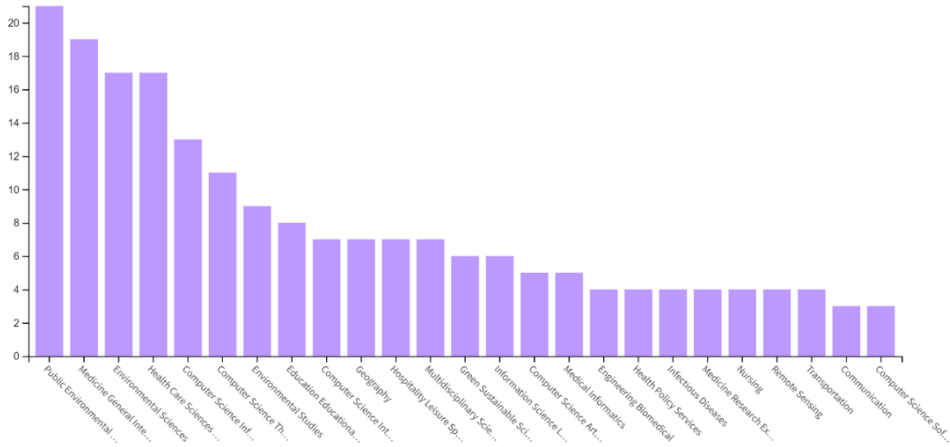
1.2. Data and Analysis

In the study, the bibliometric analysis method was preferred to analyze the studies in the literature on Google Maps. Bibliometric analysis uses statistical and mathematical models to study scientific publications and measure research performance indicators (Zyoud et al., 2015). The Web of Science (WoS) database was preferred for bibliometric analysis. It was determined that there were 192 publications in the WoS database on April 5, 2024, using the keywords "online reviews" and "Google Maps." While searching the WoS database, the conjunction "and" was used to combine keywords. The main reason for choosing WoS as the access platform and database is that the representativeness of the WoS database in literature reviews has been verified in many bibliometric studies and includes almost all important research articles (Norris and Oppenheim, 2007; Fang et al., 2018; Qiao et al., 2021). WoS allows downloading files in the required format for the programs used for bibliometric analysis (Sarkar et al., 2022: 5). The distribution of 192 publications obtained from the WoS database was 86 review articles, 83 research articles, 22 proceedings, and one book chapter. Of the access features of these publications, 137 are open access, and 55 require membership. The VOSviewer program was used to analyze the research and visualize the data. The VOSviewer program created graphs to analyze the keywords, abstracts, citations, collaborations, co-citation network, most influential authors, most influential publications, and most influential journals of 192 studies.

1.3. Findings

This section presents statistical data from the WoS database and analyses conducted using the VOSviewer program. This section includes the distribution of 192 filtered studies based on categories in the WoS database, publication distribution by year, citation analysis, co-author analysis, identification of the most influential journal, and recognition of the most influential authors.

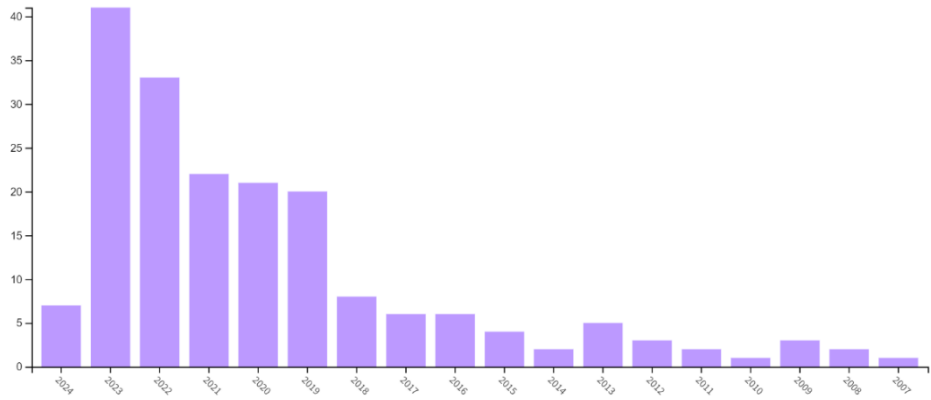
Graph 1. Distribution of Publications by WoS Categories



As can be seen in Graph 1, the distribution of 192 publications according to the categories in WoS is listed as Public Environmental Occupational Health (21); Medicine General Internal (19); Environmental Sciences (17); Health Care Sciences Services (17); Computer Science Information Systems (13); Computer Science Theory Methods (11); Environmental Studies (9); Education Educational Research (8); Computer Science Interdisciplinary Applications (7); Geography (7); Hospitality Leisure Sport Tourism (7); Multidisciplinary Sciences (7); Green Sustainable Science Technology (6); Information Science Library Science (6); Computer Science Artificial Intelligence (5); Medical Informatics (5); Engineering Biomedical (4); Health Policy Services (4); Infectious Diseases (4); Medicine Research Experimental (4); Nursing (4); Remote Sensing (4); Transportation (4); Communication (3); Computer Science Software Engineering (3); Engineering Multidisciplinary (3); Immunology (3); Management (3); Oncology (3); Pharmacology Pharmacy (3); Psychiatry (3); Business (2); Chemistry Multidisciplinary (2); Ecology (2); Engineering Electrical Electronic (2); Entomology (2); Materials Science Multidisciplinary (2); Obstetrics Gynecology (2); Parasitology (2); Pediatrics (2); Physics Applied (2); Social Sciences Interdisciplinary (2); Tropical Medicine (2); Other categories (40) (WoS categories with less than two publications).

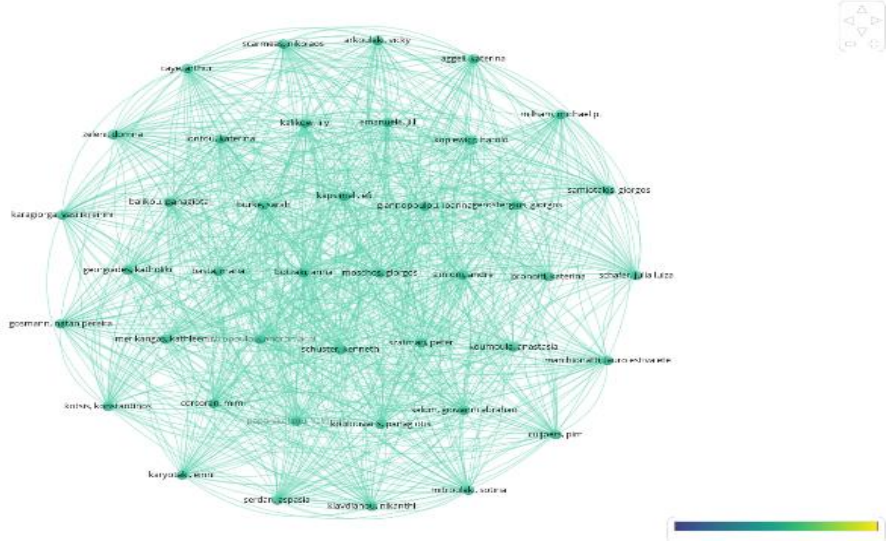
The 192 publications analyzed within the scope of the study fall under 83 different WoS categories. In addition, when the category distribution of 192 publications was analyzed, it was calculated as 281. This situation also shows that the publications are multidisciplinary studies. Studies on Google Maps are related to many fields and include many studies and researchers from different areas.

Graph 2. Distribution of Publications by Year



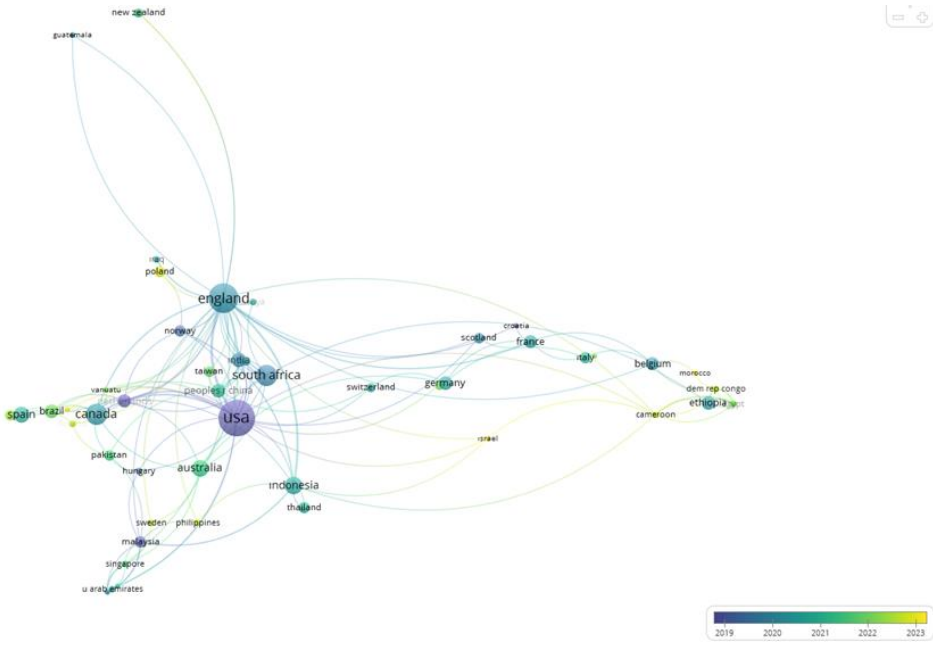
Graph 2 analyzes the distribution of 192 studies by year. The first publication on Google Maps in the WoS database occurred in 2007. Most publications, precisely 41, were made in 2023, following the initial publication in 2007 until April 2024. Substantial growth in the number of publications was noted, particularly evident after 2019.

Figure 1. Visualization of Publications by Authors



As shown in Figure 1, there are 200 authors in total in the 192 publications analyzed in the study. Many authors can serve as a significant indicator of the degree of scientific collaboration. Among these authors, the researchers with the most publications are Tivani P. Mashamba-Thompson (6), Mbuzeleni Hlongwa (3), Khumbulani Hlongwana (3), and Viriya Teacharungroj (3). The calculated value of 1.04 indicates moderate collaboration among authors in the 192 publications analyzed.

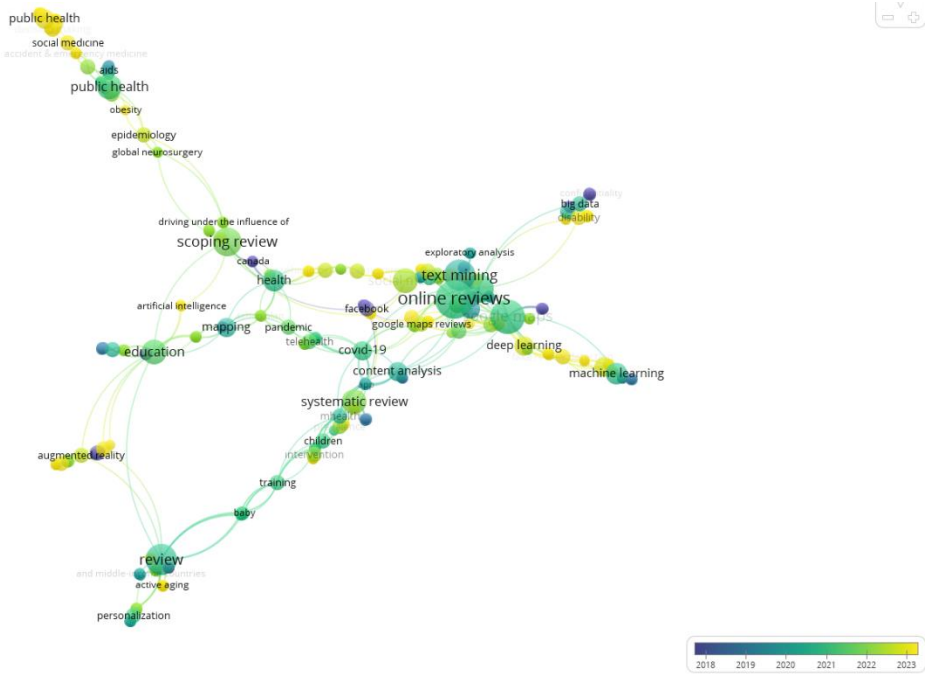
Figure 2. Visualization of Publications by Country



Based on Figure 2, 192 publications from 65 countries were analyzed in the study. The countries with the most publications were the USA (47), England (31), South Africa (16), Canada (16), Indonesia (11), Australia (10), Spain (9), India (8), and China (7). According to the number of citations, the countries with the highest number of citations are the USA (916), England (413), Canada (216), South Africa (194 citations), Malaysia (193), Scotland (170), Norway (143), China (122), and Australia (112). When the country rankings according to the number of publications and citations are analyzed together, although Malaysia and Scotland are not among the top ten countries with the highest number of publications,

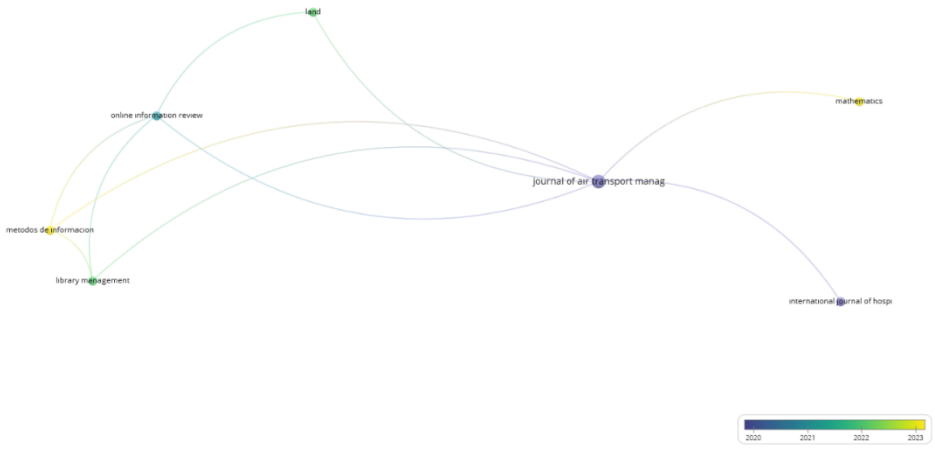
Malaysia ranked 5th with 193 citations for five publications. In contrast, Scotland ranked 6th with 170 citations for four publications.

Figure 3. Visualization of the Relationships between Key Words in Publications by Years



As can be seen in Figure 3, there are a total of 790 keywords in the 192 publications analyzed in the study. The most common keywords were online reviews (12), Google Maps (10), review (8), text mining (8), scoping review (7), sentiment analysis (7), systematic review (5), social media (5), and education (5). The keywords used in the publications in recent years are content analysis, monitor, mapping, sustainable intensification, social network, service quality, deep learning, big data, digital technology, fake review detection, and review through ratio.

Figure 4. Visualization of the Relationships Regarding the Most Cited Publications by Years



The distribution of the most cited publications seen in Figure 4 is Caquard (2013), 124 citations; Lee and Yu (2018), 80 citations; Alanzi (2021), 62 citations; Mathayomchan and Taecharungroj (2020), 52 citations; Khan et al. (2021), 24 citations; and Ruzinoor et al. (2012), 20 citations. The most cited journals in the study were Progress in Human Geography (124), Journal of Air Transport Management (93), Journal of Multidisciplinary Healthcare (62), International Journal of Hospitality Management (52), International Journal for Equity in Health (24), Geo-Spatial Information Science (20), and Health Information and Libraries Journal (18).

Conclusion

Google Maps, used by more than one billion people worldwide every month, has become essential to human life's social, economic, and cultural dimensions. Google Maps provides a vast database of reviews, aiding in informed decision-making for people. Businesses can analyze these reviews to understand customer sentiment, identify areas for improvement, and identify recurring themes. In this study, a bibliometric analysis of the publications on Google Maps, which is an essential element for people and businesses, was conducted.

Our study analyzed 192 studies on Google Maps published in journals in the WoS database. The analytical interface in the WoS database and the Vosviewer program were used. Within the scope of the study, the keywords of the 192 filtered publications were analyzed based on bibliographies, published journals, countries, authors, and institutions, the most cited publications, and the change processes of the subjects according to years. Although these studies have been conducted in many different fields and numbers in

general, many of the studies are similar in methodology. This situation also shows that Google Maps addresses many fields and scientific categories.

Bibliometric analyses are essential to determine the number of published academic studies, the development, and trends of research in a particular field of science, to reveal their changes over the years, and to see the gaps in the literature in this direction (Moral-Muñoz et al., 2020; Donthu et al., 2021; Ahmi, 2022; Kumar and George, 2023). As a result of the bibliometric analysis, the first publication on Google Maps in the WoS database dates back to 2007. Publications between 2007 and 2018 form the theoretical basis for online reviews related to Google Maps. Researchers have carried out research on subjects like the content of online reviews about businesses, destinations, brands, and so on, analyzing consumer feedback on Google Maps to identify positive or negative sentiments, shortcomings, or satisfaction. With the addition of navigation features in 2018, Google Maps has become more critical for users. This is due to an increase in the number of people contributing to and benefiting from online reviews, the growth of online review platforms, and the rise in online sales sites, travel blogs, and vlogs. These factors have prompted researchers to conduct publications across various fields, including environmental sciences, tourism, business, health sciences, and information systems. There are 200 authors in 192 publications analyzed within the scope of the study. Examining the degree of scientific cooperation between these authors (1.04) reveals moderate cooperation.

According to the relation network analysis, the United States of America and England are the countries with the highest number of publications and citations in studies on online reviews and Google Maps. Although Malaysia and Scotland have fewer publications, the number of citations is relatively high. Among the 192 studies on online reviews and Google Maps, Tivani P. Mashamba-Thompson, Mbuzeleni Hlongwa, Khumbulani Hlongwana, and Viriya Teacharungroj were the researchers who published the most and worked in this field. The 192 studies identified 790 keywords, with evaluation, research, text mining, sentiment analysis, social media, and systematic review being the most commonly used, except for online reviews and Google Maps, which served as search meta. Examining the keywords of recent studies reveals topics such as content analysis, imaging, mapping, sustainable intensification, social networking, service quality, deep learning, big data, digital technology, fake review detection, and rate-based review. Studies across various disciplines with diverse content contribute to the high number and variety of keywords in the literature. The number of fake online reviews has increased recently, especially considering the benefits of online reviews, such as the increase in online reviews and the opportunity to provide users with pre-experience. Accordingly, it has emerged as a current issue in the literature. Despite this, there is a need for studies on fake online reviews in the literature to be sufficiently comprehensive. In addition to this, it is thought that conducting studies on online reviews and Google Maps using methods such as artificial neural networks and semiotic analysis other than bibliometric analysis and conducting studies on shared

photos, videos, fonts, emojis, etc., in addition to text content while analyzing the content of posts will make a significant contribution to the literature.

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