

BIBLIOMETRIC ANALYSIS OF SCIENTIFIC RESEARCH ON SOCIAL MEDIA AND PRIVACY

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ABSTRACT

Considered a fundamental human right in modern societies, privacy is the right of individuals, groups, and institutions to define when, how, and to what extent information about themselves will be shared by others. However, as digitalization and Web 2.0 technologies have advanced, the ubiquity of social media at the center of daily life has increasingly blurred the boundaries of privacy. This context has laid the groundwork for numerous studies to analyze the relationship between social media and privacy, encompassing a wide range of topics, including surveillance, privacy violations, sharenting, artificial intelligence, and the blurring of the private-public spheres. This study aimed to analyze research articles published in leading journals on privacy and social media using bibliometric methods. Accordingly, the study analyzed data from 505 articles available in the Web of Science database, only the communication category, using visual network maps generated by the VOSviewer software program. The findings revealed that the United States produced the most publications in this discipline, and the University of Illinois in the United States had the highest number of publications. Additionally, "privacy," "social media," and "Facebook" were the most commonly used keywords in privacy and social media studies, and "Social Media + Society," "New Media & Society," and "Information, Communication & Society" were the journals that published the most articles in this discipline. Finally, Sabine Trepte was the researcher who scrutinized the relationship between privacy and social media most frequently, with eight articles and 319 citationspsum.

Anahtar Kelimeler: Social media, Privacy, Media, Web of Science, Bibliometric analysis.

SOSYAL MEDYA VE MAHREMİYET ÜZERİNE BİLİMSEL ARAŞTIRMALARIN BİBLİYOMETRİK ANALİZİ

ÖZ

Modern toplumlarda temel bir insan hakkı olarak kabul edilen mahremiyet bireylerin, grupların ve kurumların kendileriyle ilgili bilgilerin ne zaman, nasıl ve hangi ölçüde başkalarına aktarılacağını belirleme hakkıdır. Ancak dijitalleşme ve Web 2.0 teknolojilerinin gelişmesiyle birlikte, sosyal medyanın günlük hayatın merkezine yerleşmesi, mahremiyetin sınırlarını giderek daha fazla belirsiz hale getirmektedir. Bu durum, sosyal medya ve mahremiyet ilişkisini; gözetim, gizlilik ihlalleri, sharenting, yapay zekâ ve özel-kamusal alanın dönüşümü gibi farklı konularla ele alan birçok çalışmanın yapılmasına zemin hazırlamıştır. Bu çalışma ise mahremiyet ve sosyal medya konusuna yönelik alanın önde gelen dergilerinde yayımlanan araştırma makalelerini bibliyometrik yöntemle analiz etmeyi amaçlanmaktadır. Çalışmada, Web of Science veri tabanında yer alan ve iletişim alanıyla sınırlandırılmış toplam 505 araştırma makalesine ait veriler, VOSviewer programı kullanılarak oluşturulan görsel

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ağ haritaları aracılığıyla analiz edilmiştir. Araştırma bulgularına göre, bu alanda en fazla yayına sahip ülke ABD, en fazla yayına sahip üniversite ise yine ABD’de bulunan Illinois Üniversitesi’dir. Ayrıca mahremiyet ve sosyal medya çalışmalarında en sık kullanılan anahtar kelimelerin ‘mahremiyet, sosyal medya ve Facebook’ olduğu görülmektedir; bu alanda en fazla makale yayınlayan dergilerin ise ‘Social Media + Society’, ‘New Media & Society’ ve ‘Information, Communication & Society’ olduğu saptanmıştır. Son olarak, mahremiyet ve sosyal medya arasındaki ilişkiyi en fazla inceleyen araştırmacı ise, sekiz makalesi ve 319 atfıyla Sabine Trepte olmaktadır.

Keywords: Sosyal medya, Mahremiyet, Medya, Web of Science, Bibliyometrik analiz.

INTRODUCTION

Privacy displays the sovereignty of individuals over their way of life (Arık, 2018, p. 19), which is shaped by the dominant values, sociocultural heritage, and technical advancements of societies (Soffer & Cohen, 2014, p. 147). This context is defined as the ability to organize desired communication, rather than the behavior of including or excluding others (Altman, 1977, p. 68). Hence, privacy becomes a dialectical playground between the need for solitude and the desire to be with others (M. Yüksel, 2009). However, the oppressive, fixed, and authoritarian structure of this playground, which varies depending on time and space in traditional societies (Türkoğlu, 2018, p. 168), is being reshaped with modernization, digitalization, and the proliferation of communication technologies (De Wolf, 2020, p. 1061). Thereby, the expression forms of the individual in the modern world have changed, become more visible, eroded the boundaries between private and public spheres, and reshaped the perception of privacy (Tufekci, 2008, p. 21).

As Web 2.0 technologies have advanced, user data, which is central to the concept of privacy and underpins the notion of how much personal information individuals divulge during the socialization process (Türkoğlu, 2018, p. 169) has become more visible and accessible on social media (Beigi & Liu, 2020, p. 2). This situation provokes individuals' actions in the digital world, which has evolved into a social ecology (Bostancı, 2019, p. 118), to occur effortlessly and involuntarily in social media (Okumuş & Atılğan, 2021, p. 342). However, the relationship between personal actions taking place in this ever-changing world and key distinguishing features, such as permanence, searchability, and cross-indexability, leads to the erosion of privacy (Cain & Imre, 2022). Thereby, social norms generated through data, algorithms, and sharenting alter personal lives into a stage for spectacle, making private life a part of

the public sphere (H. Yüksel, 2021). Indeed, disclosures made by individuals to acquire more social capital and facilitate influential discourse (Kim et al., 2025, p. 3) lead them to set personal privacy aside, elevating the risks they perceive as privacy violations (Kütükoğlu, 2021). As a result, social media redefines the private and public spheres by gradually eroding the boundaries of privacy.

This study aimed to reveal the bibliometric structure of research conducted since 2003, when privacy gradually gained visibility on social media and began to have a greater influence in society. The concept of privacy was the primary topic of discussion in the study literature. Afterward, the study aspired to reveal several relationships between social media and privacy. Additionally, the application section of the study presented the bibliometric results of 505 research articles in the communication category, retrieved from a search of the Web of Science database using the keywords privacy and social media

1. The Concept of Privacy

The collective experiences of individuals in daily life, their forms of self-expression, and cultural dynamics have undergone a rapid change (Türten, 2018). Especially globalization, technological advancements, and economic progress have been reshaping public and private perceptions of individuals (Fischer-Hübner, 1998, p. 422). These developments compel individuals to adopt additional behaviors, such as avoiding surveillance, protecting data, and limiting personal interactions with strangers (Kim et al., 2025, p. 3). Therefore, individual liberties, the functionality of social standards, and data security are becoming critical issues for discussions (Göle, 1998, p. 20). As a result, the dynamic processes experienced in social practices, technological advancements, and cultural norms lead to the reemergence of discussions about privacy—a human right recognized internationally (Epstein, 2016, p. 32).

As a fundamental human right in modern life (Arik, 2018, p. 19), privacy is defined as the right of individuals, groups, and institutions to decide when, how, and to what extent information about themselves will be shared by others (Westin, 1968). In this sense, privacy is conceptualized as an observed *'interpersonal boundary control*

process' whereby individuals govern their interactions with others by defining the extent to which they will be open (Tufekci, 2008, p. 21). Through this process, privacy becomes a “revolving circle” surrounding individual (Mill, 2019, p. 35), offering individuals the opportunity of "*being themselves*" by generating a sphere of informational autonomy (Soffer & Cohen, 2014, p. 147). However, privacy is not only a defense and a demand for rights against others; it also constitutes an essential component of an individual's inner world (Köse, 2011, p. 134) since privacy already entails preserving the spiritual nature and emotions of individuals as the '*right to be left alone,*' in addition to protecting intellectual and material property (Soffer & Cohen, 2014). Therefore, privacy is described as a multidimensional demand for rights, as it is considered a subjective, moral, mental, material, and spiritual construct that aims to protect all individuals.

Based on individuals' behaviors and states in which they live, privacy—a fluid, dynamic, and flexible structure (Soffer & Cohen, 2014, p. 145) —is analyzed in three basic dimensions: *spatial, personal, and informational* (Fuchs, 2011, p. 223). Spatial privacy concerns the idea of having a certain level of security and immunity over an individual's residence and body (Sarikakis & Winter, 2017, p. 2). Secondly, personal privacy does not retain a temporary nature; rather, it encompasses a state that ensures an individual's autonomy regarding components that constitute their subjectivity, including moral principles, thoughts, and emotions (Türten, 2018). Finally, informational privacy refers to individuals' right to control the collection, storage, and processing of their personal data (Fischer-Hübner, 1998, p. 422). Therefore, these privacy-related approaches argue that as individuals' privacy levels elevate, their quality of life and individual freedoms (Altman, 1977, p. 67) also rise in tandem.

Social life is considered a domain of subjectivation characterized by the social interaction processes in which individuals reveal themselves to deepen their relationships (Krämer & Schäwel, 2020, p. 67). Hence, privacy is not a sphere whose boundaries must be drawn and protected, but rather a '*struggle for personal rights*' inherent in our relationships with others (Balleys & Coll, 2017, p. 887). In this sense, voluntary and intentional disclosure is not a violation of privacy; rather, it is a way of exercising control over personal privacy (Burgoon, 2012, p. 210). Indeed, the right to

privacy refers to an autonomous domain of authority where individuals decide the extent to which they can expose their lives to others (Bostancı, 2019, p. 116). However, in addition to the disclosure of personal information by others, aspects such as curiosity and surveillance are among the leading threats to privacy violations (Woo, 2006, p. 952). Such threats deprive those whose every need, desire, preference, and thought is subject to public scrutiny or control of their individuality, dignity, and respect (Mill, 2019, p. 35). As a result, the infringement of the right to privacy erodes individuality and reduces society to a mass of ordinary individuals. In this context, the confidentiality of personal data and the protection of privacy in online environments are becoming an increasingly critical issue (Aydoğan Kılıç et al., 2025).

As a social phenomenon, privacy, which refers to an individual's right to exist in the public realm, varies from person to person and from society to society (Roessler & Mokrosinska, 2013, p. 774). In other words, as cultures change, the perception of privacy concurrently changes (Arik, 2018, p. 23). Hence, privacy is a phenomenon defined not only by personal priorities but also by the cultural norms of society (Kuyucu, 2015, p. 27). The modernization process is reshaping the sphere of privacy, which was more oppressive and authoritarian in traditional societies (M. Yüksel, 2003). Therefore, boundaries between privacy and the private sphere erode as an individual becomes more visible in the public sphere (Tufekci, 2008, p. 21). The proliferation of digitalization and communication technologies, in particular, has also altered individuals' forms of expression and changed their perceptions of privacy (De Wolf, 2020, p. 1061). The relationship between social media and privacy is one of the most explicit indicators of this change.

2. Social Media and Privacy

Social media plays a critical role in converting information and communication technologies into an effective tool for the masses (Bostancı, 2019, p. 118) and offers multidimensional opportunities to individuals, such as gaining digital representation, setting the public agenda, and engaging in rhetorical struggle and propaganda activities (Chung, 2016, p. 105). These achievements enable the development of a digital sociality that facilitates the circulation of information among vast audiences and keeps individuals in constant interaction (Marwick & Boyd, 2014, p. 1051). In this sense,

such a network in the form of an information highway provides the opportunity to share personal data extensively, monitor user communication data with ease, and potentially create permanent digital records through advanced information infrastructures in social media (Fischer-Hübner, 1998, p. 420). Indeed, in a world where technology is used extensively, various public institutions and private businesses collect personal data as a requirement of being a digital citizen (Pangrazio & Sefton-Green, 2021, p. 16). As a result, this context provides a basis for various privacy violations regarding information security and the confidentiality of personal data on social media platforms (Külcü & Henkoğlu, 2014, p. 761).

Upon digitalization and modernization of social media platforms, private data that individuals avoid sharing with others and that belongs to themselves or their immediate social circle (Altman, 1977, p. 67) turns into content that can be displayed, shared, and even used to gain social approval (Korkunç & Aydemir, 2025, p. 29). Hence, social media quickly becomes a digital culture, focusing on likes and subscribers and gaining recognition, followers, and financial income (Kütükoğlu, 2021). Stated differently, the more users share about themselves, the more they can benefit from this system. However, due to this high level of personal exposure, individuals willingly push their privacy to the background, increasing the risks they perceive as privacy violations (Kim et al., 2025, p. 3). The resulting social norms in this way turn personal life into a stage for spectacle and convert private life into a part of the public sphere (Boyd & Crawford, 2012, p. 664). As a result, social media, which has increasingly blurred the boundaries of privacy, normalizes violations of personal space among individuals, making it more challenging to protect private life.

As one of the digital transformation tools of the modern era, social media has become an integral part of our social life, paving the way for generations born and raised in a digitalized world (Kütükoğlu, 2019). Even children virtually become '*digital citizens*' through digital representations by their parents on social media, either before or from the moment they are born (Korajlija, 2020, p. 5). Hence, such activities give rise to '*sharenting*'—a practice of posting data about children on social media by parents without consent—violating their privacy (Boczkowski et al., 2018, p. 247). Furthermore, children whose privacy is violated in the digital realm through sharenting

are also at risk for '*sexual abuse, surveillance, cyberbullying, commodification, and loss of reputation*' (Siibak & Traks, 2019, p. 115). As a result, parents, who abuse their children's rights (Omur & Uyar, 2022, p. 24) become key actors in influencing their childhood experiences in the social media setting and play a central role in violating their privacy.

The shifting trend in the sharing format of significant developments in social media has now begun to place the responsibility for privacy violations on algorithms rather than individuals (Ertürk, 2022, p. 139). Algorithms tolerate unauthorized and illegal access, converting user habits—including their hobbies, interests, online activities, social connections, and even silent moments—into data (Bright et al., 2021, p. 1713). Thus, algorithms analyze and interpret all digital traces available on social media (Kütükoğlu, 2021). However, algorithms track user history and interfere automatically in the decision-making processes of individuals by predicting their future tendencies through the filter bubbles and echo chambers they create (Pariser, 2011). In such cases, privacy is no longer a feature that users can consciously choose to protect; rather, it is vulnerable to the interference of digital structures that function in an uncertain, hidden, automatic, and dynamic manner (Solove, 2004). Due to the social media usage practices of individuals, the concept of privacy is no longer an issue of '*right*' but is a '*big data object*' organized by algorithms. As a result, in the face of the lifestyles and technology of the modern age (Kuyucu, 2015, p. 48), individuals are compelled to share their introverted individuality with the real world through the virtual environment.

Digital literacy is an essential defense mechanism that individuals use to minimize their concerns in the existing world, where the right to privacy is specifically at risk (Okumuş & Atilgan, 2021, p. 360). Apart from using technology effectively and efficiently, digital literacy also raises awareness about personal data security, supports critical thinking, and fosters safe online practices (Eshet-Alkalai, 2004, p. 93). Deliberately limiting the level and scope of sharing personal information on social media, using privacy settings effectively, and taking precautions about data sharing would meet individuals' needs for digital trust in terms of protecting privacy (Karadaş

& Kara, 2021, p. 150). As a result, digital literacy not only protects privacy but also ensures the sustainability of a healthy digital social order.

3. Method

This study analyzed periodicals on the themes of "*privacy*" and "*social media*" using bibliometric methods. Bibliometric analysis is a method used to identify and reveal relationships between published articles (Ninkov et al., 2022, p. 173). This method also identifies the relationships between large-volume scientific publications and their metadata, including keywords, authors, countries, topics, and citations, using statistical analysis methods (Broadus, 1987, p. 374). Bibliometric analysis—which by its very nature entails quantitative analyses—also makes inferences about qualitative features, providing consistent and standardized structural views (Wallin, 2005, p. 261). As such, this method analyzes potential trends in the scientifically studied discipline and identifies the most cited topics, authors, and types of studies (Zeren & Kaya, 2020, p. 37). Thus, bibliometric analysis enables researchers to obtain an overview from a single source, identify information gaps, generate new research ideas, and position their contributions to the discipline (Donthu et al., 2021, p. 285).

3.1. Data Collection

The bibliometric method is based on identifying the literature in a specifically targeted topic—in other words, the databases containing the broadest range of scientific publications (Ellegaard & Wallin, 2015, p. 1811). Accordingly, in addition to Dimensions, which has recently gained popularity, Thomson Reuters' Web of Science (WoS) and Elsevier's Scopus have been among the databases commonly used in most bibliometric analyses (Mongeon & Paul-Hus, 2016, p. 213). Some previous studies have searched databases either individually or through comparative analyses using the bibliometric method (Singh et al., 2021, p. 5113). This study, however, specifically preferred the Web of Science (WoS) database, as it indexes high-impact publications and has a larger worldwide usage network (Ergen, 2023, p. 25).

This study focused on research articles published in journals in the WoS database that addressed the relationship between privacy and social media. To analyze this relationship, the study performed a search in the "topic" section, using the terms

"*privacy*" and "*social media*" on September 20, 2025. To collect data relevant to the research objective, the conjunction "and" was used to specifically ensure that both keywords appeared simultaneously in a published study during the searching process. After satisfying these prerequisites, the initial search yielded a total of 5,072 research topic-related scientific publications. However, due to the extended size of the dataset, the study initially applied filters, such as category and publication type, and selected only those articles related to the communication category. Secondly, the studies published in 2025 were excluded since their publication procedures were still in progress. Finally, the research data were limited to SCI-Expanded, Social Sciences Citation Index (SSCI), Emerging Sources Citation Index (ESCI), and Arts & Humanities Citation Index (AHCI) to ensure the quality of the journals. Following these thresholds, the study identified 505 research articles in journals accessible in common indexes and exported their bibliometric data from the WoS database, including publication year, country, citation, institution, journal, author, and keywords.

3.2. Data Processing and Tools

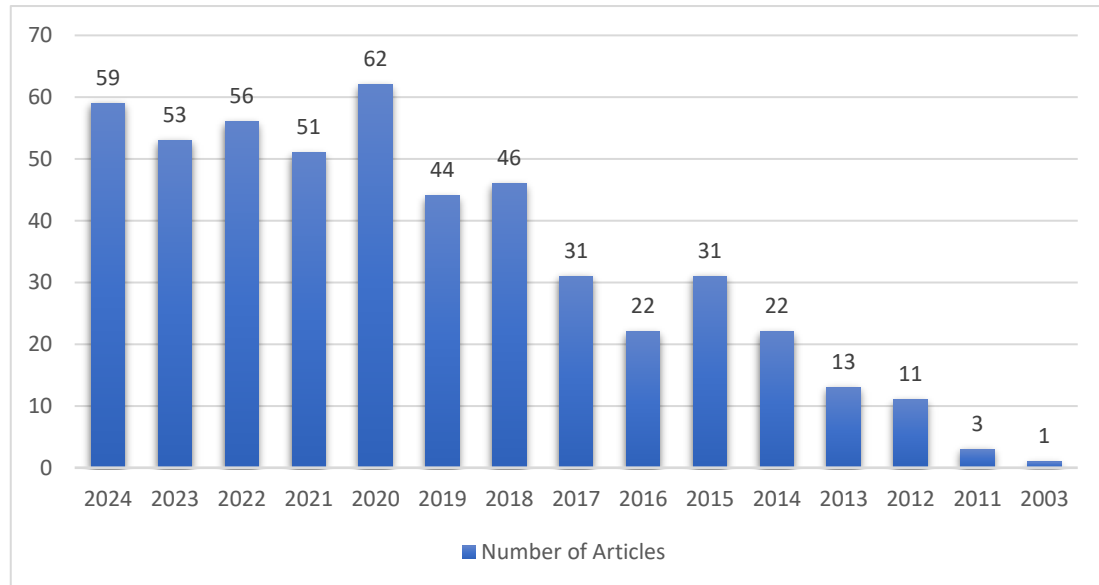
Bibliometric data for 505 research articles found in the Web of Science database were exported and visualized using network maps through the VOSviewer analysis program. Developed by Nees Jan van Eck and Ludo Waltman through the Center for Science and Technology Studies (CWTS) at Leiden University (Wong, 2018, p. 219), VOSviewer is software used for generating and visualizing bibliometric maps (Passas, 2024). For bibliometric studies that focus on the relationships between variables, including journals, researchers, and publications, this analysis method is frequently performed.

4. Results

This study analyzed 505 research articles found in the Web of Science database using the key concepts of "*privacy*" and "*social media*." It also limited the articles based on the communication category indexed in SSCI, SCI Expanded, AHCI, and ESCI.

Figure 1

Distribution of Articles by Year

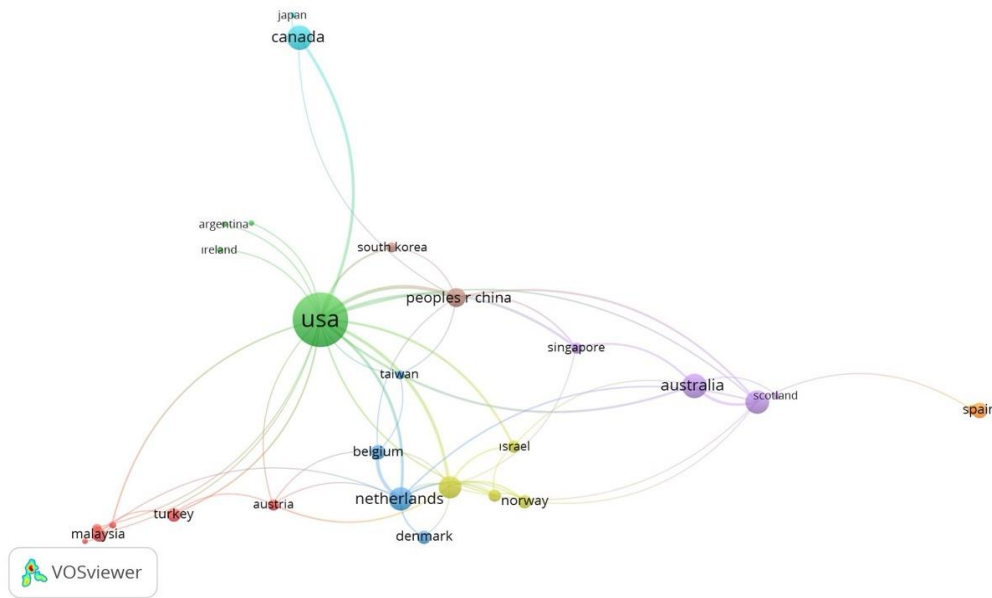


Source: VOSviewer 1.6. Software

Figure 1 illustrates the distribution of privacy- and social media-related research articles by year. Accordingly, publication of topic-related articles started in 2003; nevertheless, there were no topic-related articles in the WoS database from 2003 to 2011. In fact, 2020 and 2024 witnessed the highest article densities on these two subjects. This study was conducted in 2025, and subject-related research articles that were still in progress were excluded. As a result, this study did not provide definitive data for this year.

Figure 2

Distribution Network of Articles by Countries

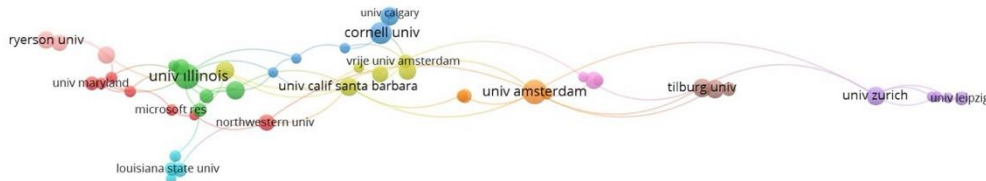


Source: VOSviewer 1.6. Software

Figure 2 displays the distribution of countries that published the most articles on privacy and social media. Of the 59 countries, the visual map displayed 39 countries, only those with at least two publications and one citation. Accordingly, the country-based visual map analysis categorized these countries under eight distinct clusters. Among these, the United States, as one of the clusters, was the only country publishing the most research articles. Researchers from the United States published 197 articles and received 11,233 citations, indicating their deep interest in privacy and social media topics. This country was followed by Australia, Canada, and Scotland, respectively. Another striking result of the visual map was that the Netherlands, which published 38 articles, received a total of 1,921 citations. Finally, with 13 publications and 245 citations, Türkiye was also displayed on the visual map as one of the significant countries for its contributions to the social media and privacy topics.

Figure 3

Distribution Network of Articles by Institutions

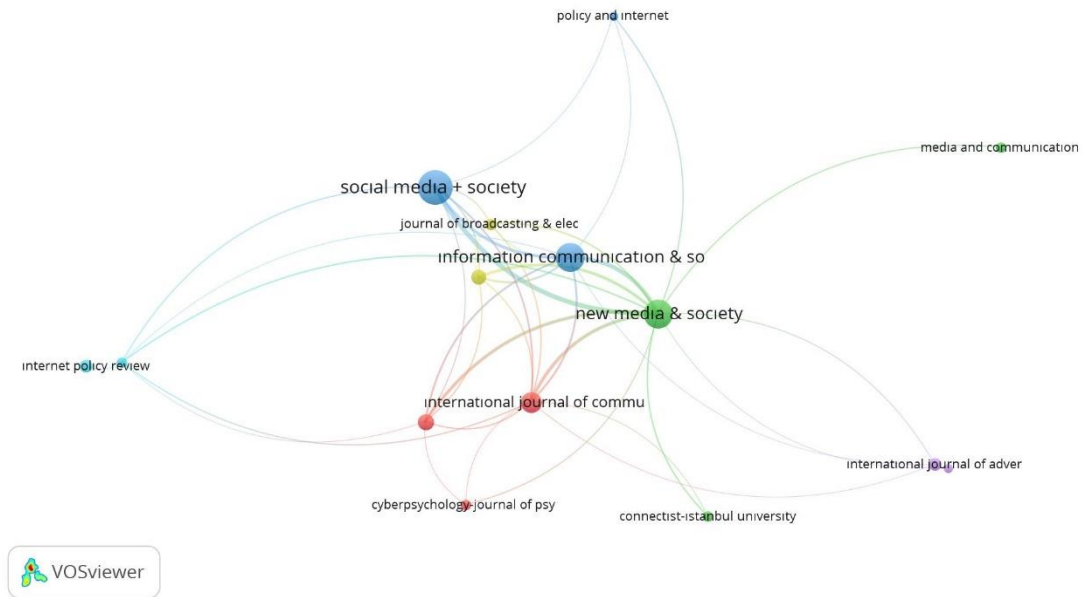


Source: VOSviewer 1.6. Software

Figure 3 shows the distribution of institutions affiliated with researchers who published articles on privacy and social media. While preparing the graph and making it more explicit, it only included researchers who had at least three publications among the 484 universities where they were employed. Accordingly, the visual map displayed 73 universities that published at least three articles, classifying them into 10 distinct clusters. In this context, researchers at the University of Illinois in the USA, who published 13 articles and received a total of 483 citations, were at the top of the list. Researchers at the University of Amsterdam ranked second in the list, publishing 12 articles and receiving 1,162 citations. The fact that articles published by researchers at this university receive the most citations indicates that their impact factors are high.

Figure 4

Distribution of Journals Publishing the Most Articles

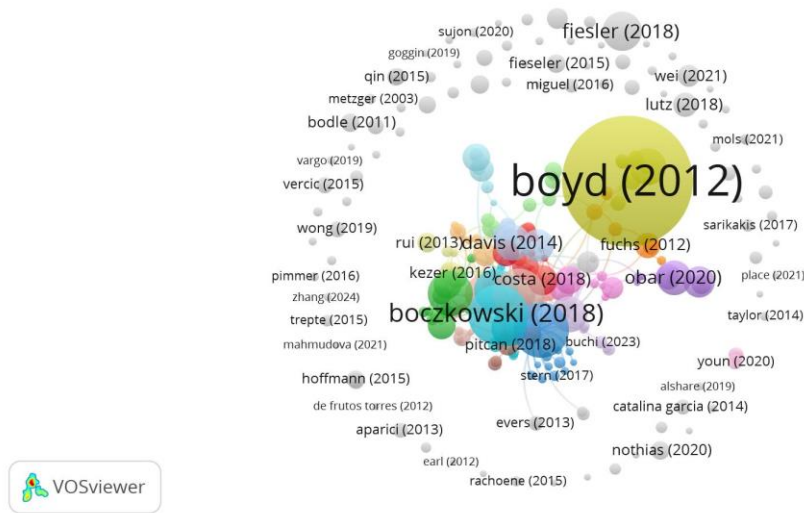


Source: VOSviewer 1.6. Software

Figure 4 indicates the distribution of journals that publish the most articles on privacy and social media themes. Since the distribution was limited to journals publishing at least six research topic-related articles, the visual map displayed 16 journals, classifying them into six distinct clusters. Among these journals, ‘Social Media + Society’ (n=71), ‘New Media & Society’ (n=50), and ‘Information, Communication & Society’ (n=49) were those with the most publications on the topic, respectively. Additionally, ‘Information, Communication & Society’ received 5,319 citations—the most cited—and published 49 research topic-related articles. As a result, it stands out as another striking feature on the visual map. Finally, the Journal of *Connectist*, published by Istanbul University, Faculty of Communication, was also on the visual map, contributing seven research articles on privacy and social media themes.

Figure 5

Distribution of Most Cited Authors/Articles

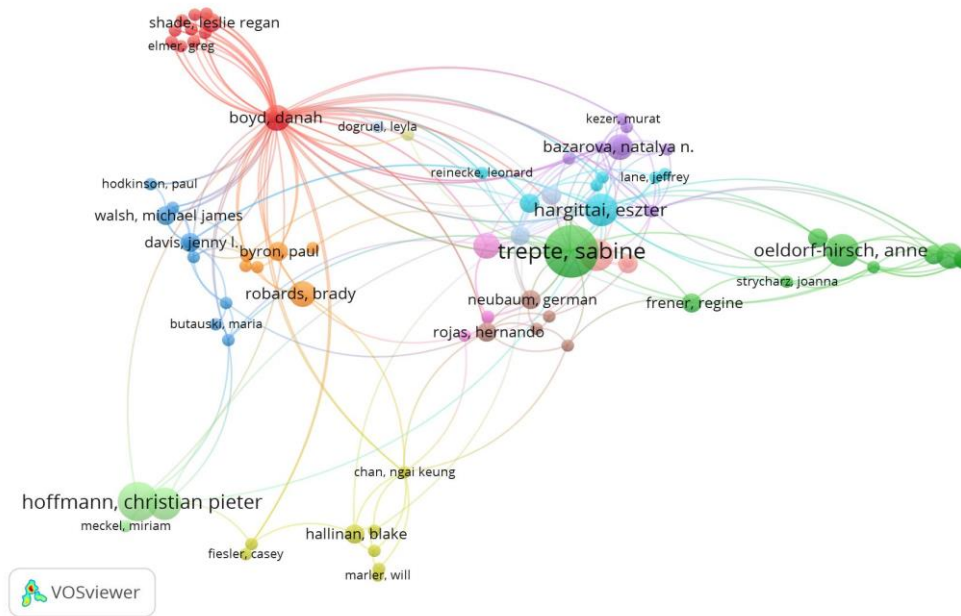


Source: VOSviewer 1.6. Software

Figure 5 illustrates the distribution of the most cited authors/articles among the 505 research publications analyzed in this study. Among these, each of the 266 articles received at least 10 citations. Accordingly, analyses revealed that the article by Danah Boyd and Kate Crawford (2012), entitled *"Critical Questions for Big Data: Provocations for a Cultural, Technological, and Scholarly Phenomenon,"* was the most cited publication with 3,224 citations. The second most cited article (704 citations) on the map was *"How Young Users Deal with Multiple Platforms: The Role of Meaning-Making in Social Media Repertoires,"* published by Pablo J. Boczkowski, Mora Matassi, and Eugenia Mitchelstein (2018) in the *Journal of Computer-Mediated Communication*.

Figure 7

Distribution of Authors with the highest number of Articles



Source: VOSviewer 1.6. Software

Figure 7 shows the authors with the most published articles on privacy and social media disciplines. The resulting visual network map displayed 99 researchers since the study only included those who had published at least two articles related to the research topics. Accordingly, the visual map categorized the authors into 13 clusters. Among them, Sabine Trepte had the highest number of published articles, eight of which had received 319 citations. Correspondingly, Christian Pieter Hoffmann ranked second in the visual map with six published articles. Another significant outcome of the visual map was that, with four published articles, Danah Boyd became the most cited author with 3,981 citations.

CONCLUSION

Everyday life refers to an area of subjectivation characterized by the interaction processes through which individuals develop their social capital (Krämer & Schäwel, 2020, p. 67). While this area was under the influence of repressive, fixed, and authoritarian domination in traditional societies, the advancements in digitalization,

modernization, and communication technologies have been reshaping its sphere (Türkoğlu, 2018, p. 168). In this context, the forms of personal expression in modern society have evolved, their visibility has increased, the boundaries between private and public spheres have blurred, and the perception of privacy has been reshaped (Tufekci, 2008, p. 21). Indeed, the disclosures made by social media users aim to improve their social capital and facilitate meaningful discourse (Kim et al., 2025, p. 3), which, in turn, causes them to push their privacy aside and increase the risks of perceived privacy violations (Kütükoğlu, 2021). As a result, the norms generated by algorithms and data convert social life into a spectacle, making privacy a part of the public sphere.

This study presents a bibliometric analysis of 505 research articles solely in the communication category to objectify the relationship between privacy and social media. The study analyzed articles—limited to "privacy" and "social media"—indexed in the SSCI, SCI-Expanded, AHCI, and ESCI. In addition to communication science, the disciplines of sociology, business, and political science have also generated numerous studies related to these two themes in the WoS database. Briefly, the present study identified 505 research articles on privacy and social media published since 2003. This data revealed that, as Web 2.0 technologies increased their effectiveness, studies analyzing the relationship between privacy and social media became more visible. The increase in studies on these topics in subsequent years, especially between 2020 and 2024, also supports this hypothesis, indicating that the relationship between privacy and social media has become more complex.

The present study found that the United States published the highest number of research articles on privacy and social media. Accordingly, the 197 topic-related articles published by US researchers received 11,233 citations. Additionally, the University of Illinois in the US conducted the highest number of studies on the underlying topics. Sabine Trepte and Christian Pieter Hoffmann were among the authors who contributed the most to the articles analyzed in the present study. Another significant outcome of the present study was that Danah Boyd, who published four research articles, became the most cited author on privacy and social media by receiving 3,981 citations.

Analyses revealed that ‘Social Media + Society,’ ‘New Media & Society,’ and ‘Information, Communication & Society’ were the journals most frequently publishing privacy- and social media-related research articles. Another striking outcome of this study was that *Connectist*, published by Istanbul University, Faculty of Communication, has covered privacy and social media issues more extensively than other Turkish communication journals on these themes. Additionally, five separate publication thresholds that were applied to identify common keywords among the 1494 keywords in the 505 articles revealed 60 co-keywords, with ‘social media,’ ‘privacy,’ and ‘Facebook’ being the most repeatedly used. However, the least frequently used keywords in the research articles were ‘digital divide,’ ‘fake news,’ ‘transparency,’ and ‘freedom of expression.’ As a result, this data explicitly indicated that the most commonly used keywords in the research articles were primarily related to technology and data analytics, and freedom of expression, artificial intelligence, and ethics-related subjects were less prominent.

This bibliometric analysis aimed to reveal common and different aspects across 505 research articles on privacy and social media. In addition to focusing specifically on the relationship between traditional media and privacy, this study also recommends that future research put more emphasis on analyzing the relationships between artificial intelligence, echo chambers, and filter bubbles, particularly in the context of algorithms that play a critical role in privacy violations. Such studies potentially contribute to the development of new approaches to protecting privacy in the digital domain and to raising user awareness.

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Extended Abstract

Research Background & Aim

Privacy, which expresses the right of individuals to determine when, how and to what extent information about themselves is shared with others, is accepted as a fundamental human right. However, the digitalization process, rapid developments in communication technologies, and especially the widespread use of Web 2.0 applications have significantly transformed the boundaries of the concept of privacy. With social media platforms becoming central to daily life, individuals' personal data has become more visible and accessible, leading to an increasingly blurred boundaries between the private and public spheres. As social media platforms became central to daily life, individuals' personal data became more visible and accessible, leading to an increasing blurring of boundaries between private and public spaces.

The concept of privacy is a dynamic phenomenon that constantly changes in line with social values, cultural structure and technological developments. The understanding of privacy, which is more limited and under control in traditional societies, has gained a different dimension with digitalization. Voluntary posts by social media users can reach large audiences through algorithms and data processing technologies, and individuals' digital footprints can become permanent. This leads to the erosion of privacy and the visibility of individual life in the public sphere. In this context, the relationship between social media and privacy is discussed with increasing interest in the academic literature.

This study aims to reveal the general trends of the academic literature examining the relationship between social media and privacy. It is aimed to examine the bibliometric structure of the research carried out in this field, especially since 2003, when social media started to become widespread. Thus, it is aimed to reveal the general view of the field by determining in which countries the academic production in the field is concentrated, in which journals it is published, which researchers come to the fore and which concepts come to the fore in the literature.

Methodology

In the study, bibliometric analysis method was used to examine academic studies on social media and privacy. Bibliometric analysis is a method that helps to reveal trends and relationships in the literature by evaluating academic publications in a specific research field through numerical data. The data set of the study was obtained from the Web of Science database. During the data collection process, the keywords "privacy" and "social media" were searched and only the studies in the communication category were included in the scope of the research. As a result of the scanning, a total of 505 research articles were determined and bibliometric data of these articles were used in the analysis process. The data obtained were analyzed through the VOSviewer software, which is widely used in bibliometric analysis. Thanks to the program, visual network maps showing keyword networks, citation relations, collaborations between countries and publication densities were created. Through these analyses, prominent research themes in the literature, the countries with the highest contributions, universities, journals and researchers were determined.

Findings

The research findings show that academic studies in the field of social media and privacy are concentrated in certain countries. According to the results of the analysis, the country with the highest number of publications in this field was determined as the United States of America. In the examination made at the university level, it was seen that the institution with the highest number of publications was the University of Illinois, also in the USA. When evaluated in terms of academic journals, it was determined that the journals that published the most articles on social media and

privacy were Social Media + Society, New Media & Society and Information, Communication & Society. It is seen that these journals are important academic platforms in the field of new media, digital communication and internet studies.

Keyword analyses revealed that the most frequently used concepts in the literature are "privacy", "social media" and "Facebook". This finding suggests that major social media platforms, particularly Facebook, are a significant research focus in privacy discussions. This finding suggests that Facebook, in particular, is a significant research focus in privacy discussions. It has been determined that Trepte has published eight articles in this field and these studies have received a total of 319 citations. This result shows that Trepte is an important academic reference point in the social media and privacy literature.

Conclusion & Discussion

This study analyzes the development trends of the field by revealing the bibliometric structure of the academic literature on the relationship between social media and privacy. The findings show that the issue of privacy has gained an increasingly important place in communication research with the effect of digitalization. While the proliferation of social media platforms increases the visibility of individuals' personal data, it also poses risks of privacy invasions.

The results of the bibliometric analysis show that social media and privacy studies are especially concentrated around US-based academic institutions and journals. However, it is noteworthy that major social media platforms such as Facebook are an important research focus in the literature. This shows that social media platforms are at the center of privacy discussions over issues such as user data, algorithms and digital surveillance.

As a result, the issue of social media and privacy is becoming an increasingly critical area of research with the development of digital society. It is important that future studies address the issue of privacy from a multidimensional perspective, including issues such as data security, algorithmic surveillance, artificial intelligence technologies and user behavior. In this context, the study provides a guiding

framework for new research in the field of social media and privacy by revealing the general view of the existing literature.

Bu çalışma tek yazarlı olarak yürütülmüştür.

Çalışma kapsamında herhangi bir kurum veya kişi ile çıkar çatışması bulunmamaktadır.