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RESEARCH TREND ON ISLAMIC BROADCASTING IN MUSLIM NATIONS: A BIBLIOMETRIC ANALYSIS

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Abstract:

Since the 9/11 attacks, the portrayal of Islam in the media has shifted often fostering a unified conservative view of Islam. This shift has led to increased research in Islamic broadcasting, necessitating a comprehensive review of existing studies to identify gaps. Using the Scopus database, a bibliometric analysis was conducted, applying co-citation, country collaboration, and keyword co-occurrence methods. The study identified 1,833 publications up to 2024, focusing on keywords such as "Islamic broadcasting", "Islamic media", "Islamic television" and "Muslim countries". The analysis reveals a growing interest in Islamic broadcasting, emphasizing media technology and electronic applications for spreading Islamic values. It highlights interdisciplinary collaborations and specialized research groups making notable contributions. The findings offer insights for researchers, producers and policymakers on effectively using Islamic broadcasting to disseminate Islamic teachings through mass media.

Keywords:

Bibliometric Analysis; Islamic Television Broadcasting; Islamic Television Channels; Islamic Media; Media Broadcasting

Introduction

Media plays a crucial role in shaping and influencing society. Among various types of media, television is often regarded as the most effective and engaging medium for disseminating information to the public. Its combination of visual and audio elements makes it an interactive and captivating tool (Kasmani, 2017). Thussu (2004) described television as an authoritative and reliable source with significant potential to shape societal perspectives. However, Baym (2004) highlights the contradictory processes in news production where techniques like imagery, sound bites and special effects are employed to create an illusion of reality. While often seen as a source of entertainment rather than education, Reijnders (2006) asserts that television's impact on societal thought and behavior is undeniable. Therefore, despite the growing influence of social media, television remains one of the most engaging forms of mass media.

The role of media extends beyond merely disseminating information, it also constructs specific versions of reality. Media holds the power to label, categorize and define individuals or groups through implicit and explicit propaganda. Arendt (2023) argues that media can shape public perception by emphasizing differences and reinforcing stereotypes. In the Islamic context, mass media organizations are often under governmental control resulting in the nationalization of media broadcasting in Muslim-majority countries (Nisbet et al., 2004). This dynamic often leads to the adoption of Western media frameworks to structure programming for audiences in Islamic nations.

The concept of Islamic broadcasting underscores the importance of promoting Islam as *al-din*, guided by Islamic teachings. It is deeply rooted in the principles of *tawhid* (monotheism) and *sharia* (Islamic law) in both philosophy and practice (Kanāker & Abd Ghani, 2016). Islamic broadcasting aspires to strengthen the belief in *tawhid*, portray Islam as a comprehensive way of life, unify the Muslim community, provide accurate information, and deliver entertainment within the bounds of Islamic ethics (Miswan, 2018). This philosophy mirrors the methodologies of *da'wah* found in the Quran and prophetic traditions, emphasizing the importance of adhering to Islamic principles while avoiding materialistic aspirations.

Islamic broadcasting serves as a medium not only for entertainment but also for education, fostering Islamic values across diverse audiences with varying ages and knowledge backgrounds. It aims to fulfill the duty of *da'wah*, shape distinct Islamic traits within the Muslim community, counter societal evils and promote goodness. These goals extend beyond traditional religious broadcasting encompassing all aspects of life. For instance, television programs that indirectly reflect Islamic values even those unrelated to traditional Islamic teachings are still classified as Islamic programming, provided they adhere to Islamic ethical guidelines (Kanāker, 2003).

The portrayal of Islam in the media has undergone significant changes particularly after the events of September 11, 2001 (9/11). Poole (2006) observed that media narratives post-9/11 often associated Islam with terrorism. This sentiment was echoed by Woods (2007), who noted that prominent media outlets like the *New York Times* and *The Washington Post* framed Islam as a threat. Ibrahim (2010) further argued that Western media frequently depicted Islam as an extremist religion in direct contrast to its peaceful teachings. These stereotypes were reinforced by subsequent events such as the 2005 London bombings where Muslims were once again portrayed as perpetrators of violence (Ruigrok & Van Atteveldt, 2007).

Given the deep influence of media on daily life, it becomes imperative to utilize it effectively to counter misinformation and negative propaganda against Islam. Wok (2006) highlighted the multifaceted roles that Islamic broadcasting can play including educating Muslims, raising awareness about their status globally, fostering solidarity and providing reliable sources of information. Importantly, Islamic broadcasting should also provide regulated entertainment that aligns with Islamic principles. Programs in Islamic broadcasting are diverse, encompassing theology (*Aqīdah*), Islamic jurisprudence (*Fiqh*), ethics (*Akhlāq*) and Islamic history (*Sīrah*) while also incorporating lessons from historical events and personal experiences (Baysūni & Sairafi, 1985; Kanāker, 2003). Programs that reflect Islamic values such as those focusing on family life or cooking are also classified under Islamic broadcasting, provided they exclude content that contradicts Islamic ethics.

In light of these considerations, this study aims to assess the development of Islamic broadcasting through bibliometric analysis using the Scopus database. By examining publication trends, international collaborations and popular keywords in Islamic broadcasting research, this study seeks to provide valuable insights for researchers, publishers and policymakers to enhance the field's contributions to Islamic teachings and global media. Hence, to provide comprehensive data on trends in Islamic broadcasting research, it is important to understand early studies regarding research gaps and how much research in the field of Islamic broadcasting is present in the current literature. Therefore, the research questions (RQs) of the study are as follows:

RQ1: What are the research trends in Islamic broadcasting based on publication years?
RQ2: Who has written the most articles?
RQ3: What type of documents are categorized by subject field?
RQ4: Who has written the most frequently cited articles?
RQ5: What are the most popular keywords used in Islamic broadcasting research?
RQ6: What is the collaboration between co-authorship countries?

Methodology

Bibliometric analysis refers to the collection, organization, and interpretation of bibliographic data from scientific literature. It encompasses both basic descriptive information such as publication year, journal source, and key authors, as well as more advanced techniques such as document co-citation analysis (Hood & Wilson, 2001). A robust literature review is typically an iterative process that involves identifying relevant keywords, conducting comprehensive searches, and carefully analyzing the results to ensure both thoroughness and reliability. In line with this approach, the current study focused on high-quality publications sourced from the Scopus database, which is recognized for providing reliable and insightful information on the theoretical perspectives that shape the field (Burnham, 2006). To uphold academic rigor, only peer-reviewed journal articles were included, while books and lecture notes were deliberately excluded to ensure the selection of consistently high-quality scholarly materials.

Data Search Strategy

The study used a screening sequence to select the search terms for article retrieval. The study was initiated by putting together 1,833 articles online and querying the Scopus database. Subsequently, the query string was changed to concentrate by using the search phrases "Islamic broadcasting" and "Muslim nations". 1,833 articles from the final search string in Table 1 refinement were used for bibliometric analysis. All publications pertaining to Islamic media

and broadcasting that were found in the Scopus database as of July 2024 were included in the research.

Table 1: The Search String

Scopus	TITLE-ABS-KEY (("islamic broadcasting" OR "islamic television" OR "islamic media" OR "islamic channel*") AND ("Muslim* nations" OR "Muslim* countries" OR "Muslim* regions" OR "Muslim* states"))

Table 2: The Selection Criterion

Criterion	Inclusion	Exclusion
Timeline	2015-2024	<2015
Language	English	Non-English
Document Type	Article	Non-Article
Source type	Journal (Article)	Book, Review, Proceeding

Data Analysis

VOSviewer is a user-friendly bibliometric software developed by Leiden University, Netherlands which is widely utilized for visualizing and analyzing scientific literature, the tool specializes in creating intuitive network visualizations, clustering related items and generating density maps. Its versatility allows for the examination of co-authorship, co-citation, and keyword co-occurrence networks providing researchers with a comprehensive understanding of research landscapes. The interactive interface coupled with continuous updates ensures efficient and dynamic exploration of large datasets. VOSviewer's ability to compute metrics, customize visualizations and its compatibility with various bibliometric data sources make it a valuable resource for scholars seeking insights into complex research domain (Van Eck & Waltman, 2010).

One of the standout features of VOSviewer is its capacity to transform intricate bibliometric data sets into visually interpretable maps and charts. With a focus on network visualization, the software excels in clustering related items, analyzing keyword co-occurrence patterns, and generating density maps. Researchers benefit from its user-friendly interface, enabling both novice and experienced users to explore research landscapes efficiently. VOSviewers continuous development ensures it remains at the forefront of bibliometric analysis, offering valuable insights through metrics computation and customizable visualizations. It's ability in handling various types of bibliometric data, including co-authorship and citation networks, makes it a valuable and essential tool for researchers looking to gain deeper insights and a more profound understanding within their fields of study. (Van Eck & Waltman, 2017).

Datasets containing information on publication year, title, author name, journal, citation and keywords in plain text format were obtained from the Scopus database covering the period from 2015 to July 2024. These data sets were then analyzed using VOSviewer software version 1.6.19. Through the application of VOS clustering and mapping techniques, this software facilitated the examination and generation of maps. As an alternative for the Multidimensional Scaling (MDS) approach, VOSViewer focuses on organizing objects in low-dimensional spaces so that the distance between any two objects correctly indicates their similarity and relatedness. (Van Eck & Waltman, 2010).

Results And Discussion

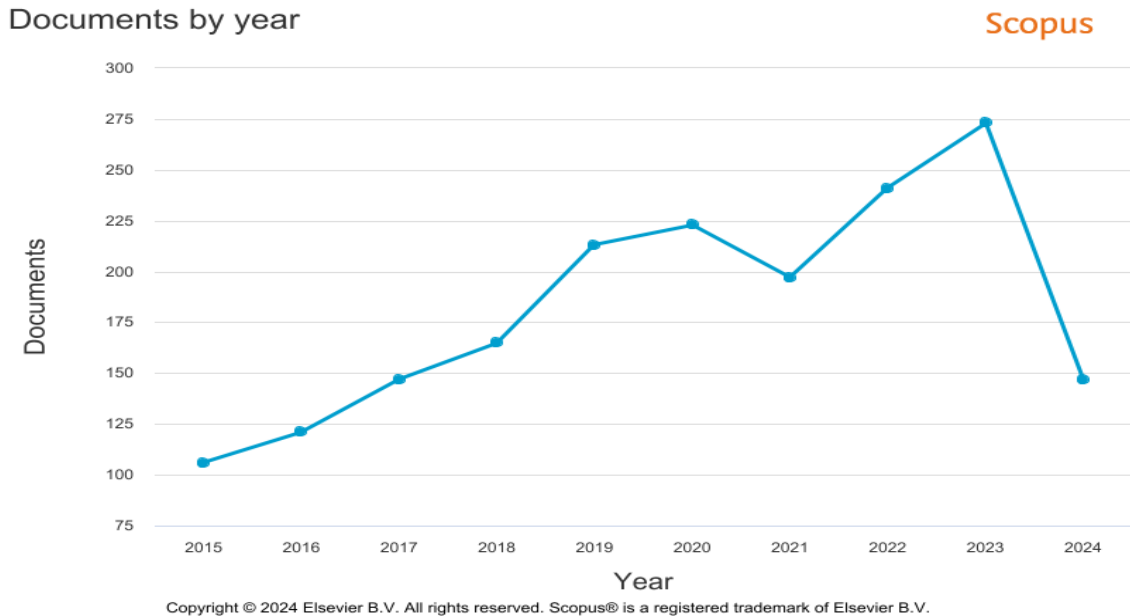*What Are The Research Trends In Islamic Broadcasting Based On Publication Years?*

Figure 1: Distribution Of Publication By Years

Table 3: Distribution Of Publication By Years

Year	Number of Publication	Percentages
2024	147	8.02
2023	273	14.89
2022	241	13.15
2021	197	10.75
2020	223	12.17
2019	213	11.62
2018	165	9.00
2017	147	8.02
2016	121	6.60
2015	106	5.78

The bibliometric analysis of publications on Islamic broadcasting in Muslim nations offers insightful information concerning the dynamics and progress in this industry. The data shows the number of publications and their corresponding percentages from 2015 to 2024. There's a general upward trend in publication numbers over the decade with some fluctuations. The lowest number of publications was in 2015 with 106 (5.78% of the total) while the peak was reached in 2023 with 273 publications (14.89%).

Notable points include a significant jump from 2017 to 2018 (147 to 165 publications) and another substantial increase from 2020 to 2023 (223 to 273). This surge in publications suggests a significant uptick in scholarly activity and interest possibly driven by the rapid development and enhancement of awareness among the practitioners to make the best use of this technology

to spread the virtues of Islam. However, there's a sharp decline in 2024 to 147 publications (8.02%) which could be due to incomplete data for the current year. Besides, the data indicates a decline in publications between 2020 and 2021 which was contributed because of several potential factors with the global COVID-19 pandemic likely being a significant contributor. The pandemic disrupted many aspects of life and work globally, including academic and research activities. However, the increasing trend starts to grow in the following year, suggesting a recovery and renewed interest in the field as the world adapted to post-pandemic conditions.

The three most productive years were 2023, 2022, and 2020, collectively accounting for about 40% of the total publications over this period. This suggests a recent surge in research activity or output in the field. The data indicates a growing trend in publications over time, with the last few years (excluding 2024) showing the highest levels of productivity. As the field Islamic broadcasting continues to evolve, continued monitoring of publication trends over time will be crucial for tracking developments, identifying emerging areas of interest, and guiding collaborative efforts towards addressing pressing challenges in this field.

Who Has Written The Most Articles?
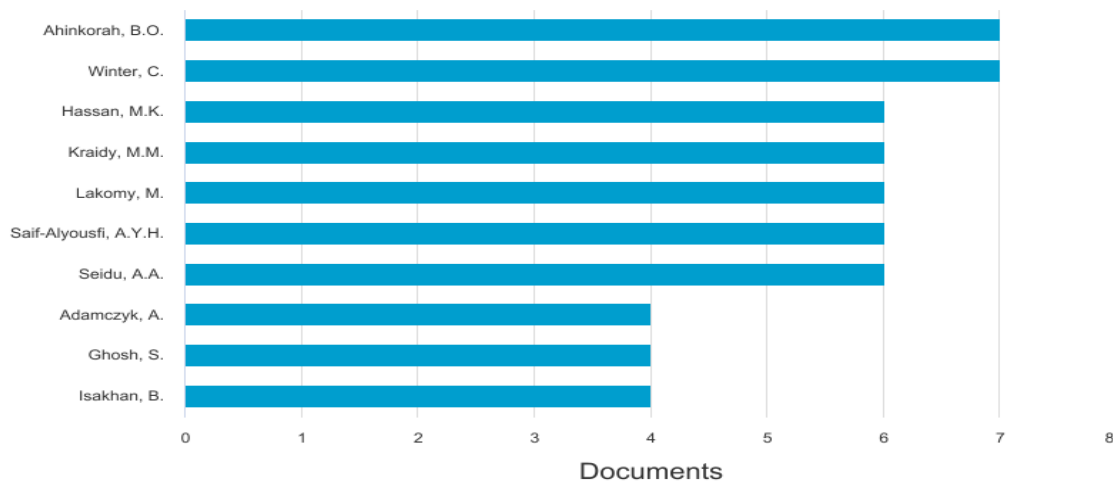
Figure 2: Top 10 Contributing Authors

Table 4: Top 10 Contributing Authors

Author Name	Number of Article	Percentages %
Ahinkorah, B.O.	7	0.38
Winter, C.	7	0.38
Hassan, M.K.	6	0.33
Kraidy, M.M.	6	0.33
Lakomy, M.	6	0.33
Saif-Alyousfi, A.Y.H.	6	0.33
Seidu, A.A.	6	0.33

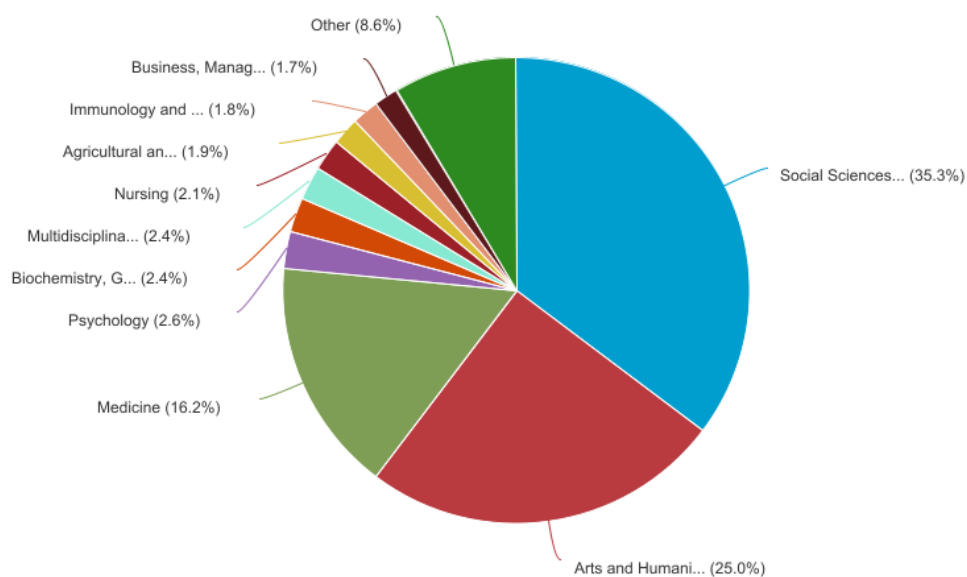|		
Adamczyk, A.	4	0.22
Ghosh, S.	4	0.22
Isakhan, B.	4	0.22

The bibliometric analysis reveals key contributors in the field of Islamic broadcasting in Muslim nations as depicted in the table. Notably, Ahinkorah, B.O. and Winter, C. emerge as leading researchers with seven publications each constituting 0.38% of the total articles analyzed. Their prolific output underscores their significant impact on the discourse surrounding Islamic broadcasting. Close behind are Hassan, M.K., Dai, Y., Kraidy, M.M., Lakomy, M., Saif-Alyousfi, A.Y.H., Seidu, A.A. each with six publications contributing 0.33% to the body of literature. This distribution suggests a diverse pool of researchers actively engaged in advancing Islamic virtues using technology in broadcasting settings.

This bibliometric analysis not only identifies prolific authors but also reflects the breadth of research endeavors within Islamic television and media among Muslim countries. Notably, the distribution of publications among various scholars indicates a collaborative and multidisciplinary approach to tackling challenges in this domain. Moreover, the consistency in the number of publications among several researchers underscores ongoing interest and sustained efforts in exploring broadcasting technology to elevate Islamic knowledge among Muslims. As communication technology continues to develop, the collective contributions of these researchers serve as a foundation for further advancements, indicating a promising trajectory for the interested parties to explore deeper in this field for the benefit of Islamic broadcasting.

What Type Of Documents Are Categorized By Subject Field?

Documents by subject area — Scopus

- Other (8.6%)
- Business, Manag... (1.7%)
- Immunology and ... (1.8%)
- Agricultural an... (1.9%)
- Nursing (2.1%)
- Multidisciplina... (2.4%)
- Biochemistry, G... (2.4%)
- Psychology (2.6%)
- Medicine (16.2%)
- Social Sciences... (35.3%)
- Arts and Humani... (25.0%)

Figure 3: Type of Document by Subject of Research

The pie chart reveals the subject areas where research on Islamic broadcasting has been most concentrated. Here's a breakdown of the main findings:

Social Sciences (35.3%) takes the top spot, highlighting the strong interest in the social and societal implications of this area. This could encompass research on topics like media and communication studies, sociology and anthropology, political science and international relations, as well as cultural Studies. These type of research contribute to the design on theoretical and analytical frameworks to comprehend the complicated social, cultural, political, and religious dimensions of Islamic broadcasting.

Art and Humanities (25.0%) appears in second, reflecting the focus on exploring the human experience, cultural expressions that can shed light on the cultural, artistic, and theological underpinnings of Islamic media. This might include studies on the cultural area in exploring broadcasting shapes, reflects, and interacts with broader cultural traditions, creative expressions, and heritage within Muslim citizens. Besides, religious and theological studies also can be leveraged within this area to delve into the content and messaging of Islamic broadcasting to examine how religious doctrine and practices are highlighted and conveyed through this medium.

The remaining slices of the pie chart represent other subject areas that have contributed to the research on Islamic broadcasting media, though to a lesser extent. The presence of these various subject areas underlines the multifaceted nature of this particular field. It goes beyond the purely cultural and social disciplines and delves into the technological, psychological, economical, and other multidisciplinary aspects of this rapidly evolving field. By analyzing the scattering of research across these subject areas, you can yield a more comprehensive insights into the key trends and priorities in Islamic broadcasting field. Moreover, it also identifies potential gaps and areas for future research, contributing to a more complete understanding of the impact and influence of Islamic broadcasting and media throughout era and beyond.

Table 5: Distribution of Publication by Subject of Research

Subject Area	Number of Publication	Percentages %
Social Sciences	329	35.30
Arts and Humanities	233	25.00
Medicine	151	16.20
Psychology	24	2.58
Biochemistry, Genetics and Molecular Biology	22	2.36
Multidisciplinary	22	2.36
Nursing	20	2.15
Agricultural and Biological Sciences	18	1.93
Immunology and Microbiology	17	1.82
Business, Management and Accounting	16	1.72
Environmental Science	14	1.50
Economics, Econometrics and Finance	12	1.29
Engineering	12	1.29
Pharmacology, Toxicology and Pharmaceutics	11	1.18
Computer Science	10	1.07

Veterinary	5	0.54
Earth and Planetary Sciences	4	0.43
Decision Sciences	3	0.32
Energy	3	0.32
Neuroscience	2	0.21
Chemical Engineering	1	0.11
Dentistry	1	0.11
Health Professions	1	0.11
Mathematics	1	0.11

The data shows publication numbers and percentages across 24 subject areas for research Islamic broadcasting in the practice of Muslim countries. As the table shows, social Sciences provides the highest number of publications with 329 (35.30% of total). This indicates research on this particular field has been most prevalent in social science fields like communication, sociology and cultural etc. Arts and Humanities follows with 233 publications (25.00% of total). This reflects the key role of this subject area in offering frameworks for understanding the various ways of Islamic broadcasting both shapes and is designed by the cultural nuance of the Muslim countries. Subsequently, most other subject areas have very limited publication output with 2% or less of the total papers. This points to major gaps in research on employing Islamic broadcasting to conveying and receiving information in those disciplines.

In summary, social sciences and arts and humanities dominate the majority of existing research on Islamic media and broadcasting in Muslim nations. However, there are opportunities to expand focus into other areas particularly those with lower current publication output, in order to enrich the research landscape in this field.

Who Has Written The Most Frequently Cited Articles?

Table 6. Top Articles by Citations

Authors	Title	Year	Source title	Cited by
Garner S.; Selod S.	The Racialization of Muslims: Empirical Studies of Islamophobia	(2015)	Critical Sociology	268
Ahmed S.; Matthes J.	Media representation of Muslims and Islam from 2000 to 2015: A meta-analysis	(2017)	International Communication Gazette	267
Atran S	The devoted actor: Unconditional commitment and intractable conflict across cultures	(2016)	Current Anthropology	144
Friis S.M.	'Beyond anything we have ever seen': Beheading videos and the visibility of violence in the war against ISIS	(2015)	International Affairs	129
Kearns E.M.; Betus A.E.; Lemieux A.F.	Why Do Some Terrorist Attacks Receive More Media Attention Than Others?	(2019)	Justice Quarterly	120

Saleem M.; Prot S.; Anderson C.A.; Lemieux A.F.	Exposure to Muslims in Media and Support for Public Policies Harming Muslims	(2017)	Communication Research	115
Cherney A.; Murphy K.	Being a 'suspect community' in a post 9/11 world – The impact of the war on terror on Muslim communities in Australia	(2016)	Australian and New Zealand Journal of Criminology	95
Johnson N.F.; Zheng M.; Vorobyeva Y.; Gabriel A.; Qi H.; Velasquez N.; Manrique P.; Johnson	New online ecology of adversarial aggregates: ISIS and beyond	(2016)	Science	88
Benigni M.C.; Joseph K.; Carley K.M.	Online extremism and the communities that sustain it: Detecting the ISIS supporting community on Twitter	(2017)	PLoS ONE	86
Mahood S.; Rane H.	Islamist narratives in ISIS recruitment propaganda	(2017)	Journal of International Communication	81

What Are The Most Popular Keywords Used In Islamic Broadcasting Research?
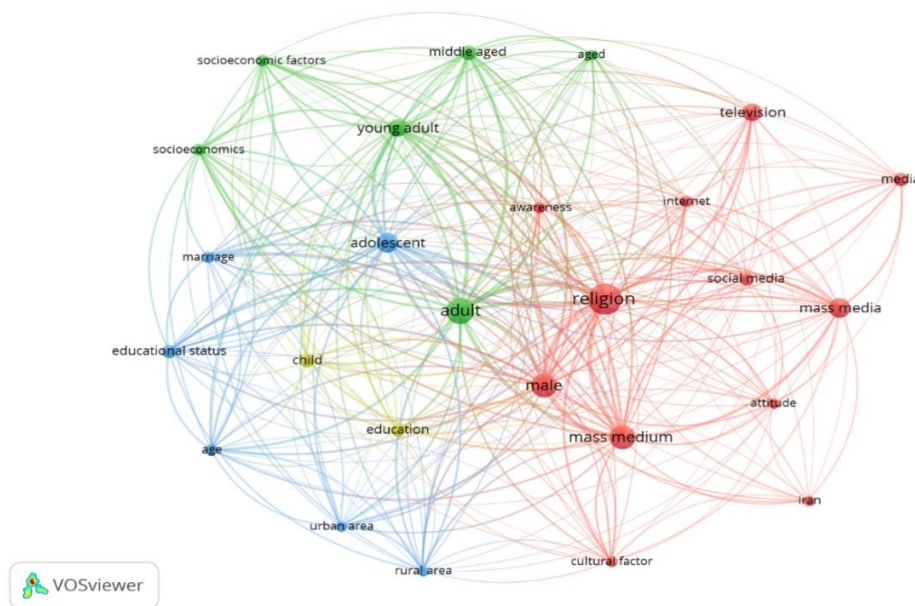

Figure 4: Network Analysis for Co-Occurrence of Author's Keywords

The analysis of popular keywords associated with the research on Islamic broadcasting reveals several notable trends. "Islam" and "social media" emerges as the most frequently occurring keyword, with a substantial total link strength, indicating its centrality in the discourse. This suggests a significant interest and focus on leveraging diffusion of Islamic content through mass and electronic medium. Additionally, terms such as "democracy ", "politics" "human right" "gender", and "ethnicity" indicate that the research often touches on broader societal and

political themes وwhich also demonstrate a keen interest in advanced broadcasting techniques for broader purposes, reflecting a desire to take full advantage of this technology.

Furthermore, the analysis reveals the intersection of Islamic broadcasting with controversial topics that was thrown towards Islam by the irresponsible parties. "Islamophobia" emerges as a prominent keyword, emphasizing the growing concern around this issue by being the most discussed topics by the researchers, in order to respond about such derogatory comments and unethical critique. Notably, the presence of the keywords like "isis", "jihad", "terrorism", reflect the impact of this currents circumstance on radical thoughts that has been misled by some Islamic groups in showing how Islam is perceived and portrayed in Western contexts. Overall, the analysis underscores the multifaceted nature of research on Islamic broadcasting, encompassing political, social, cultural, and technological dimensions across various geographical contexts.

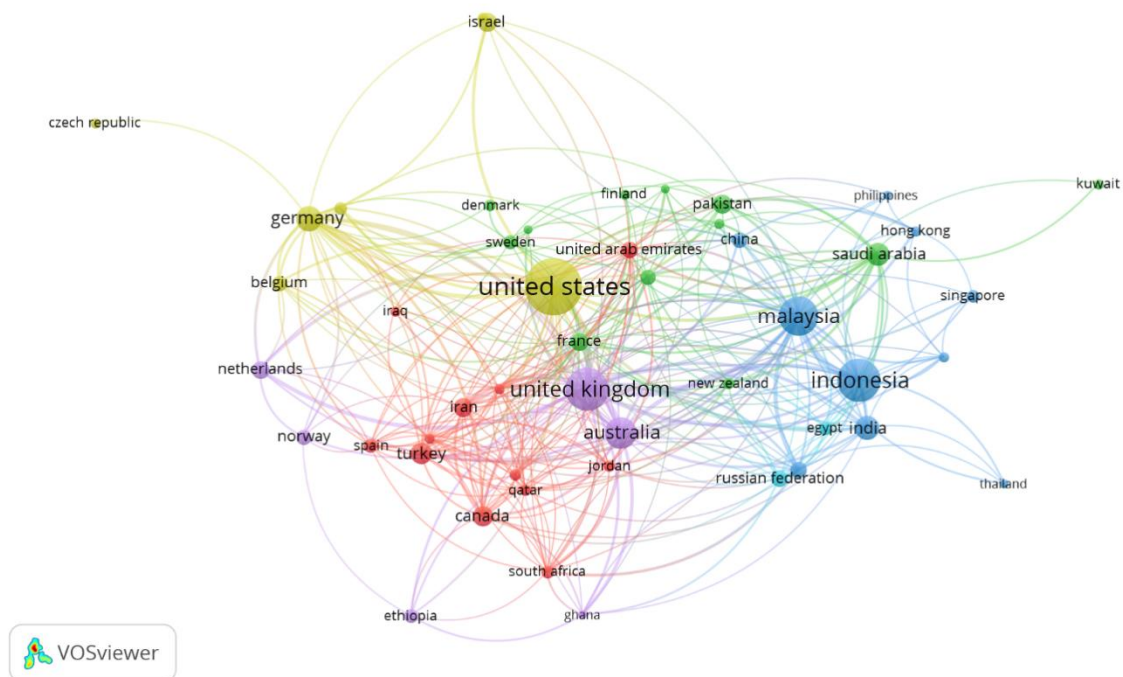*What Is The Collaboration Between Co-Authorship Countries?*

Figure 5: Network Analysis for Co-Authorship Countries' Collaboration

The analysis of co-authorship countries' collaboration in the field of Islamic broadcasting reveals several key insights. Notably, The United States, United Kingdom and Malaysia appear to be the largest nodes indicating they are the most prominent countries in terms of publications or connections in this field with high numbers of documents, citations and substantial total link strength. The United States stands out with the highest number of documents and citations indicating a significant level of research output and impact in this domain. Similarly, Indonesia exhibits a notable presence, with a considerable number of documents and citations, highlighting its growing influence and contributions to the Islamic broadcasting. Notably, Countries like Turkey, Iran, and Egypt have significant connections, suggesting they are

important contributors or subjects of study. This collaborative landscape underscores the keen interest and effort in elevating Islam benefits through the broadcasting field in optimizing the modern technology in the industry.

Furthermore, the analysis reveals cross-regional connections which indicates the diversity of countries: The date shows that network includes a wide range of countries came from various continents, indicating the global nature of research in Islamic broadcasting. is there are numerous links between regions, suggesting international collaboration or comparative studies. For instance, the southeast Asian countries like Malaysia, Indonesia, Singapore are closed linked, while the middle eastern countries like Saudi Arabia, UAE, Qatar and Jordan are interconnected. This indicates potential opportunities for these countries to strengthen their engagement and collaboration in research initiatives related to Islamic broadcasting, potentially through partnerships with more established research hubs.

Overall, the analysis highlights the worldwide scope of research in Islamic broadcasting., with strong representation from Western, Middle Eastern, and Southeast Asian countries, and varying degrees of involvement from other regions. It also suggests that there is significant international collaboration in this field of study, signaling avenues for further exploration and collaboration to advance the field of Islamic media and broadcasting on a global scale.
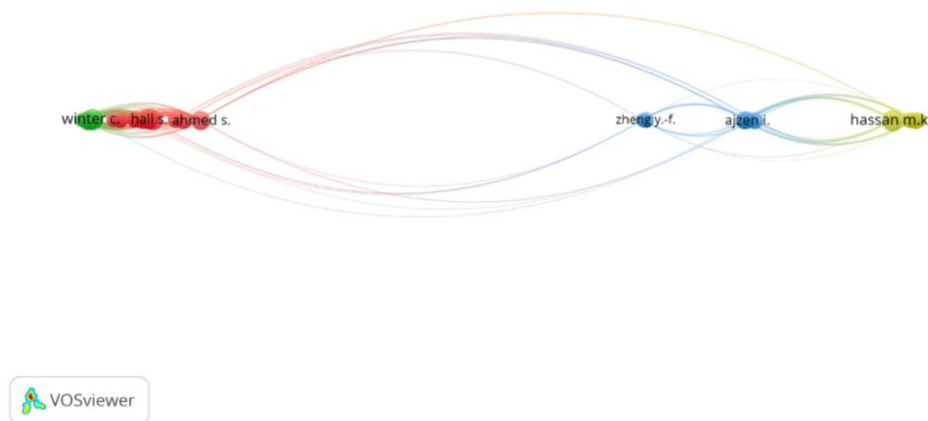

Figure 6: Network Analysis for Co - Citation by Authorship

The co-citation analysis by authorship provides valuable insights into the scholarly landscape of Islamic broadcasting among Muslim countries. Notably, certain authors exhibit significant citation counts and total link strengths, reflecting their influential contributions to the field. Authors like " Winter C., Hall S., Ahmed S., Zheng Y.-F., Aizen I., and Hassan M.K.." stand out with exceptionally high total link strengths, indicating widespread acknowledgment and citation of their work within the academic community. Moreover, There appears to be some clustering on the left side of the image, with Winter C., Hall S., and Ahmed S. being more

closely related in terms of citations. In terms of connection strength, the lines connecting the authors represent co-citations.

Additionally, the network suggests a diversified research focus within Islamic broadcasting, with some authors focusing on specific theoretical or methodological approaches as seen in the connection between Ajzen I. and other authors, while others might be dealing with empirical or case-specific studies as could be inferred from the separate clustering of other authors. Overall, this co-citation analysis suggests a diverse but interconnected scholarly community in the field of Islamic broadcasting, with certain authors and clusters playing a pivotal role in shaping the discourse. The connections between clusters indicate a multidisciplinary approach where different methodologies and theoretical frameworks are often cited together.

Conclusion

In conclusion, the bibliometric analysis of Islamic broadcasting research reveals significant growth and a global scholarly interest in utilizing broadcasting technology to promote Islamic values. The rapid expansion of publications, particularly in 2022-2023, underscores the increasing prominence of this field and the dynamism and vibrancy of the research landscape, driven by diverse contributors. This surge highlights the critical role of media in shaping perceptions of Islam, countering misrepresentations, and instilling Islamic virtues in the Muslim community. Besides, the analysis highlights prominent researchers who have made substantial contributions to the field of Islamic broadcasting and media. The diversity of authors reflects a global interest and engagement in advancing Islamic values using broadcasting technology. Moving forward, the findings suggest that further interdisciplinary collaboration and ethical examination are vital for maximizing the potential of Islamic broadcasting. Future research should focus on fostering deeper partnerships across regions, exploring innovative methods in content delivery, and addressing controversial issues with a focus on accuracy and respect for Islamic teachings.

Acknowledgement

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