



Social Media and Elections: Reviewing the Use of Social Media in Election Contests during 2016-2022 – A Systematic Review and Bibliometric Analysis

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Abstract: Social media has taken an important role and become one of the pillars in today's digital age democracy. There have been many articles produced in journals that analyze the study use of social media platforms in the context of elections in various countries. This study aims to create a previously generated research map from Scopus indexed journals on the development of social media used users in the general election from 2016 to 2022. The study was analyzed using bibliometrics, based on 533 Scopus articles. Descriptive statistical methods are used to be able to explore the author's network and the country of origin of the article using the Vosviewer application. This research has succeeded in providing an overview of the increase in the number of articles every year after elections in various countries. Based on the number of articles reviewed, the author who produces the most number of articles does not necessarily have the power of networking between authors. This research also provides an overview of the democratic system of government that has dominance in the use of social media in elections.

Abstrak: Media sosial telah mengambil peran penting dan menjadi salah satu pilar dalam demokrasi di era digital saat ini. Telah banyak artikel yang dihasilkan dalam jurnal yang menganalisis studi penggunaan platform media sosial dalam konteks pemilihan umum di berbagai negara. Penelitian ini bertujuan untuk membuat peta penelitian yang telah dihasilkan sebelumnya dari jurnal-jurnal yang terindeks Scopus mengenai perkembangan penggunaan media sosial yang digunakan pengguna dalam pemilihan umum dari tahun 2016 hingga 2022. Penelitian ini dianalisis menggunakan bibliometrik, berdasarkan 533 artikel Scopus. Metode statistik deskriptif digunakan untuk dapat mengeksplorasi jaringan penulis dan negara asal artikel dengan menggunakan aplikasi Vosviewer. Penelitian ini berhasil memberikan gambaran mengenai peningkatan jumlah artikel setiap tahun pasca pemilu di berbagai negara. Berdasarkan jumlah artikel yang direview, penulis yang menghasilkan jumlah artikel terbanyak belum tentu memiliki kekuatan jaringan antar penulis. Penelitian ini juga memberikan gambaran mengenai sistem pemerintahan demokrasi yang memiliki dominasi dalam penggunaan media sosial dalam pemilu.

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INTRODUCTION

In a country that uses a democratic system, a method of political campaigns that are divided into four phases, the first is the golden era of the party, the second is the television era, the third is the digital era, and the fourth of the social media era. (Enli 2017). Social media has become a communication channel campaign in various countries such as the United States (Enli 2017; Gomez 2014), India (Dwivedi & Kapoor 2015), Norway (Kalsnes, 2016), Spain (Turnbull-dugarte, 2019), Bangladesh (Shahan, 2014), Austria and Switzerland (Klinger & Russmann, 2017), Italy (Vaccari, C., & Valeriani, 2013), France, (Mercier, 2015) Belgium (D'heer, E., & Verdegem 2014), Indonesia (Salahudin et al. 2020), and the Netherlands (Vergeer, M., & Hermans, 2013).

in a digital era, the democratization of the media has facilitated the opening of information obtained by the public (Sahly et al., 2019), where society is currently facing a new era in democracy, namely the "*digital era democracy*" (Turner, 2018). Facebook, Twitter, Instagram, and Youtube in their development have played an important role in producing news content and how it can reach (Wells & Thorson, 2015) targets, mobilize supporters (Nickerson & Rogers, 2014), and influence the public agenda and (Kreiss 2016; et al. Stier 2018) as a tool to disseminate information to the public. (Suparto & Habibullah, 2021). But, the success of social media cannot be achieved through conventional campaign patterns (Yu, 2013),

In its development, modern social media is able to bridge political communication by political parties and political actors to voters. voters (Nulty et al., 2016). Social media has a strong character to be used as a communication tool used by political parties to disseminate information (Stieglitz & Dang-Xuan, 2013) like mobilizing voters during the election campaign (Stetka, 2018), and (Guerrero-Solé, 2018), because messages or information delivered faster (Soriano, Rolden, 2016; Williams, 2017), the message conveyed is also free (Tucker et al., 2018). and the cost of campaigns is cheaper (Klinger & Russmann, 2017; Larsson, 2017; Turnbull-dugarte, 2019). social media become the most effective tool for a political campaign (Obholzer & Daniel, 2016), media social to maintain constituents and can socialize programs to build an opinion and political image or image to the public at the time of the election (Mcgregor & Vargo, 2017). Moreover, the number of social media users in various countries continues to increase (Soriano, Rolden, 2016)

So, campaigns carried out by political parties and political actors must be able to convince voters by building campaign strategies (Bencsik, A., Horváth-Csikós, G. 2016) and creative campaign models (Aspinall 2014; Lam, Cheung, and Lo 2021). The use of social media by political parties as a campaign medium in elections has been the subject of research by researchers that has increased in recent years (Stetka, 2018). Some researchers examined the existence of social media such as Facebook, Twitter, Instagram, and Youtube as channels of political communication (Bossetta, 2018; Howard & Bradshaw, 2018; Lane et al., 2019) Public opinion can be influenced by social media during an election. (Howard & Bradshaw, 2018). There have been many studies that have tried to produce findings from a series of case studies, We found that some of the findings above still leave a blank gap to further examine the trend of social media use in election contestation, most of the previous research will be the basis for research that will be done in outlining the findings so that this study will complement the shortcomings in aspects of the study that have not been widely studied. Therefore, this study specifically aims to produce a previously generated research map from the metadata of Scopus indexed journals about the development of social media users in the general election review from 2016 to 2022 in the world.

RESEARCH METHOD

This study uses qualitative research, using bibliometrics as a method. This method is chosen to provide important components, such as measuring the public output of each person, and institution, citations, and documents, and language identification (Ball, 2018). Analyzing search results in the Scopus database and using VOSViewer. Analyzing search results is one of the menus in the Scopus database used to analyze the year of publication, affiliation, author, country, sponsor, and source of documents. Then the researcher narrowed down the area of the object of the study by limiting the number of years to 2016-2022 documents with limits on keyword search document types are "journal articles," the field of study of the "social sciences," "e-publication stage is "final," "d selecting the language "English,".

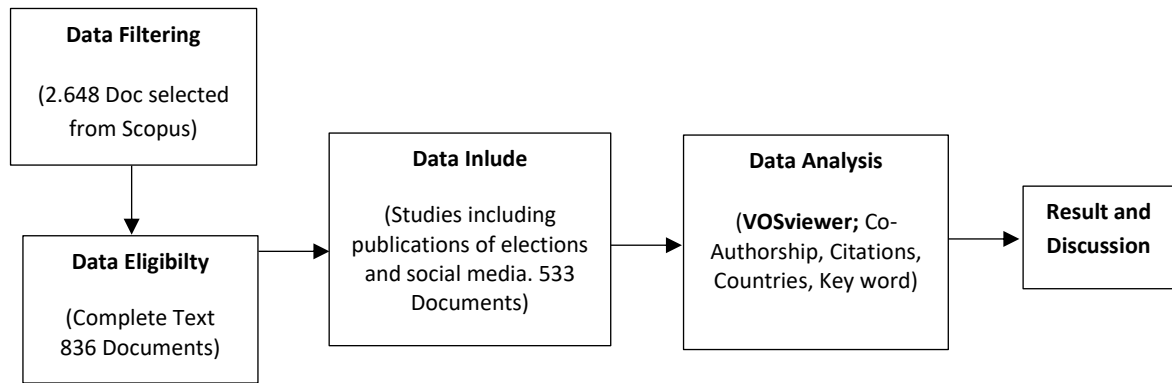


Figure 1. Bibliometric Analysis Using VOSviewer

RESULT AND DISCUSSION

A. Trends Publication Article per Year and the Authors

The Internet makes it easy for people to get information about politics. (Jennings, Suzuki, and Hubbard 2021). We found that the use of social media in elections in various countries from 2016 to 2020 continued to increase the number of articles in Scopus-indexed journals. The increase in the number of articles every year, especially in 2018 and 2020, (Giglietto et al. 2019; Kreiss and McGregor 2017), Twitter (Bracciale and Martella 2017; McGregor 2019; S. Stier et al. 2018), and Instagram (Russmann, Svensson, and Larsson 2019; Turnbull-dugarte 2019). The discussion of topics about the general election campaign using social media platforms has opened up a lot of discussion of new topics. This study has differences from other studies, if usually the author only emphasizes that the use of social media is largely determined by how the strategy or ability of political parties and also political actors to use social media as an election campaign media (Conway, Kenski, and Wang 2015; Enli 2017; Kalsnes 2016; Klinger and Russmann 2017; S. Stier et al. 2018), besides how the content constructed can be a propaganda tool to gain support (Guerrero-Solé 2018; López-garcía 2016; Turnbull-dugarte 2019).

From 2016-to 2022 related to the use of social media in election contestation, there is 62 papers were published, 2018 with a number of 94 papers. This means that there are 32 articles that have been published and indexed by Scopus from 2017 to 2018, and there is an increase in the number of articles in 2019, with the number of articles published at 117, although in 2022, the number of themes has decreased. From the analysis of the search results of the Scopus menu, the authors who have the highest number of writings since 2017-2022 are Larsson A.O with Nine articles, and the average other author has four to five articles. As seen in figure 2, there are the names of authors with the number of articles indexed by Scopus from 2017-to 2022. We found that the topics discussed related to the implementation of elections that use social media as a new means for political actors and political parties as a medium of a political campaign (Larsson 2017; Vaccari and Valeriani 2018). In addition, in this study, we also found that social media has become a new means to build political campaign strategies through elections. By building an *image*, Media Social not only conveys its political message but also as a political agent, so media Social Media is often involved in herding public opinion that aims to influence the public..

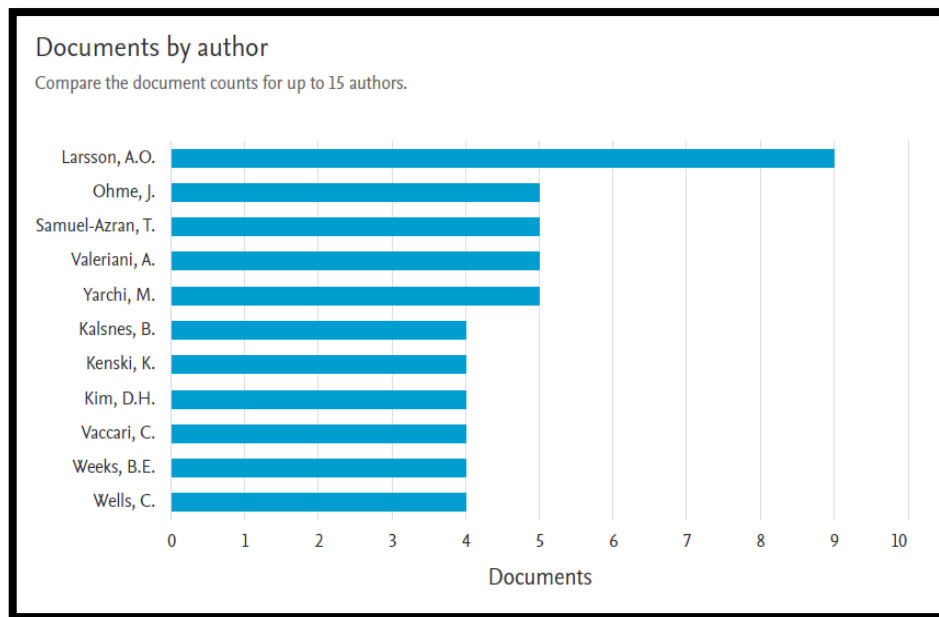


Fig 2. Number of Articles by Author Name

Based on the figure 2, the number of articles, the name of the originator Larsson AO has the highest number of articles, but of the total number of articles, Larson AO only three articles are co-written with other authors. While other authors have a number of articles, four to five do network among authors. So when it is visualized using VOSviewer, it can be seen that the position of writers such as Edgerly S, Samuel-Arzan, Wells C, and Yarchi M, has the same network of writers. As for citations, the names of authors such as Vaccari C, McGregor SC, Valeriani A, and Larsson AO have the highest number of citations even though the strength of the network between authors is fragile.

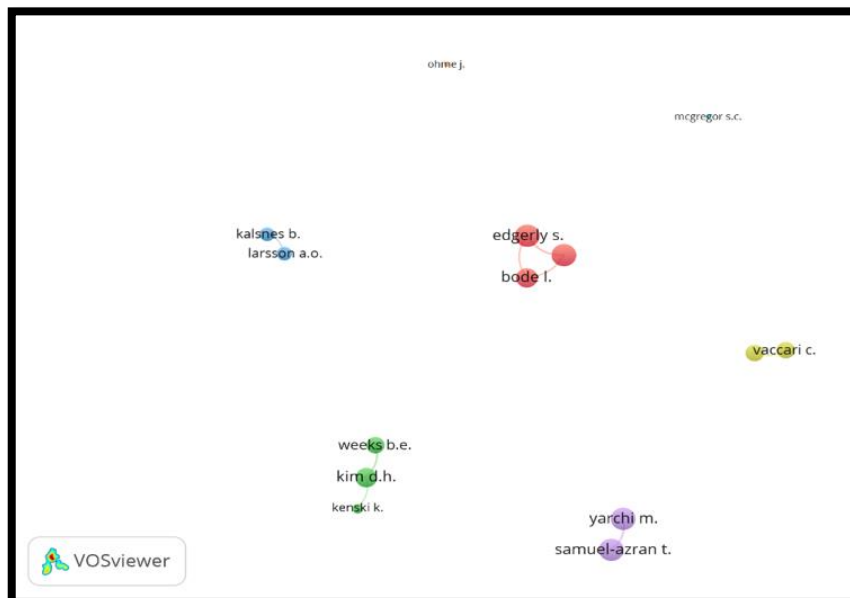


Fig 3. Co-authoring Network

Figure 3 showing there are five clusters that have no connection or relationship between authors. The author who has the highest writing network is Edgerly S. The interesting is the Samuel-Azran T and Yarchi M clusters that have the power of the second largest writer network, both of which both have five articles and always write together. Furthermore, researchers also looked at the visualization by showing the year because the study analyzed articles from 2017 - to 2022. It can be seen that Kim D.H and Kenski K are new writers who collaborated with Weeks B.E. so that they have the power of a writing network. While the existence of the author with the

highest number of citations even though they do not have a writing network or have written together, namely Vaccari C, Valleriani A, McGregor S.C., and Larsson A.O. The four authors can be said to be the authors who have the most cited articles about social media and elections.

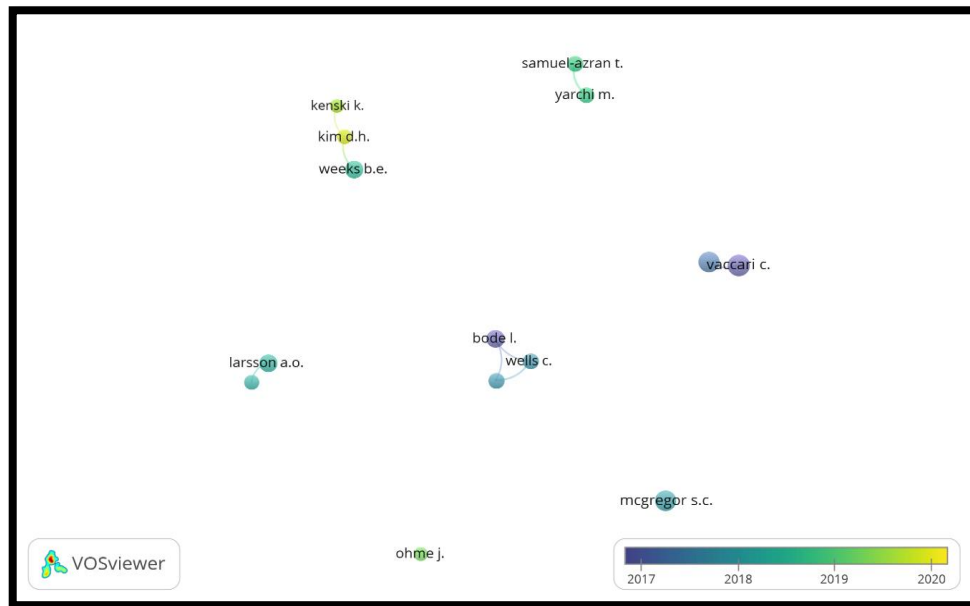


Fig. 4. Co-authoring Network Period

B. State as a Center for Study and Keywords used

The results of this study also provide an idea that when viewed from the characteristics of journal articles, the number of articles and the strength of the author's network cannot be a benchmark of the many who cite the article. But when analyzed based on the country that wrote the most articles and then cited by other authors, in this case, we see it because there is contribution of big data to social science is not only limited to the availability of data but also includes the introduction of analytical approaches to digital innovation that are currently used through social media in political contestation. Topics regarding social media and elections by mentioning case studies in one of the countries can be consensual for researchers to analyze the phenomena during the general election. There are 533 articles collected during the period 2017-2022, and the countries that are most used as studies for researchers can be seen in table 1.

Table 1. Countries That Are Widely Cited in The Article

Country	Document	Total Links strength
United States	177	46
United Kingdom	78	42
German	30	22
Italian	23	16
Switzerland	12	13
Denmark	11	9
Netherland	19	9
Norway	18	9
Australia	23	8
Canada	18	8
Swedish	12	8
Irish	5	7

Austria	6	6
Francis	6	6
India	13	6

Researchers took only the 15 most cited countries. An interesting is the dominance of European countries that write the most about social media and elections and the most quoted from other authors. Only Australia and India are countries that are outside Europe. Countries in Europe have been pioneers towards new method approaches in political campaigns that are slowly starting to abandon traditional methods; this is seen from the case studies used in article writing found from 2017 to 2019. We also captured, that there began to be a shift in trends from the authors, there was a change to case studies that initially analyzed many developed countries such as Europe, but today many authors are analyzing the development of social media used during election campaigns in developing countries.

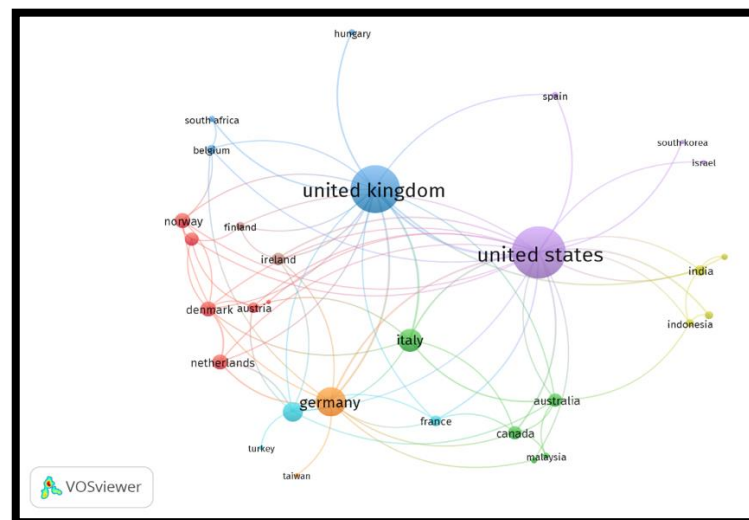


Figure 5. The dominance of Writer's Networks Between Countries

The figure shows the dominance of writers' networks between countries, United States and the United Kingdom are the centers of the writer's networks in various countries because they are pioneers in the development of social media was then used first as a campaign tool by political parties. The dominance of writers from Germany and Italy have the power to writing networks with other authors, Countries that have not been widely used as research objects by researchers, such as Nigeria and Turkey. There is still a strong dominance of the writer network that both comes from European countries and involves writers from the United States, while writers from Asian countries such as Indonesia, India, South Korea, Malaysia, Singapore, and Taiwan have a network of writers who are still very weak. This can be seen from the absence of the connection of the author's network with European countries, As is the case with South Africa, Turkey, and Israel, there is no strong network between writers and countries in Europe and Asia.

VOSviewer analysis is used to know keywords determined by the author, it was found that there were 68 most used keywords from 2016-to 2022. The dominance of the most widely used keywords is social media and also the general election, Then the most frequently analyzed social media platforms in various countries are Twitter and Facebook. In comparison, other keywords that are often used are political communication, political participation, fake news, populism, politics, democracy, and some different keywords. The finding from keywords that have not been widely written in various countries is political polarization, political marketing, political knowledge, selective exposure, public opinion, nationalism, and political advertising.

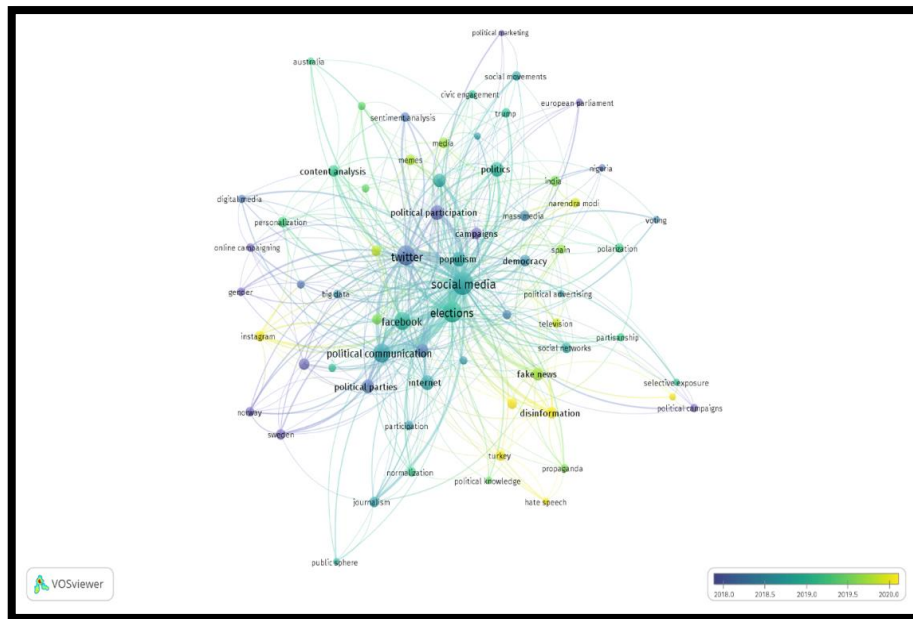


Fig 6. Frequently used Article Keywords

Social media keywords and general elections are most widely used in writing by authors. It can be seen that the distance between the social media node and the general election node is very close together, meaning that the higher the level of connection between the two nodes. Other keywords close to social media and elections include Twitter, Facebook, democracy, populism, campaigns, and political discourse. Indonesian and Spanish become a country where keywords are starting to be written a lot and connected with other keywords. Social media platforms Twitter and Facebook were the most written campaign media by researchers from 2016 to 2022 and the most associated with other keywords. Then in 2020, the social media platform Instagram also began to write a lot, but not many also associated it with different keywords. From some keyword findings, there are new keywords used in 2020, so many researchers in various countries have not widely used them.

CONCLUSION

Social media is a new tool used in campaigns during elections, the results show an increase in using social media in the contestation of the general election from 2016-to 2022. This study also gives an idea that when viewed from the characteristics of journal articles, there are many numbers of articles with the strength of the author network; from the overall data, there are five clusters that have no relationship or relationship between authors. And for keywords that exist, there are many keywords that have not been written much in various countries, such as political polarization, political marketing, political knowledge, selective exposure, public opinion, and national, and political advertising. Geophysically countries in Europe have been pioneers in the approach of new methods in a political campaign, namely using social media. If you look deep, there is a fairly strong relationship between countries that adhere to the democratic system and the use of social media in the process of government. In the United States, for example, there are 177 documents (articles) that have been cited as many as 3047 during the period 2016-2022. The existence of social media platforms that continue to grow, on the other hand, with the development of technology opens up the discussion of new topics that continue to grow in the field of research.

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