

## Trends and Mapping of Framing Theory Research: A Bibliometric Analysis using R Studio Biblioshinny

Dian Rosadi<sup>1</sup>, Anissa Febby Widya Prawesti<sup>2</sup>, Maudy Alkahfi Ali<sup>3</sup>, Zikrina Istighfara Naqisa<sup>4</sup>

Ilmu Komunikasi, Fakultas Ilmu Komunikasi, Universitas Padjajaran

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### Article Info

#### Article history:

Received: 18 October 2025

Publish: 1 November 2025

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### Keywords:

Framing;

Bibliometric;

Media Mass;

Human.

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### Abstract

*Framing Theory is an important approach in communication studies that explains how media construct reality by selecting, highlighting, and presenting certain aspects of an issue. The concept was first introduced by Erving Goffman (1974) in his work Frame Analysis, and was later refined by Robert Entman and other scholars within the context of mass media. Its relevance has grown in the digital media era, where the construction of reality plays a major role in shaping public perception. Numerous studies have applied the framing framework across various issues, including politics, public policy, and international conflicts. This study aims to explore the global development of research on Framing Theory through a bibliometric approach using the Scopus database. The analysis covers publication trends from 2015 to 2024, the most productive authors and countries, institutional affiliations, dominant keywords, and frequently studied themes. The findings reveal that the overall trend of publications on Framing Theory and mass media has increased, despite fluctuations over the years. A significant rise occurred in 2024. Furthermore, the most cited article was on Press Relationship, which received 10 global citations and ranked first. Citation analysis also indicates that no single researcher is entirely dominant, as most authors contributed with a relatively balanced number of publications. Nevertheless, certain scholars, such as Brian J. Bowe, stand out with high citation counts in framing studies. From an institutional perspective, Technische Universität Ilmenau emerged as the most consistent contributor to research on Framing Theory. In addition, keyword analysis (wordclouds) highlights that mass media remains the central theme in studies using the framing framework, alongside other topics related to communication, politics, health, sports, and social issues.*

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### Corresponding Author:

**Dian Rosadi**

Ilmu Komunikasi, Fakultas Ilmu Komunikasi, Universitas Padjajaran

Email: [Dian25008@mail.unpad.ac.id](mailto:Dian25008@mail.unpad.ac.id)

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## 1. INTRODUCTION

Framing theory is one of the most widely studied theories in the field of communications. This theory is often used to explain how the media frames reality by selecting and emphasizing certain aspects of an issue. This allows us to understand how the media interprets an event and how it communicates it to the public [1].

Erving Goffman (1974) introduced the concept of Framing for the first time through his book entitled *Frame Analysis: An Essay on The Organization of Experience*. Goffman uses the term 'frame'. Goffman, introduced Framing as a definition of a situation that is constructed with organizational principles that regulate events and the involvement of subjectivity in it [2]. Robert Entman then developed the concept in the context of mass

media. According to Entman, Framing basically involves selection and emphasis. Entman further explains that Framing is the process of selecting certain aspects of perceived reality and making them more prominent in communication texts [3].

The use of Framing Theory in research has become increasingly popular in recent years, particularly over the past two decades. Research has been conducted in various scientific fields, ranging from communication and media studies to social studies and politics. Many mass media outlets construct framing reporting on current issues such as general elections, international conflicts, or government policies. This situation is compounded by the growing proliferation of mass media. While previously print and electronic media dominated, online media is now mushrooming. The ease of accessing information has made digital media highly appealing to readers. Framing analysis is relevant for examining the aspects of an event or incident that the media emphasizes, aiming to shape audience perceptions.

Abidin (2015) exemplifies research that uses Framing Theory as a foundation. One example is research conducted by P. Manning, A. Mills, and P.J. Auter. They examined coverage of the Israeli-Palestinian conflict on Al Jazeera and Al-Arabiya during a period of low tension. The study found that both Al Jazeera and Al-Arabiya emphasized the Palestinian perspective over the Israeli one. Furthermore, both networks framed Palestinians as victims of Israeli attacks.

According to Eriyanto (2001), framing by mass media involves defining reality, emphasizing certain aspects, presenting content, and selecting specific facts. Therefore, this framing is the result of the media's construction of reality, which will have an impact on the public as the recipients of the message. The effect of media framing is to create opinions within the audience.

De Vreese explains that framing is a process. The process here involves two *frames* namely *frame building* and *frame setting*. *Frame building* is a frame that is presented by the mass media. A *frame set* is a frame that tends to appear in society [4]. Meanwhile, Shoemaker and Resse said that *frame building* is the way mass media views and shapes reality. The formation of reality by mass media is influenced by many factors such as ideology, media workers, media routines, media organizations and external media factors [5].

Researchers use bibliometric methods to understand the development of research that utilizes Framing theory. Bibliometric analysis allows researchers to analyze various published scientific literature, including citations, author collaborations, country distribution, and affiliations [6]. Bibliometric analysis can also reveal the growth of scientific works, particularly journals within a specific scientific field. Furthermore, bibliometric analysis can also reveal the most productive authors and the number of articles with the most citations.

In this research, researchers used Scopus as a database. One reason is because Scopus is one of the largest academic databases and indexing tools in the world [7]. Furthermore, Scopus is also a reference for researchers from various disciplines worldwide, with a broad range of international journals. Scopus provides numerous data sources for bibliometric analysis. Many scientific publications use Framing Theory as a foundation and are indexed by Scopus.

Therefore, this research is crucial to understand the global trends and distribution of research using Framing Theory. Several aspects related to Framing Theory will be analyzed. First, the trend in the use of Framing Theory over the past 10 years, from 2015 to 2024. Furthermore, the countries and authors most productive in publishing research using Framing Theory will be analyzed. Then, the keywords (*keyword*) which is widely used and a frequently researched topic.

## 2. THEORETICAL BASIS

Framing is an approach to understanding how media shapes and constructs reality. So that from the process of forming and constructing reality, construction can be seen that certain parts of reality are more prominent and more easily recognized. The audience will find it easier to remember certain aspects presented by the media [8].

Several figures have developed Framing theory, the first to propose it was Erving Goffman. In his Framing analysis theory (1974), Goffman stated that Framing analysis was initiated with the hope of providing a systematic understanding of how we interpret everyday situations and the people within them using expectations. Goffman argued that humans often change their perspectives in defining or symbolizing situations and the actions of others as they move along. So that Our experience of the world can be constantly changing, yet we are unaware of it. Our experience of reality can be defined by our ability to understand the situation at hand.

Furthermore, in the Framing theory developed by Murray Edelman (1993), it is explained that according to him what we understand from reality or things about the world will be constructed and interpreted according to how we frame reality itself. One of Edelman's main ideas is to shape and direct the audience's view of an issue, where in viewing an event, the most important element is how an event is categorized. Edelman has greatly influenced Framing theory in politics, by focusing on how politicians create political language and symbols so that public opinion can be influenced [8].

Framing theory was further developed by Robert N. Entman (1993), an expert who created the foundations of framing analysis for media content studies. Robert N. Entman defines framing as the media's way of narrating an event and examining how the media constructs news based on existing facts or events. From this theory, the media emphasizes certain aspects of an issue while minimizing others, so that the audience's interpretation of the issue will be influenced, and the information that is continuously highlighted will be more meaningful and easily remembered by the audience.

The explanation of framing theory was further developed by William A. Gamson (1989), who has contributed to the writing of numerous books and articles to establish a perspective on framing theory and how news influences the social world (Baran, 2010). Gamson's idea of framing theory is how events are framed or presented to successfully trigger social movements. However, to create a massive movement, images and symbols are needed to evoke shared feelings among the audience. Therefore, according to Gamson, social movements require three frames: the first is how to define an issue as a social problem, the second is the process of defining social problems that can only be resolved by collective action, and finally, what actions are taken from this definition process, and what collective action should be taken.

Finally, Zhongdang Pan and Gerald M. Kosicki (1993) explain framing theory, defining framing as the process of making a message more prominent so that the audience will be more focused on it. According to Pan and Kosicki, framing has two interrelated concepts. First, the psychological conception, which focuses more on how a person processes information internally, and second, the sociological conception, where framing is understood as a person's process of interpreting their social experiences in order to understand themselves and the reality outside themselves. Framing is not only a technique for composing messages, but also encompasses how the message is later processed internally by the individual and then connected to the social context.

Bibliometrics is a statistical or quantitative description of literature or literature taken based on language, country of publication and date on a group of documents. In other words, bibliometrics relates to various literature or documents and other media [9]. Bibliometric analysis is an appropriate and objective method in measuring the contribution of a literature

to the advancement of knowledge and is a method often used to produce a trend and work performance on a particular subject [10]. The data used such as the number of publications, authors, articles and citations, bibliometric methods are used by researchers to measure the productivity and impact of individuals, groups, institutions to countries and group developments in the field of science and new multidisciplinary technology [11].

A well-conducted bibliometric study can build a foundation for advancing a field in a more accurate and objective manner, allowing for: 1) gaining an overview, 2) identifying knowledge gaps, 3) gaining new ideas and insights, and 4) positioning contributions within a specific field. The data used in bibliometric analysis tends to be numerous, hundreds or even thousands, and is objective in nature, such as citations, publications, keywords, and topics [12]. This method can be used in the fields of sociology, communication, marketing, and other social groups [13].

### 3. RESEARCH METHODS

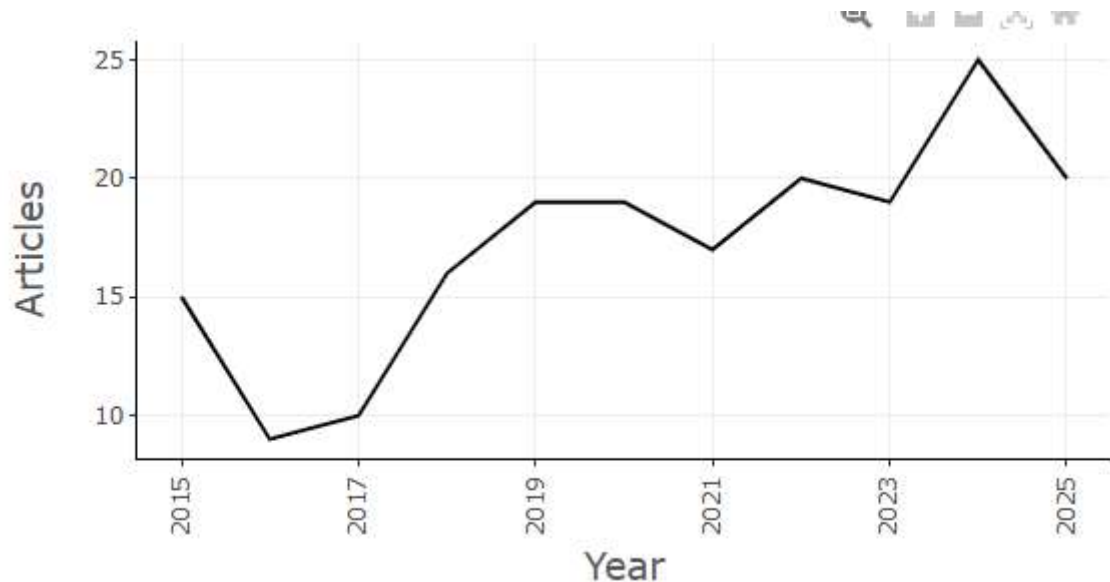
Bibliometric analysis was created to evaluate Framing research conducted in various countries starting from 2015 to 2025. The object of this analysis determines the countries that have contributed significantly to research discussing framing analysis, and identifies discussion topics that still have a relationship between framing theory and media. Bibliometrics is a step to create a systematic review using an application that ensures several factors are taken for the search. As a convincing comparison in the research, Scopus is the source chosen in conducting the review analysis as the main data. Keywords used in this research analysis include, "Framing Theory" and "Mass Media". This research is limited only to articles using English affiliated with authors from institutions from various countries.

The bibliometric analysis data in this study amounted to 189 published articles in the form of Comma-Separated Values (CSV), which will then be analyzed using the Biblioshinny application as big data that contains research analysis such as discussion topics, year trends, citation trends, publisher rankings, and keywords that often appear in the 189 studies. The bibliometric big data in the research on framing will be analyzed narratively to explain the statistical results of R biblioshinny.

### 4. RESEARCH RESULTS AND DISCUSSION

Researchers visualized bibliometric data related to the use of Framing Theory over a 10-year period, from 2015 to 2024. The visualizations show the highest and lowest levels of interest in using Framing Theory over the past 10 years. This data then led to further analysis of trends in the use of Framing Theory in various scientific studies.

Figure 1 shows the level of use of Framing Theory in Scopus article publications by year. The analysis shows that in 2015, there were 15 articles related to this theory. This number then decreased one year later, in 2016, to 9 articles. Then, it increased again in 2017, to 10 articles. In 2018 and 2019, there was a consecutive increase, namely 16 and 19 article publications.

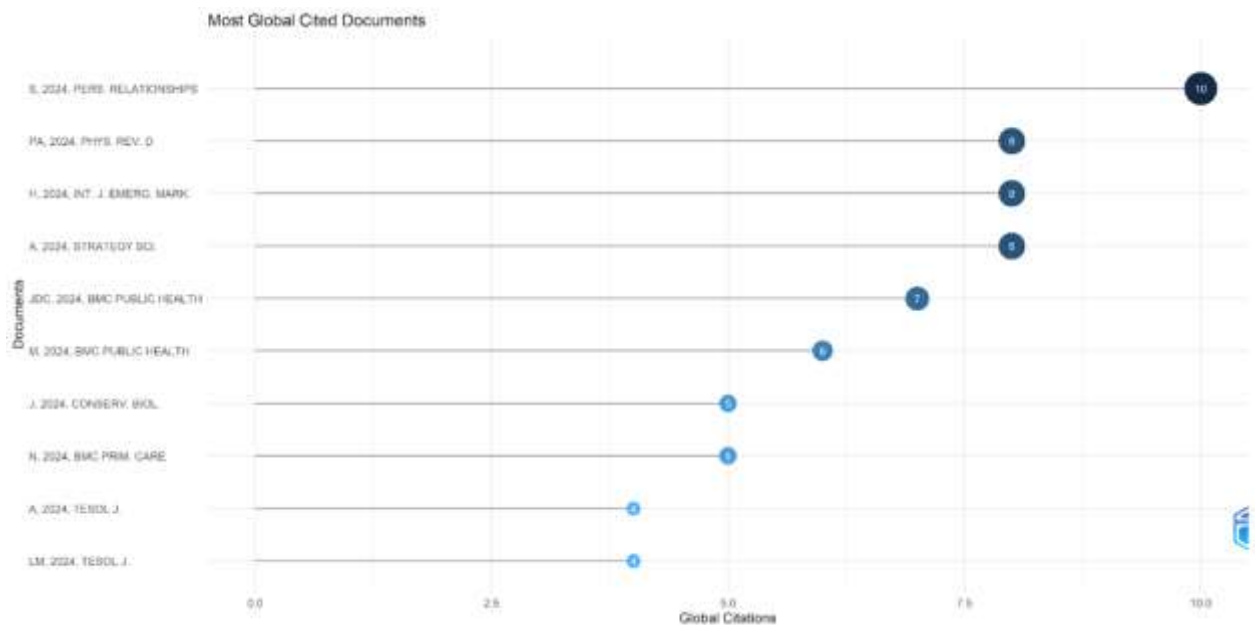


Source: Biblioshiny Data Processing, 2025

**Figure 1 Trends in the Use of Framing Theory 2015-2024**

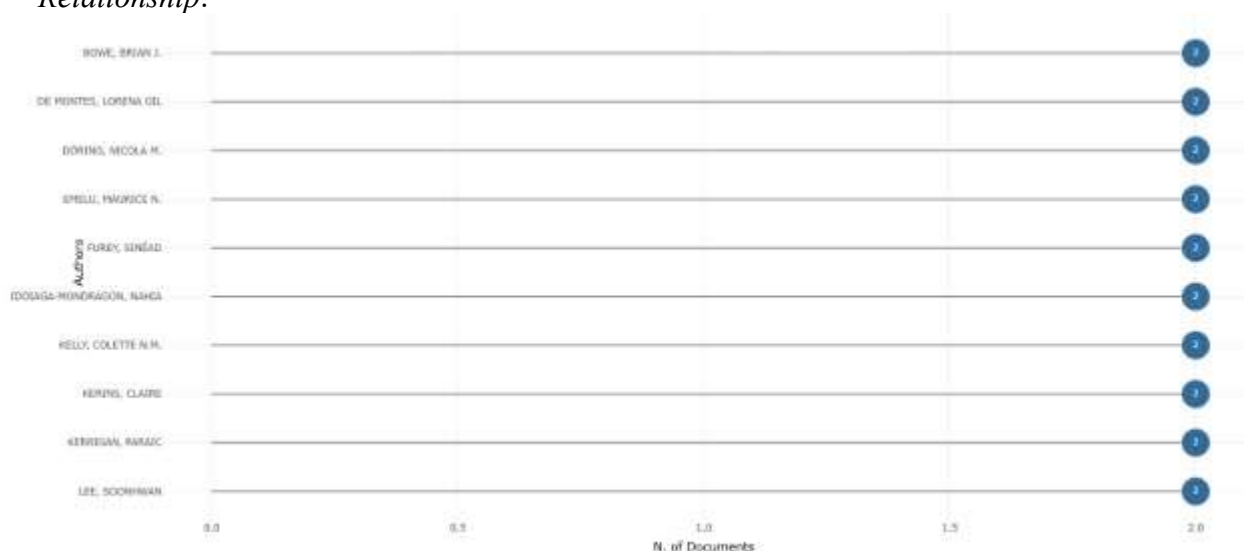
Then, one year later, in 2020, the number remained at the same level, at 19 articles. In 2021, it dropped again to 17 articles. This number rose again in 2022, to 20 articles. Then, it dropped again in 2023, to 19 articles. Then, it jumped sharply in 2024, to 25 articles. It can be concluded that the publication trend of articles on the topic of Framing Theory is generally increasing, although it has shown fluctuations or ups and downs. However, in general, the decline only occurred three times: in 2016, 2021, and 2023, while the remaining years experienced increases. In fact, a significant increase occurred last year, or 2024. This was apparently due to the fact that in 2024, many major issues were highly relevant for research using Framing Theory. One of these was the election issue held in various countries. In 2024, it was known that simultaneous elections were held in Indonesia. Furthermore, in the same year, it was known that elections were held in the United States.

Using bibliometric methods, we can also see the number of citations from frequently referenced articles. Many researchers use and reference Scopus sources in their research. Figure 2 displays the frequently cited reference sources in scientific publications on Framing Theory. The most frequently cited reference sources are as follows.



Source: Biblioshiny Data Processing, 2025  
Figure 2 Top Ten Cited Articles

Based on the data on the graph *Top 10 Cited Articles*, then it can be seen that the ranking of the most cited articles is research discussing *Pers Relationship* 10 times globally, ranking the article first. Following in the ranking are three articles with 8 citations, namely PA's work in the journal of *Physical Review D*, *H di International Journal of Emerging Markets*, as well as in *Strategy Science*. Meanwhile, an article written by JDC in *BMC Public Health* obtained 7 citations, then followed by *BMC Public Health* received 7 citations, followed by *Conserv Biol* with 5 citations. The last two articles published in the *TESOL Journal* were at the bottom of the list, receiving only 4 citations. Overall, this data shows many articles published in 2024, but one journal ranked first with 10 citations of *Pers Relationship*.



Source: Biblioshiny Data Processing, 2025  
Figure 3 Top Ten Authors

### Top Ten Cited Articles

Based on Figure 3, bibliometric analysis data on Framing Theory in Scopus shows the 10 most cited references over the past 10 years, from 2015 to 2025. The top spot is occupied by research by Brian J. Bowe, with two journals discussing the topic of *Framing of climate change in newspaper coverage of the East Anglia e-mail scandal* And *Night and Day: An Illustration of Framing and Moral Foundations in the Oklahoma Shariah Amendment Campaign*, each of these studies has been cited 32 times and 22 times respectively. In tenth position is Lee Soonhwan's research with two titles, one of which discusses of *Athletes with disabilities in the Paralympic Games: a framing analysis of television news*, which has been cited 27 times. The oldest study on this list is by Brian J. Bowe (2014), while the most recent study is by Kerins, Kerrigan, and Kelly (2025), but no one has cited this study.

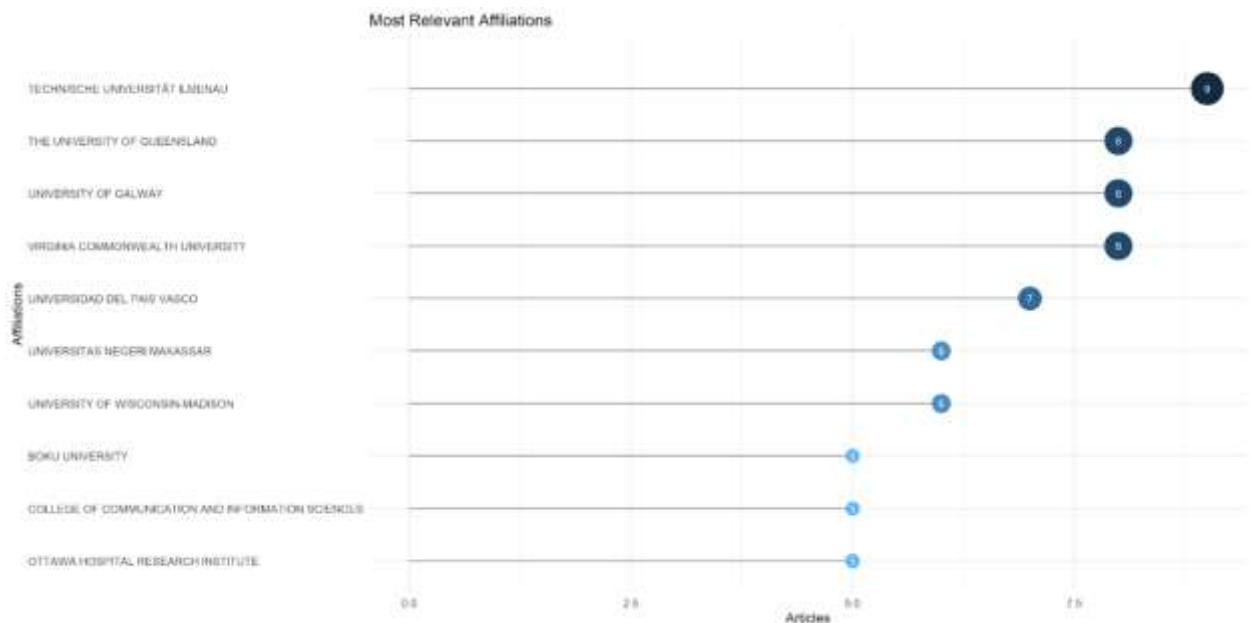
It can be seen from the top 10 analysis data image authors that each author has two journals each published with themes that raise theories framing in the media. The entire journal discusses framing This media has a different focus, including framing in sports news, regarding poverty, then also discussing climate change, moral foundations, and health.

A number of *authors* Kerins, Kelly, Furey, and Kerrigan, who are members of the same research project, conducted research on how the media shapes public perceptions of poverty in high-income countries. This research found that most media outlets only focus on the impact of poverty on physical health, not on social, psychological, or economic impacts. The media often assume that the causes of poverty are structural, leading to solutions offered in the form of food aid rather than long-term policies. Therefore, the media needs to change the way they present news, focusing more critically and realistically.

It can be concluded that research using Framing Theory It is still indicated that it is evenly distributed among many researchers, there is no dominant researcher as evidenced by the data in the image which shows each author has contributed two publications. Thus, research that uses Framing Theory in the media has great potential to be explored further.

### Top Ten Affiliation

Figure 4 shows the level of use of Framing Theory in published articles in Scopus based on affiliation. Based on the results of the analysis of Scopus data on articles using framing theory, it shows that the institutions that most consistently publish articles related to framing theory are nominated by *Technical University of Ilmenau*. *Technical University of Ilmenau* is a university in Germany that published 9 articles. Followed by *The University of Queensland*, *University of Galway*, and *Virginia Commonwealth*, each of which published 8 articles and *University of the Basque Country* published 7 articles.



Source: Biblioshiny Data Processing, 2025  
Figure 4 Top Ten Affiliation

*Technical University of Ilmenau* has become an institution that contributes significantly to research using Framing Theory. This high ranking demonstrates that the institution is serious about studying how media, political communication, and social issues are constructed into specific frames in the delivery of information. The next institution is *The University of Queensland*, *University of Galway*, dan *Virginia Commonwealth University*. These three institutions demonstrate that Framing Theory is not only used in Europe but also widely in Australia and the United States. Therefore, Framing Theory has global relevance.

The connection with Framing Theory can be seen from the consistency of publications in several countries, proving that framing is used to explain communication phenomena, ranging from politics, mass media, health, sports, to socio-cultural issues.

### Top Ten Country

The country mapping in the article aims to see which countries conduct research using framing theory. Based on Figure 5, it is known that the USA and Germany are countries with many scientific publications using framing theory. Next, it is continued with Australia, Spain, and the United Kingdom (United Kingdom) with a significant gap with the USA and Germany. The USA, which is the country ranked first in the chart, has published articles with a consistent increase starting from 2020 with 5 articles to 25 articles in 2025.

The USA, marked with the purple line, holds the top position as the country with the most publications using Framing Theory. This was evident in 2015, when the USA outperformed other countries. This number will increase after 2020. This upward trend continues until 2025, with the number of articles approaching over 120. This number far surpasses other publications. This indicates that the USA is the center of Framing Theory. This is due to the large number of renowned communication journals such as *Journal of Communication*, *Journalism & Mass Communication Quarterly*.

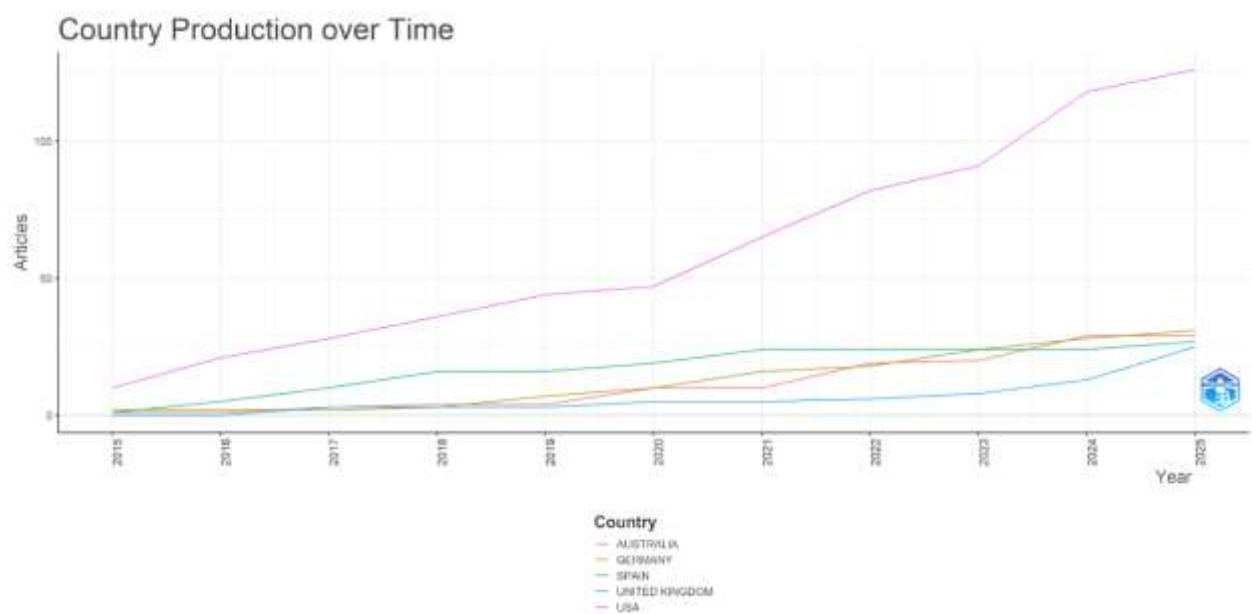
Besides the United States, the United Kingdom is also one of the countries dominating research using Framing Theory. The UK, marked in light blue, experienced a significant surge after 2022. Initially, its publication rate was relatively low from 2015 to 2017. By



2025, research publications using Framing Theory reached 20-25 articles. The UK frequently addresses issues ranging from culture, digital technology, and politics.

Meanwhile, Germany, marked with the yellow line, is known for its prolific research publications on issues ranging from framing to social and political issues. Germany has been quite consistent in its research publications since 2017. By 2025, the number of research publications produced will be around 30 articles.

Spain, marked with the green line, has also experienced fairly stable growth since 2018. Spain tends to focus on framing issues in digital media, public communication, and culture. By 2025, the number of research publications from Spain will be around 30 articles. Then Australia is marked with orange. However, Australia's research productivity is lower when compared to the USA, UK, Spain, and Germany. Australia has only seen an increase since 2020. This number continues to increase, with a total of more than 20 articles in 2025. Australia also contributes to research examining Framing Theory. However, in terms of publications, it is still behind Europe and America.



Source: Biblioshiny Data Processing, 2025  
Figure 5 Top Ten Countries

## WORDCLOUDS



**Source: Biblioshiny Data Processing, 2025**  
**Gambar 6 Wordclouds**

Word cloud results from the R application Biblioshiny, the most frequently appearing words in research publications on Framing Theory taken from the abstracts of each publication of *mass media* printed in a larger font of *Mass media became* the main thing discussed in the research data analysis conducted. Apart from the word *mass media*, *human*, *mass medium* and *framing* also often 'mentioned' in this analysis of *Mass media* is the most discussed research, *mass media itself* has the meaning of a communication system in which the message sender is a complex organization that operates with standard practices in producing and distributing messages.

In the process, the media not only conveys information, but also actively promotes itself to attract the widest possible audience and shape the audience's habits to continue repeated exposure. The target audience is geographically dispersed, has an awareness of the public nature of the messages consumed, and receives messages in various exposure conditions, although most of it occurs automatically. The channels used are technological devices that can disseminate messages widely, can be accessed across space and time, and reach the audience in a relatively short time [14].

Media is inseparable from framing or approaches to see how reality is formed and constructed by the media itself. The process of forming and constructing reality, the end result is a certain part of reality that is more prominent and more easily recognized. As a result, the general public remembers certain aspects that are presented prominently by the media[8]. Overall, this graph displays a visual based on the results of analysis from biblioshinny that the research discussion analyzed is more on mass media, and framing.

## 5. CONCLUSION

Based on the results of the bibliometric analysis, it can be concluded that research on Framing Theory in the 2015–2024 period shows an upward trend, despite occasional fluctuations. A significant increase was seen in 2024, influenced by the many major issues relevant to study, one of which is elections in various countries. Citation analysis also shows that no single researcher is truly dominant, as most authors contribute relatively

balanced research. However, several authors, such as Brian J. Bowe, stand out with high citation rates in framing studies related to issues of climate change, politics, and culture.

In terms of affiliation, Technische Universität Ilmenau is the institution that most consistently publishes research on Framing Theory, followed by universities in Australia, the United States, and Spain, indicating the research's global reach. The United States appears to be the main center of development in Framing studies, with a significantly higher number of publications than other countries, while the United Kingdom, Germany, Spain, and Australia also show steady research growth.

Furthermore, keyword analysis (word clouds) confirmed that mass media dominated research using the Framing framework, with other topics related to communication, politics, health, sports, and social issues. These findings demonstrate that Framing remains an important and relevant approach to understanding how media shapes reality and influences public perception. Thus, there remains ample opportunity for future research exploration, particularly on contemporary issues related to the dynamics of digital communication and global media transformation.

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