

Approaches to the Relationship Between Audiovisual Content and Social Responsibility Through a Bibliometric Análisis

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Abstracts

Based on a systematic review of the literature carried out between 2004 and October 2023 using the Scopus base, this article introduces a bibliometric analysis of the intersection between the production of audiovisual content and social responsibility, with the purpose of discovering the most active institutions, well-known authors or significant research tendencies in this field. This includes searching with keywords, such as "Corporate Social Responsibility", "Audiovisual Production" and "Digital Content", across a five-year cycle (2019–2024). The tools to analyze the 429 retrieved publications, mostly scientific papers (72%), included R Studio, Bibliometrix, and VOS Viewer. The results show an unequal distribution in scientific productivity, with Spain leading in the number of publications, followed by the United States and the United Kingdom. Furthermore, Lotka's Law reveals that most works are carried out by a small group of highly productive authors, highlighting Horta, P.M., as the most prolific author. Co-occurrence analysis identifies key concepts in research on audiovisual content and social responsibility. In conclusion, the study offers a global vision of scientific production in this field, identifying emerging trends and the most influential contributions, providing a solid basis for future research on the integration of social responsibility in audiovisual production.

Keywords: Corporate responsibility, Social responsibility, Audiovisual production, Digital content, Bibliometrics.

1. Introduction

During the last decades, audiovisual content production capacity has been widespread and diversified enough to answer the demands for social awareness, corporate communication as well education or entertainment services. Digital technology and digital distribution channels, including social media, streaming services for video or audio (like Netflix or Spotify) and podcasts, have contributed to that change by allowing businesses as well as artists of all sizes the ability to reach a worldwide audience (Liz-Lopez et al., 2024). Within this context, social responsibility has taken on a new position within the rooting of audiovisual content which now seems to be driving authors and companies not only about what their production is worth in

economic terms but also regarding its impact economically, socially, environmentally or ethically (Rebelo et al., 2020).

In the contemporary business world, corporate and individual social responsibility has become virtually mandatory as each audience calls for organizations to engage in sustainable good causes. Corporate Social Responsibility (CSR) Corporate social responsibility is promoting corporate ethics while enriching people's lives by contributing to communities, employers, dependents and society as a whole with necessary modest behaviors. society at large (Erlistyarini, 2022). This responsibility is not limited to compliance with the law, but also covers broader concepts such as social justice, conservation of the environment and promotion of ethical values.

This is to say that the collaborative nexus between the making of audiovisual content and social accountability has been coming into sharper focus. They have understood that audiovisuals are capable of influencing opinions so they have started incorporating corporate social responsibility in their communication and marketing campaigns. It is no longer sufficient for brands to create materials which capture audience's interest for the purpose of advertising; Such materials are now viewed with consumers with heightened social awareness and expect the congruence of values and principles (Febriyantor, 2020). In this regard, it has shifted from just being an advertising message to one that seeks to promote inclusion, sustainability and well-being of the society.

It is not only about enhancing the company's image that brings the benefits from the synergy of social responsibility and production of audiovisual content. It benefits the society as well. Nowadays customers have become more educated and critical and expect content that satisfies their morals and needs (Rane et al., 2023). Therefore, the companies and organizations should respond to this new phenomenon and create content which is not merely entertaining or informative but also proactive in the ethical and social sphere. Such a trend has led to the emergence of audiovisual campaigns that seek to promote the conservation of the environment, equality of women and men, diversity of cultures and social justice, among other topics of global relevance (Nicolaou, 2021).

On a more global company perspective, the image of corporate social responsibility policy has made an impact on the generation of audiovisual content considering spheres like advertising, entertainment, and media. Particularly multinational companies have adopted a more aggressive CSR strategy and have also used their communication platforms to focus on problems such as global warming, poverty, human rights and equity (Ramya et al., 2020). An example of this has been aided by globalization and digital platforms enabling brands to reach to various markets and in different parts of the world tailoring the message to local and regional cultures and social imbalances (Steenkamp, 2020).

In support of this trend, there is an increasing demand for the use of audiovisuals in raising social awareness. Non-profit, government, and corporate organizations have adopted the use of video, documentary, and advertisement approaches to sensitize people on major causes such as deforestation, oppressed labor rights, and racism (Ranasinghe Arachchige, 2023). And often, these campaigns not only aim to raise awareness for a particular issue but also to encourage

people to take actionable steps such as donating to causes, or changing their behaviors in a more eco-friendly way (Lee et al., 2021).

On the plus side, podcasts and other digital formats have provided new ways in which social responsibility can be incorporated into audiovisual production. Such formats enable such organizations and such creators before them to research and tell more complicated stories to an audience that actively looks for documentary educational material (Iwasaki, 2021). There has been an increase in the number of podcasts directed toward areas like sustainability, social justice and business ethics, all of which enable audiences to go deeper into topics that may not be well covered by the mainstream media (Andersen, 2023). This trend represents an increase in the appetite for content that is not just attention grabbing, but call to action.

Owing to the fact that social responsibility is still a rather young concept and continues to penetrate numerous domains, it would be important to undertake a detailed literature review concerning the phenomena of audio-visual under production and CSR relationship. It is possible to investigate how particular businesses, creators and organizations go about incorporating social responsibility within their audio-visual production, and this is important in laying the groundwork for better and greener approaches in the future. Moreover, such a study may serve to discern the evolving contours of these two domains which are expressed as new opportunities.

This article pursues creating a bibliometric tool which aims to assess the level of understanding in the existing literature around interrelationships of audiovisual content production and its socially responsible aspect. The specific objectives would include identification of research gaps, the most recent trends, active and prolific authors, institutions, and key contributions in this area through the means of bibliometric instruments and systematic review of the literature (Pizzi et al., 2020). The main objective is to reconstruct the evolution of knowledge around this problem and to lay the foundation for further scientific and business developments.

The publication will make use of the Scopus bibliographic database for articles indexed within the past five years. It is also expected to analyze such other important components of research as the level of existing achievements and their prospects for ceramic engineering. Such an approach will achieve a better understanding of the interplay between social responsibility and the sphere of audiovisual production and where this relationship can go in the context of the present-day social and ethical challenges.

2. Materials and Methods

For the purpose of this literature review, which is hereby performed, the Scopus database was used as the primary source of information (Baas, 2020). In order to achieve this aim and examine the way how audiovisual materials respond to social responsibility, pertinent words were combined during a search activity in September 2024. Entering "Corporate social responsibility" and "Audiovisual production" were the steps first taken during the search. Other new terms were also added in a bid to give a more comprehensive coverage of the subject matter: "Social responsibility," "Content production," "Audiovisual content," "Podcast production," and content in the "Digital" form.

To carry out the bibliometric analysis, the following search equation was used: (TITLE-ABS-KEY (corporate AND responsibility) OR TITLE-ABS-KEY (social AND responsibility) OR TITLE-ABS-KEY (corporate AND social AND responsibility) AND TITLE-ABS-KEY (audiovisual AND production) OR TITLE-ABS-KEY (content AND production) OR TITLE-ABS-KEY (audiovisual AND content) OR TITLE-ABS-KEY (podcast AND production) OR TITLE-ABS-KEY (digital AND content)).

The R Studio, Bibliometrix and VOS VIEWER software were employed for the management and analysis of the bibliometric data sourced from Scopus database (Ramírez et al., 2023). At the same time, the research used a descriptive and documentary method for the purpose of describing scientific output in this field of research. Through this methodology it would be possible to describe the prevailing research activities, popular authors, active organizations, and key figures in the area of interest (Zhao et al., 2023).

Table 1. Keywords standardization

Variable	Descriptor
Social responsibility	"corporate responsibility" "corporate social responsibility"
Audiovisual content	"audiovisual production" "content production" "podcast production" "digital content"

Source: author using R software based on information from Scopus (2024).

The five years that the bibliometric search was conducted, spanning from 2019 to 2024, were covered. The database yielded a total of 429 papers that were relevant to the subject and were all analyzed. As far as document types go, articles make up 72.0% of all published documents (309 total), with book chapters coming in second with 40 documents (or 9.3%). The other categories of documents, which include books, notes, and conference documents, account for 18.7%. The Scopus database contains publications with comprehensive details about publication dates, authors, titles, abstracts, journals, keywords, and other important details.

In order to facilitate further analysis, all of this data was arranged and maintained in R Studio. The following analyses were performed: documents sorted by year, documents sorted by source, documents sorted by author, documents sorted by affiliation, among others.

3. Results and Discussion

A thorough grasp of a scientific discipline's development and future direction can be gained by analyzing the reviewed articles, which offers a complete insight into the field's advancement, evolution, and new trends.

Law of bibliometric productivity

It has been observed that most authors are non prolific, while a few productive authors account for most of the scientific publications. (Borre et al., 2023). The bulk of scientific authors who wrote on the topics were three - one authored the three articles, while the majority, eleven, authored two papers each, as illustrated by Table 2 and Figure 1. Only one other document was

supplied with the other 147 authors’ names, this being the max. However, it can be assumed that the said range of authors and the scientific papers that a single entity has listed under their name are widely unexplored as there are only 172 papers having the spearhead behind them indicated.

Table 2. Lotka’s Law

Documents written	N. of Authors	Proportion of Authors
3	1	0.629
2	11	6.92
1	147	92.5

Source: author using R software based on information from Scopus (2024).

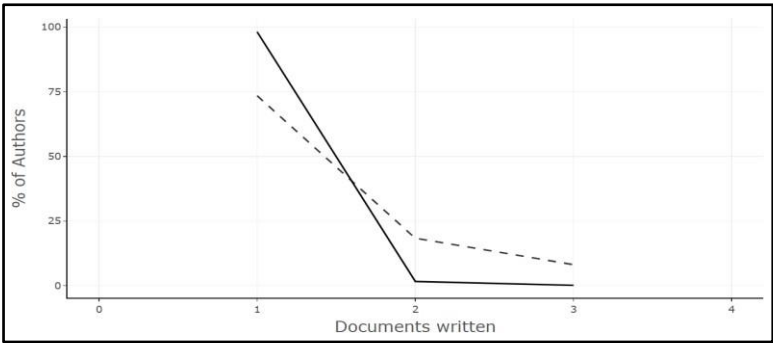


Figure 1. Lotka's Law, source: author based on information from Scopus (2024).

Bibliometric indicators

The bibliometric analysis's findings are shown in Figure 2, which compares the number of scientific publications produced in the 81 nations with the highest publication rates. Spain is the country that produces the most of this, followed by the US, the UK, China, and the Russian Federation. The production of the other nations—Brazil, Australia, Canada, Italy, Germany, and so on—is comparable to that of the former but is lower.

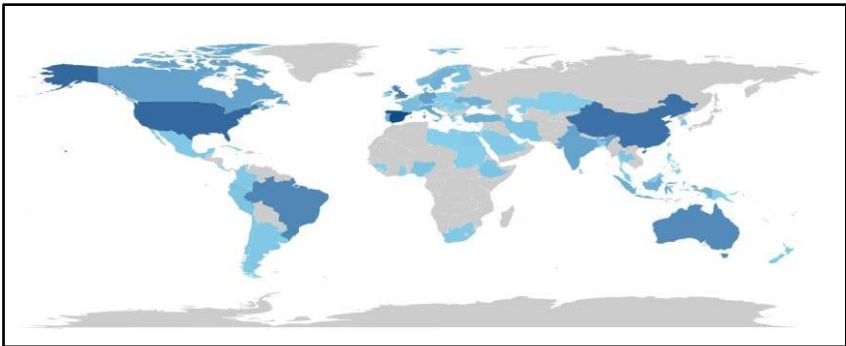


Figure 2. Scientific production by country, source: author based on information from Scopus (2024).

The institutions that have contributed the most to the subject of research are displayed in Figure 3, which maintains this idea hierarchy.

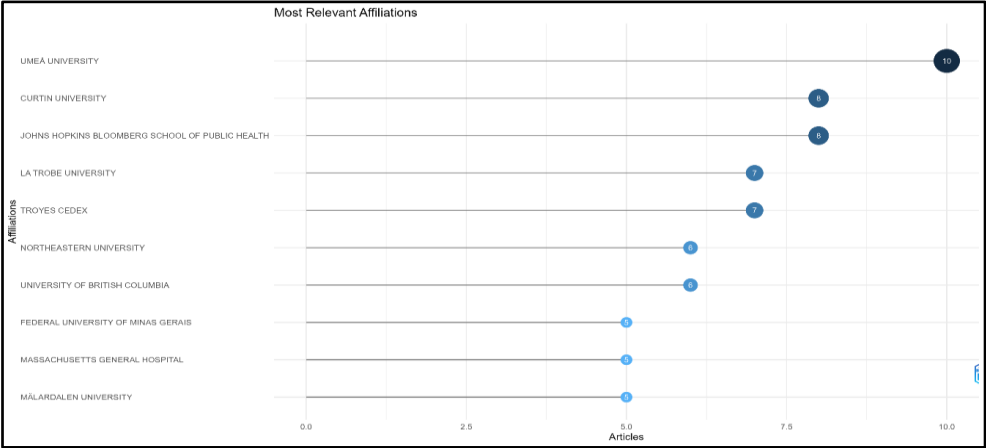


Figure 3. Most relevant affiliations, source: author based on information from Scopus (2024).

UMEA University is the university that has produced the most documents related to the research topic. Curtin University and Johns Hopkins Bloomberg School of Public Health are the next two on the list, having contributed eight documents apiece. While UMEA University stands out significantly above the others with a document production of ten units, this does not suggest a high research activity or great visibility at an international level.

We offer the following graph, which displays the number of documents produced per year, to help you continue your analysis of how scientific output changed over the time under study.

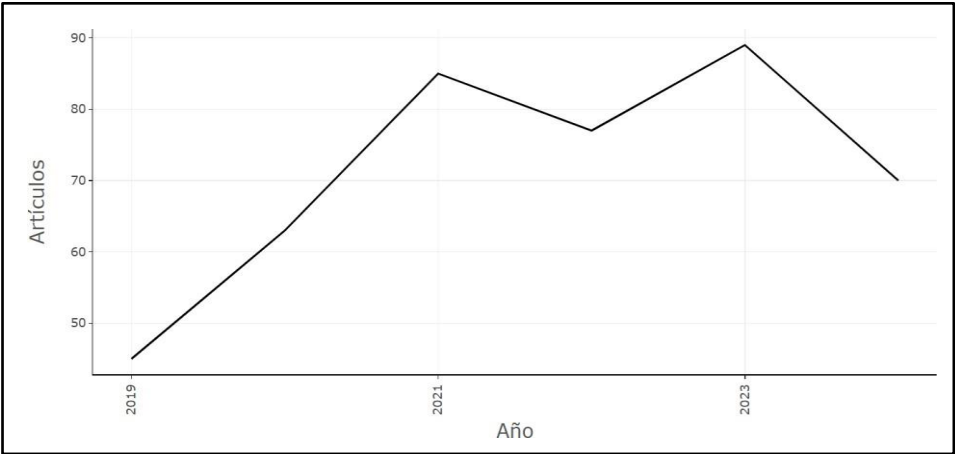


Figure 4. Documents by year, source: author based on information from Scopus (2024).

An examination of the data supplied on the number of publications in Scopus pertaining to social responsibility and audiovisual content between 2019 and 2024 indicates some instability in the yearly production of science, with the number of documents released beginning in 2019. But in 2022, the number of documents produced decreased to 77 from 85. It should be mentioned that it climbed once again the next year, to 89 papers. Ultimately, it is evident that there was once more a decline in 2024, with 70 published documents.

Table 3 lists the ten authors with the highest number of published documents in the same sequence of concepts. Horta, P.M. is the group leader among authors who have contributed the most to the publication of documents on audiovisual content and social responsibility, with an average of three to two documents published.

Table 3. Documents by author

Author	N° of documents
Horta, P.M.	3
Abidin, C.	2
Duina, F.	2
Heldt, A.	2
Holmlund, S.	2
Iazzi, A.	2
Martínez-Sanz, R.	2
Rodrigues, M.B.	2
Siano, A.	2
Silva, H.P.	2
Smith, E.	2
Sobande, F.	2
Aadal, L.	1

Source: author using R software based on information from Scopus (2024).

Finally, Table 4 displays, in descending order, the top 10 publications in Scopus from 2019 to 2024 with over 40 citations. Similarly, this table includes the year that the papers were published, their title, the names of the authors, and the total number of citations that they have received over the specified time frame.

First off, Oztemel, Ercan, et al.'s paper has received the most citations. With 1,284 citations in Scopus, the 2020 publication titled "Review of the literature on Industry 4.0 and related technologies" was published. Second, there is the 2020 publication "Dissemination of the Sustainable Development Goals: Do they support responsible consumption and production?" by Gunawan, Juniati, et al. It has received 120 citations. The paper "Exploring corporate social responsibility digital communications on Twitter," written by Okazaki, Shintaro, et al., came in third place. It has a total of 95 citations and was published in 2020, much like the first two publications.

Table 4. Most cited documents

Year	Author	Title	Citations
2020	Oztemel, Ercan et al.	Literature review of Industry 4.0 and related technologies	1.284
2020	Gunawan, Juniati et al.	Sustainable development goal disclosures: Do they support responsible consumption and production?	120

2020	Okazaki, Shintaro et al.	Exploring digital corporate social responsibility communications on Twitter	95
2019	Zemigala, Marcinet al.	Tendencies in research on sustainable development in management sciences	72
2020	McCrary, Bárbara S. et al.	Treatment interventions for women with alcohol use disorder	64
2020	Montiel, Iván et al.	New ways of teaching: using technology and mobile apps to educate on societal grand challenges	53
2019	Lehoux, Pascale et al.	What health system challenges should responsible innovation in health address? Insights from an international scoping review	52
2022	Bailey, Kerrice et al.	The environmental impacts of fast fashion on water quality: a systematic review	50
2020	Iosifidis, Petros et al.	The battle to end fake news: A qualitative content analysis of Facebook announcements on how it combats disinformation	44
2021	Donovan, Joan et al.	Stop the presses? Moving from strategic silence to strategic amplification in a networked media ecosystem	40

Source: author using R software based on information from Scopus (2024).

Analysis of relationships and co-occurrences

Finally, in the cluster analysis through VOS VIEWER, the terms with the greatest impact are revealed grouped by co-occurrence. In Figure 4 it can be seen that the network is made up of 5 clusters, each of which has a particular color (in order of importance): red, blue, yellow, green, light blue and purple. Within each cluster are the concepts most used in research and the size of each concept is related to the frequency of each item. Its connections as a network show the relationships of concepts, in such a way that those cognitive topics that are related to each other are located in close proximity, and those that are not related or barely related are distant.

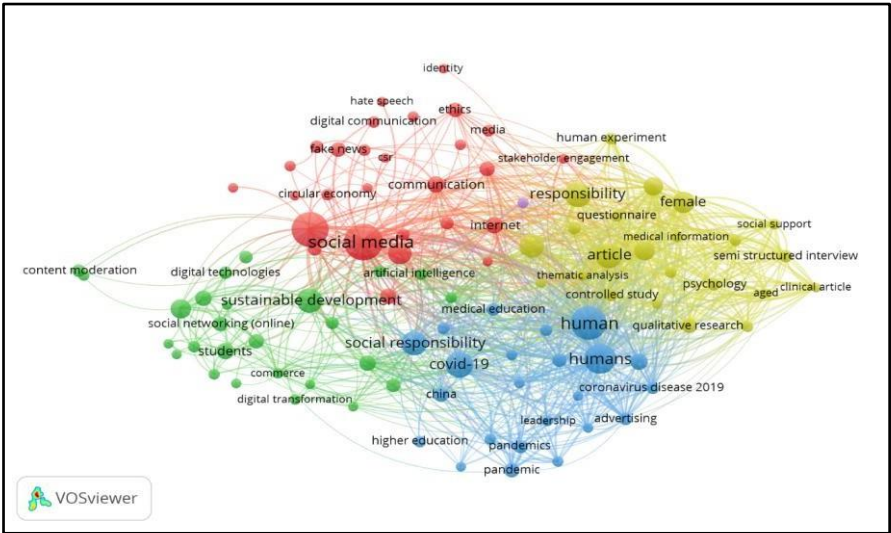


Figure 5. Terms associated with the study topic “Audiovisual content and social responsibility”, source: author based on information from Scopus (2024).

4. Conclusions

We have been able to conduct a thorough review of the last five years' worth of scientific output regarding the fusion of social responsibility and audiovisual material thanks to this research. The results provide a thorough understanding of research trends, the most prolific writers, the busiest academic institutions, and the nations at the forefront of this subject. Points that are characteristic for a broader perspective of this subject within the academic as well as professional domains have been discussed in this systematic review and bibliometric analysis.

This concentration of activity is corroborated by Lotka's law which states the number of authors is small therefore a high concentration of activity exists, as it has been demonstrated in articles published on this topic. In this trend we see that there are more authors who publish one or two papers and a small number of experts do most of the work relating to research on audiovisual content and social responsibility. This result is consistent with earlier studies on scientific productivity in newly-discovered fields of inquiry.

Second, bibliometric indices show that the countries with the highest production of scientific literature on the topic are the United States, the United Kingdom, and Spain. This geographic leadership demonstrates how these nations have shaped conversations about social responsibility and the creation of audiovisual content. Besides, even though they are not very known globally, universities such as UMEA University and Curtin University which are the most active institutions in this area of scholarship have a key role in the production of new knowledge.

With respect to the periodical sequence of publications, a certain regularity was observed in the annual fluctuation of the number of documents published. Even if there was an expansion of the scientific output in 2019 and 2021, the decline that followed in 2022 and 2024 indicates that more efforts are needed to consolidate this area. Factors such as changes to the research funds and the relevant legislation may contribute to this instability.

Finally, from the investigation of co-occurrences and correlations of the identified significant terms, we have managed to delineate five clusters that outline the most prominent areas of focus within this discipline. There is encouraging evidence that research has advanced to a stage where there is a greater degree of fine-tuning between the production of audiovisual works and the concepts of social responsibility underpinning such activities. It is this network analysis which sets the stage for the formulation of a research agenda for subsequent studies that will seek to explore the linkages between these clusters.

While dissecting the themes of social responsibility and audiovisual works there exist their hindrances which affect the growth and sustainability of the research. To further this area of research, the most prestigious universities and prolific authors must continue to collaborate. Similarly, countries with lesser levels of scientific productivity must increase their contribution to achieve a more balanced global view. The patterns found in this study can be used as a model for professional and academic regulations that encourage more social responsibility in the creation of audiovisual content.

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