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**Global Trends in Health and Communication Research: A Bibliometric Analysis from the Scopus Database (1995–2025)**

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ABSTRACT

The field of health and communication has experienced significant growth over the past three decades, driven by the increasing integration of digital technologies in public health and the demand for effective health information dissemination. This study aims to explore global trends in health and communication research through a bibliometric analysis of publications indexed in the Scopus database from 1995 to 2025. Using bibliometric indicators such as publication volume, authorship patterns, institutional and country collaborations, and keyword co-occurrence, this research identifies major contributors, thematic developments, and emerging research fronts in the field. The study used bibliometric analysis of 210 publications in the Scopus database from 1995 to 2025. Publication data was selected using the keyword "health AND communication." Data processing was conducted by co-occurrence between keywords and data presentation with overlay visualization. The results of data processing with VosViewer and R-Studio revealed shifts in research topics in 1995 to 2025. The findings reveal an upward trend in scholarly output, with a notable concentration of publications originating from high-income countries. Furthermore, the analysis highlights the growing importance of interdisciplinary collaboration and digital health themes. This study provides valuable insights for researchers, policymakers, and institutions seeking to understand the evolution of health communication research and to identify gaps and opportunities for future exploration.

Keywords: Bibliometric Analysis, Health, Communication, Research Trends, Scopus

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**1. Introduction**

Infectious Over the past three decades, the field of health communication has undergone significant transformation, propelled by the integration of digital technologies, the proliferation of global health crises, and the increasing complexity of health information dissemination. Health communication, once primarily concerned with public service announcements and traditional media campaigns, has evolved into a multidisciplinary domain encompassing digital health, risk communication, health literacy, and patient engagement strategies. This evolution reflects a broader recognition of the pivotal role that effective communication plays in promoting public health, influencing health behaviors, and shaping health policy.

The advent of digital technologies has been a catalyst for this transformation. The rise of mobile health (mHealth) applications, telemedicine, and social media platforms has redefined how health information is accessed, shared, and utilized. These technologies have not only expanded the reach of health messages but have also introduced new challenges related to information accuracy, digital literacy, and equitable access. The COVID-19 pandemic further underscored the critical importance of timely and accurate health communication, as misinformation and rapidly evolving scientific knowledge created a complex information landscape for the public and health professionals alike.

Despite the growing body of literature in health communication, there remains a need for a comprehensive analysis of global research trends in this field. Bibliometric analysis offers a valuable methodology for mapping the intellectual structure of a research domain, identifying key contributors, and uncovering emerging themes. By systematically analyzing publication patterns, citation networks, and keyword co-occurrences, researchers can gain insights into the development and direction of health communication scholarship.

Previous bibliometric studies have provided snapshots of health communication research within specific regions or timeframes. For instance, a study focusing on the Arab world highlighted the multidisciplinary nature of health communication research, encompassing topics from traditional medicine to eHealth and COVID-19-related studies. Another analysis revealed that over the past five years (2019–2023), there was a 14.07% increase in publications related to health communication, with the United States leading in





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both publication volume and citations. These studies underscore the dynamic and evolving nature of health communication research but also point to the need for a more expansive analysis that captures global trends over a longer period.

This study aims to fill this gap by conducting a bibliometric analysis of health and communication research publications indexed in the Scopus database from 1995 to 2025. Scopus, known for its extensive coverage of peer-reviewed literature, provides a robust dataset for examining the evolution of research in this field. By analyzing publication volumes, authorship patterns, institutional and country collaborations, and keyword trends, this study seeks to identify major contributors, thematic developments, and emerging research fronts in health communication. The findings will offer valuable insights for researchers, policymakers, and institutions aiming to understand the trajectory of health communication research and to identify opportunities for future exploration.

2. Research Method

This study used a bibliometric analysis to chart the global patterns in health and communication research from 1995 to 2025. Bibliometric analysis is a way to measure the amount, effect, and layout of research papers. It helps researchers find important authors, journals, schools, and new topics in a certain field (Donthu et al., 2021). The study got its data from the Scopus database, because it has a large collection of reviewed research from many science areas. Scopus is known for its wide coverage of health communication research and has strong tools for analyzing citations and connections. A search was done using the words: health AND communication, only looking at publications from 1995 to 2025. The search words were chosen based on what other studies have done and advice from experts, to make sure the search was wide but still focused on health communication. The cleaned data was analyzed using VOSviewer and Bibliometrix (R package).

3. Results and Discussions

We used VosViewer to study the database from Scopus and find important details about health and communication research. This gave us basic information about studies done between 1995 and 2025.





Some of the most frequently used keywords by the authors include: humans, human, female, adult, male, article, communication, public health, mental health, dan aged. The frequently appearing keywords are health and communication. This aligns with the study by McAlpine et. al (2024) although the majority of participants reported having communication competence, certain specific areas were rated less favorably. All 21 proposed competency statements received strong overall agreement, though differences emerged based on participants' levels of expertise and experience. There is a significant demand for communication training. The high level of agreement with the statements reflects strong support among the surveyed professionals for an updated communication competency framework. Ongoing research is focused on collecting further evidence about the communication needs of the public health workforce and understanding the variations in strong agreement with the proposed competencies.

c. Top 10 journal with the most articles

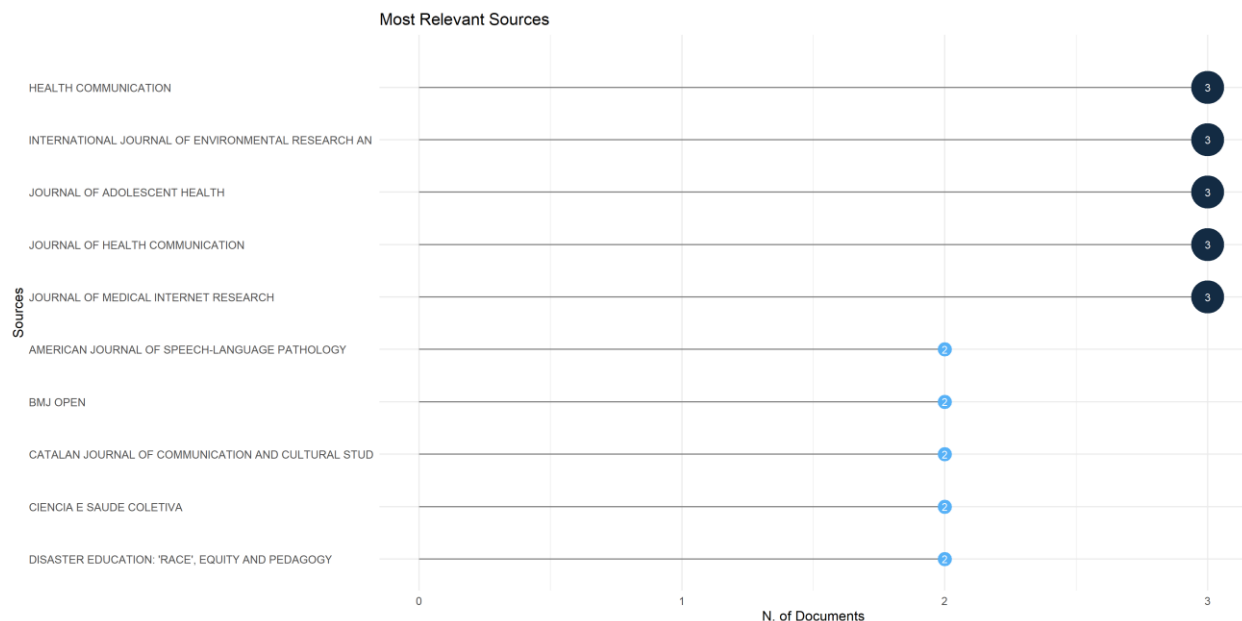


Figure 3. Top 10 Journals that publish the most articles related to health and communication

The analysis results indicate the top 10 journals publishing the most articles. The journal health communication, international journal of environmental research an, journal of adolescent health, journal of health communication, and journal of medical internet research have the same that are 3 articles. Meanwhile American journal of





speech language pathology, BMJ open, Catalan journal of communication and cultural stud, ciencia e saude coletiva, and disaster education race, equity, and pedagogy have the same that are 2 article. Figure 3 illustrates the top 10 journals publishing the most articles about studies on the “health and communication” due to their relevance to public health.

d. Top 10 affiliation

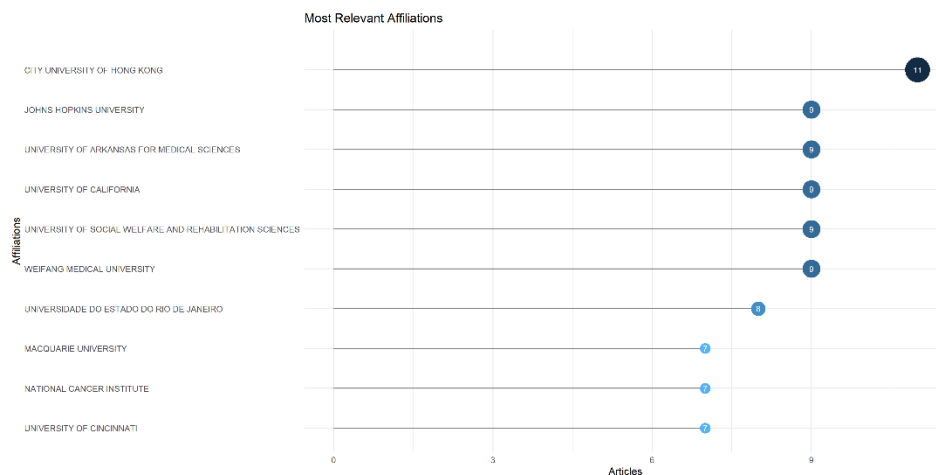


Figure 4. Top 10 affiliation related to health and communication

The most prevalent institution among the top 10 affiliations is the City University of Hongkong with a total 11, Next, there is John Hopkins University, University of Arkansas for Medical Sciences, University of California, University of Social Welfare and Rehabilitation Sciences, and Weifang Medical University with a total 9 affiliations. Universidade Do Estado Do Rio De Janeiro with a total 8 affiliations. And the last Macquaire University, National Cancer Institute, and University of Cincinnati with a total 7 affiliations.





e. Top 10 author

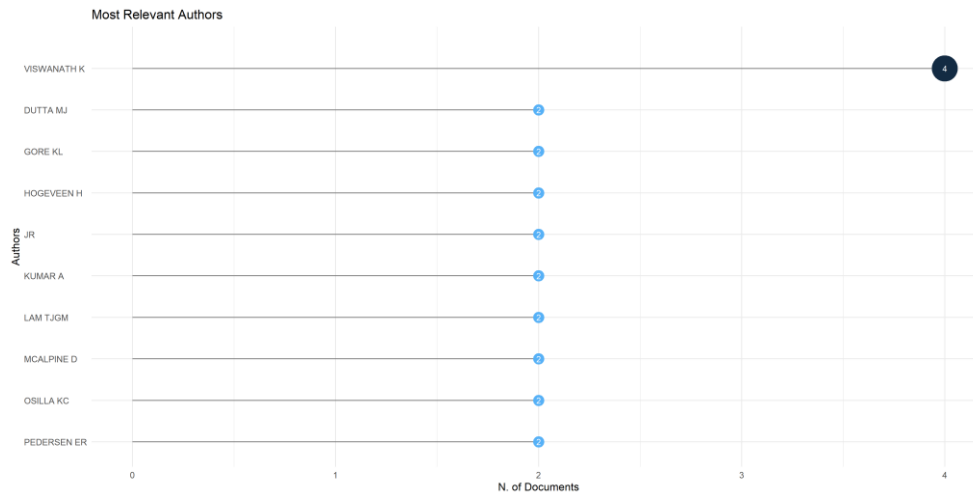


Figure 5 Top 10 author related to health and communication

The author with the most articles about health and communication is Viswanath K, with 4 articles in total. After that, Dutta MJ, Gore KL, Hogeveen H, JR, Kumar A, Lam TJGM, McAlpine D, Osilla KC, and Pedersen ER each have 2 articles.

f. Research collaboration countries

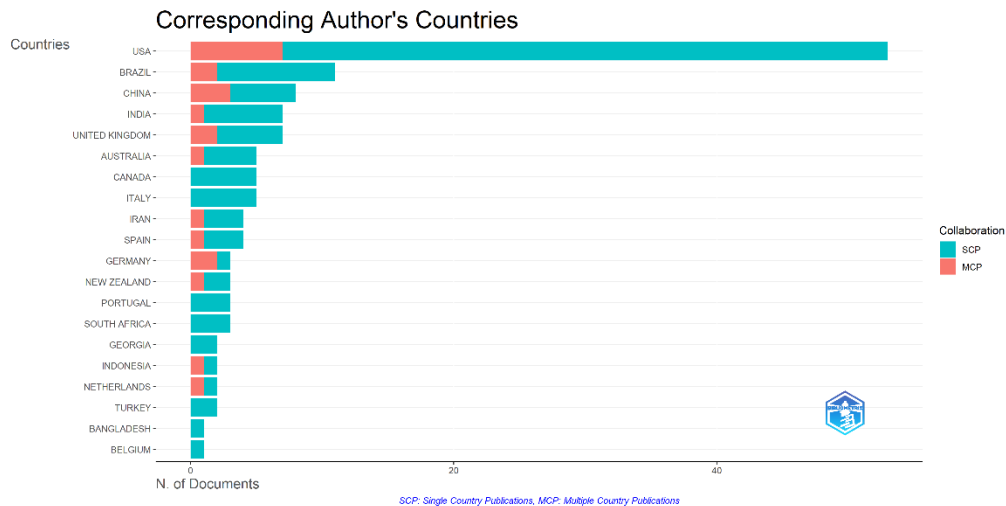


Figure 6 Top Twenty Correspondences by Country of Writers

The most research collaborations countries come from the United States, followed by the Brazil, China, India, United Kingdom, Australia, Canada, Italy, Iran and Spain. Indonesia is not included in this top twenty list of corresponding author countries with author connected to health and communication.





g. Average citation per year

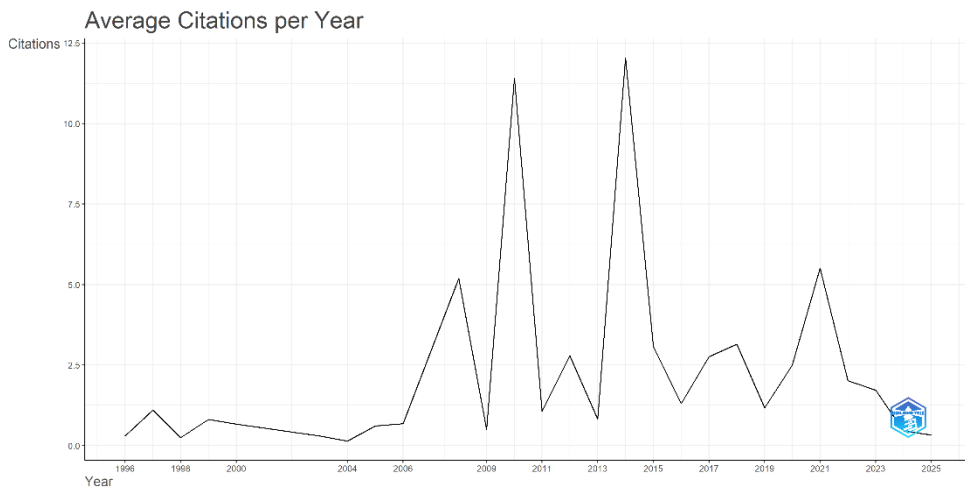


Figure 7 Average citation per year related health promoting family approach

The average citation trend per year from year to year shows a significant increase, especially between 2004 and 2007 (Figure 7).

h. Top 10 most global cited documents

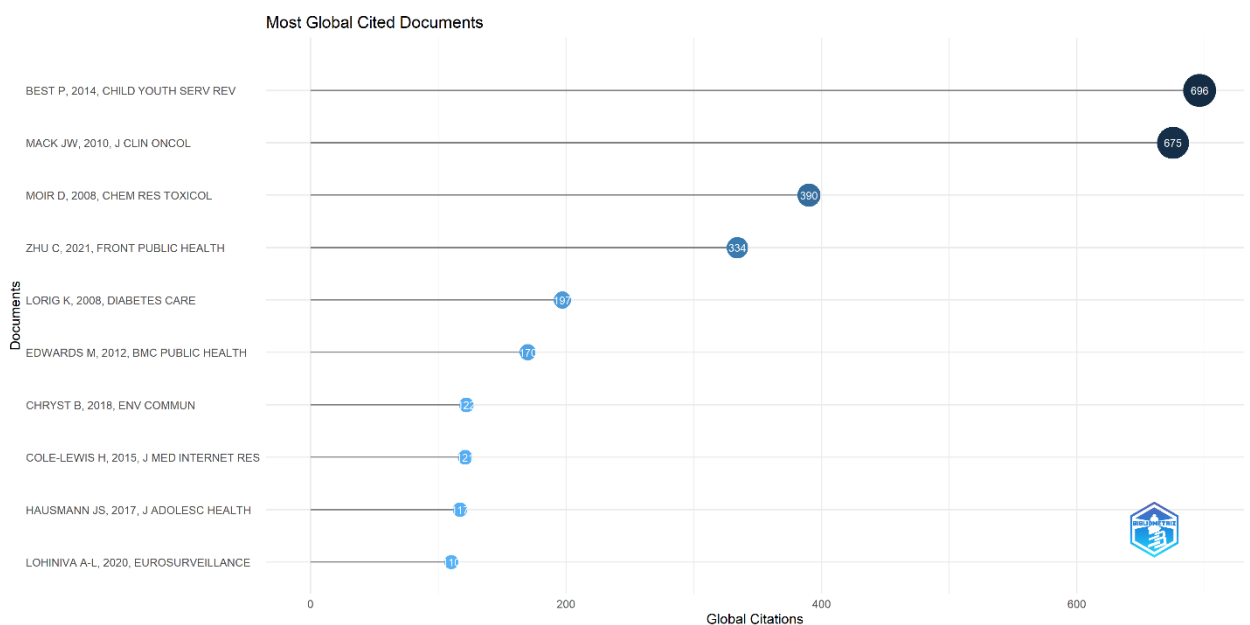


Figure 8 Top 10 most global cited documents

Top 10 most globally cited documents. The paper by Best P (2014) is the most globally cited document with a total of 66 citations, titled “Online communication, social media and adolescent wellbeing: This review of existing studies shows that the





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evidence is not consistent". It also shows that there is a lack of strong research into whether socialmedia affects the mental health of young people. Online tools are being used more and more for health and social care. But more research is needed to make sure these tools are designed well to support the mental health care of young people (Best et. al 2014).

i. Result

A study that looked at 210 articles about health and communication in the Scopus database from 1995 to 2025 found some important patterns. The number of articles published has been going up, with a big jump between 2022 and 2024. This shows that more researchers are interested in health communication, especially after recent global health events.

The journals that published the most articles were Health Communication, Journal of Adolescent Health, Journal of Health Communication, and Journal of Medical Internet Research. Each of these journals published three articles. Other journals that contributed a good number of articles were BMJ Open and American Journal of Speech Language Pathology, each with two articles.

The City University of Hong Kong was the institution that published the most articles, with 11 publications. Next were Johns Hopkins University, University of Arkansas for Medical Sciences, and Weifang Medical University, each with nine publications. Viswanath K was the author who published the most articles, with 4 publications. Dutta MJ, Osilla KC, and Pedersen ER each had two publications.

The United States had the most international collaborations by far, followed by Brazil, China, India, and the UK. Indonesia was not in the top 20 countries for international research in this field. The average number of times articles were cited increased a lot from 2004 to 2007, which means that important articles were published during that time.

4. Conclusion

Health communication research is becoming more popular, showing its growing importance, especially with digital health and recovering from the pandemic. The fact that rich countries like the United States, UK, and China publish more research and work





together more often suggests that some countries contribute more to global research than others. This means we need to give more help and training to poorer countries, like Indonesia, so they can participate in global health discussions.

The variety of research topics, from telehealth to adolescent health, shows that health communication research is combining many different fields. The fact that Viswanath K and others are mentioned in many studies suggests that there is a key group of important researchers guiding this field.

Also, the increase in how often studies are cited shows that the field is growing, with some basic studies becoming well-known and influencing new research. The evidence that different fields are working together more shows hope for solving complex health communication problems using different skills.

5. Compliance with ethical standards

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Disclosure of conflict of interest

There is no conflict in this article.

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