



The Impact of Social Media on the Behavior and Social Interactions of Agrarian Religious Communities: A Five-Decade Bibliometric Analysis (1974–2024)

Abdul Riski^(a)

^(a)Madrasah Aliyah Darul Qur'an Wahid Hasyim, Yogyakarta, Indonesia

Email: abdlrskyy010508@gmail.com

A B S T R A C T

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This research provides a comprehensive bibliometric analysis to map the intellectual structure and evolutionary trends of studies concerning social media's impact on the behavior and social interaction within religious agrarian communities over a five-decade period (1974-2024). The study analyzes 656 documents retrieved from the Scopus database, employing Biblioshiny to elucidate publication dynamics, pivotal contributors, influential sources, and thematic transitions. Key findings indicate a marked exponential increase in annual publications, with PLoS One identified as the most prolific journal. Analysis of keywords reveals a predominant focus on concepts such as human, female, and religion. The mapping of international collaboration networks shows leadership by the United States, followed by Australia as the second most collaborative nation. Thematic evolution analysis demonstrates a significant progression from initial broad discussions to more nuanced explorations within specific religious contexts, including Islam, Christianity, and Hinduism, and their intricate connections to socio-economic development effects, rural planning, and cultural transformation. The study concludes that this field is both dynamic and expansive, characterized by growing scholarly interest. It highlights substantial avenues for future research, particularly in empirically investigating the nuanced role of social media in shaping the socio-cultural fabric, religious practices, and developmental trajectories of specific agrarian-religious communities, thereby addressing existing knowledge gaps.



Introduction

The digital revolution, spearheaded by the rise of social media, has fundamentally reconfigured global communication networks and social interaction patterns. This transformation permeates even the most traditional societal structures, including religious agrarian communities. In rural India, platforms like WhatsApp have evolved beyond personal communication to become crucial tools for farmers, creating new ecosystems for sharing agricultural information and fostering community development (Mishra & Shah, 2019). A parallel integration is observed in Myanmar, where farmers, traders, and agronomists utilize Facebook to exchange market prices and planting techniques, effectively weaving itself into the pre-existing fabric of social and economic exchange (Faxon, 2023).

Within specifically Muslim agrarian contexts, the influence of social media extends beyond utilitarian functions into the realms of religious and cultural dynamics. In Indonesia, Islamic movements have strategically harnessed social media to amplify their reach, enhance political participation, shape public narratives, and mobilize collective action, thereby significantly altering the country's political landscape (Rohid et al., 2025). Concurrently, the adoption of these platforms by Salafi youth groups in rural Indonesia has impacted local religious dynamics, creating new spaces for ideological contestation within the Muslim community (Syarif et al., 2023). Scholars argue that social media, in this context, acts not merely as a communication tool but as a powerful agent in transforming socio-cultural values, individual behavior, and broader social dynamics (H. As'adi et al., 2021; M. hasan As'adi, 2020).

The existing literature on this subject, while insightful, presents a fragmented picture. Several studies have identified relevant trends, highlighting social media's pivotal role in disseminating information and mobilizing political action in Islamic contexts, as evidenced by research on digital activism in Indonesia (Asadi, 2021). The strategic use of these platforms by Islamic groups has demonstrably changed political dynamics by expanding outreach, though it concurrently introduces challenges such as societal polarization and misinformation (Rohid et al., 2025). Furthermore, the impact on social relations is ambivalent; social media can reinforce family bonds and propagate Islamic values, yet it also risks causing social isolation and a decline in face-to-face interaction (Al-Momani, 2025; As' adi, 2021; Daulay & As'adi, 2021). Other research indicates that social media can trigger emotional

conflicts within marital relationships, necessitating educational and mediation approaches grounded in Islamic principles (ALafaghani, 2025). Conversely, its role in promoting religious identity and shaping the cultural fabric of agrarian societies is also notable, as seen in studies from Egyptian villages (Radwan, 2022).

Despite these valuable contributions, the literature lacks a comprehensive, longitudinal mapping of the field's intellectual structure. There is no holistic analysis that visualizes the distribution of publications, the evolution of research themes, key actors, and collaborative networks over time. This gap hinders the identification of knowledge gaps and the definition of clear future research directions. A quantitative synthesis is needed to uncover patterns not readily visible through traditional review methods (Mondal, 2025).

To address this gap, this study aims to provide a comprehensive, longitudinal mapping of the intellectual structure of research concerning social media's impact on religious agrarian communities. The primary objective is to quantitatively and visually analyze the evolution of this field over five decades (1974–2024) by identifying key publication trends, influential contributors, thematic shifts, and international collaboration networks. By synthesizing the fragmented existing literature through a macro-level, data-driven approach, this research seeks to establish a foundational overview that clarifies the field's development and pinpoints specific areas where further empirical investigation is most urgently needed. Consequently, this study is designed to answer the following eight research questions (RQs):

RQ1: What is the distribution of documents related to the impact of social media on the behavior and social interaction of Islamic agrarian communities by document type and language?

RQ2: What are the publication trends for documents related to this topic based on the increasing number of publications?

RQ3: Which journals have published more documents related to this topic?

RQ4: Who are the most active researchers, and what are the most productive institutions in publishing documents on this topic based on the collected data?

RQ5: What are the most impactful research documents related to this topic?

RQ6: What are the main keywords used in the documents related to this topic?

RQ7: How does the collaboration map between countries appear in the published documents related to this topic?

RQ8: How have the themes transitioned from 1974 to 2024?

Theoretical Framework

This study employs an integrated theoretical perspective to analyze the impact of social media on religious agrarian communities. The complex and multifaceted nature of this phenomenon necessitates a multidimensional framework that accounts for both the process of technological adoption and its profound socio-cultural consequences. The following theories are integrated to provide a comprehensive analytical lens:

Diffusion of Innovation Theory, Rogers (1962). This theory serves as the foundational framework for understanding the *process* through which social media, as a technological and communicative innovation, is adopted, disseminated, and integrated into the traditional social fabric of agrarian communities (M. As'adi, 2020; Rizkiansyah et al., 2023). It allows for an examination of the channels, timing, and social systems that influence how different segments of the community, e.g., religious leaders (Posthumus et al., 2013) two services have served as case studies, namely the Esoko (previously called Ecamic, farmers, and youth, become users, and the factors that either facilitate or hinder their adoption (Mishra & Shah, 2019).

Drawing on Berger & Luckmann's (1966) theory of the social construction of reality to comprehend the deeper socio-cultural consequences of this adoption, this study draws upon the theory of the social construction of reality (M. H. As'adi, 2026; Xiong, 2022) as a "force of the media," will encourage mainstream media to overcome their own development challenges, become an important mainstream public opinion publicity platform, and aid in the realization of the great cause of rural revitalization. For rural comprehensive revitalization, big data provides new means and tools. It is not only a powerful support for rural comprehensive revitalization, but also an important means of realizing the integrated development of the digital economy and rural revitalization, as well as improving the quality and level of rural revitalization. We need to accelerate

the realization of agricultural and rural modernization to implement the rural revitalization strategy, and the construction of smart countryside is an important embodiment of agricultural and rural modernization. Mobile edge computing technology has become ingrained in many aspects of social production and daily life. With the power of MEC, urban radio and television must accelerate the pace of multiscreen and multifrequency interaction, as well as online and offline integration; create an all-media instant communication and interactive platform; make new media products suitable for rural audiences; realize integrated development of urban and rural areas; and improve the influence and credibility of new media on agricultural communication. From the perspective of rural revitalization, this paper will investigate the development path of financial media under the influence of data mining (DM). This perspective posits that social media platforms are not neutral conduits of information but are active, transformative arenas where meaning, values, and religious identities are negotiated, contested, and reconstructed. This lens is crucial for analyzing how digital interactions influence the community's shared understanding of religious authority, cultural norms, and agrarian practices (Tarasov et al., 2024).

Social Capital Theory Putnam (2000) complements the above. Social Capital Theory provides a robust framework for analyzing the relational impacts on social structure and interaction (Avery et al., 2010). The theory's distinction between bonding social capital, strong, inward-looking ties that reinforce group homogeneity and solidarity, and bridging social capital, weaker, outward-looking ties that link the community to external assets and information, is particularly salient (Ghorbani et al., 2024). This allows for a nuanced investigation of how social media simultaneously strengthens internal communal bonds while creating new bridges to global networks, and the potential for these very dynamics to generate intra-community conflict and social fragmentation (M. H. As'adi et al., 2025; Traunmüller, 2009).

Research Methods

The Scopus database was used for data retrieval and analysis, following established bibliometric research methodologies (Abdullahi et al., 2023; Alkahtani et al., 2020; Riski, 2025; Riski & Hasan, 2025). Data extraction was conducted on November 12, 2025, and the records were imported into CSV format for

further processing. The systematic search framework employed in this study is presented in Figure 1.

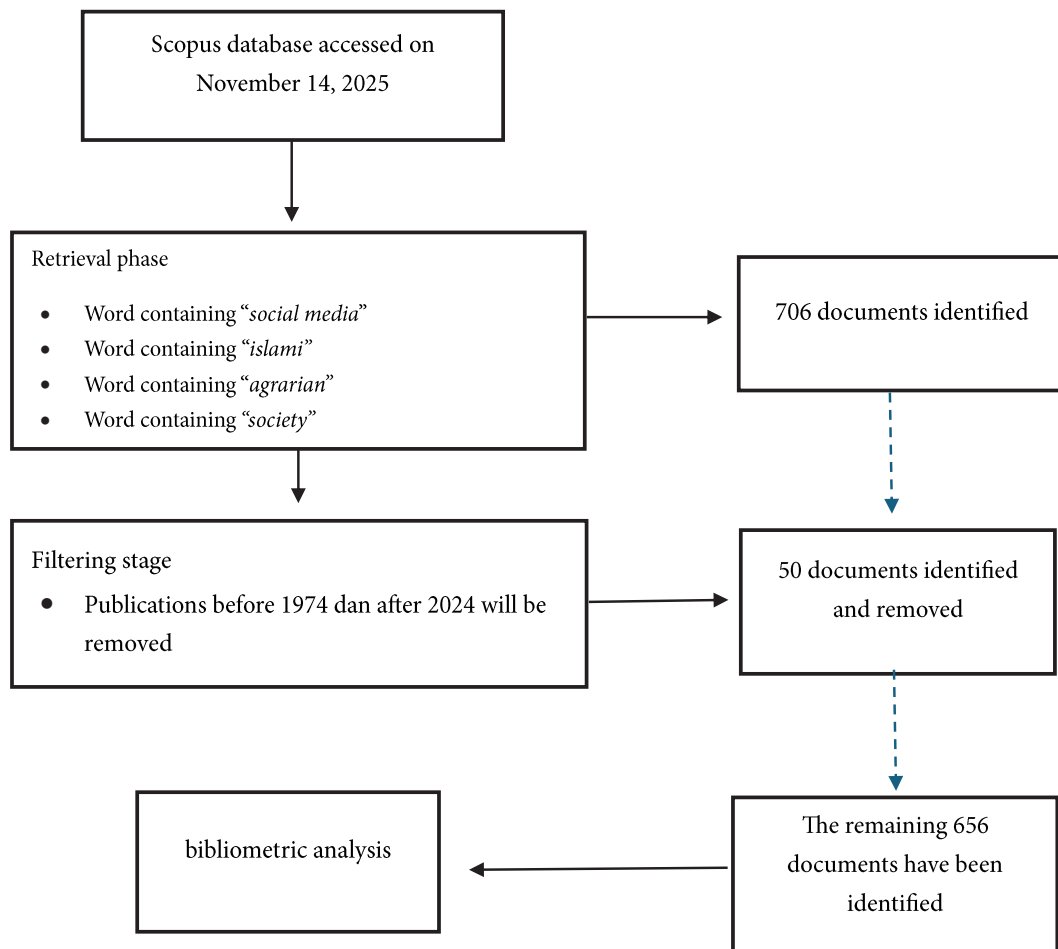
The search strategy was designed to be comprehensive and inclusive. The TITLE-ABS-KEY field code was implemented to enable the collection of relevant documents across various disciplinary boundaries. The search query combined key terms related to: Social media platforms, social media OR social network OR media, religious context islamic OR muslim OR religious, agrarian setting rural OR village OR agrarian, and social structure community OR society OR organization OR social. The temporal scope was limited to a five-decade period (1974–2024) to capture the longitudinal evolution of the research field. This keyword-based approach was deemed the most effective for comprehensively capturing academic literature on the impact of social media on the behavior and social interaction of religious agrarian communities.

The initial search yielded 706 documents. Given that the data extraction was conducted before the conclusion of the 2024 publication cycle, and to ensure a complete annual dataset, documents published in 2024 were excluded from the analysis. Consequently, the final refined dataset encompassed publications from 1974 to 2023, resulting in 656 documents for bibliometric analysis. The detailed phases of the search and screening process are delineated in Table 1.

Table 1 Search and Screening Phases

Phase	Scopus Query Code	Document Count
Search	TITLE-ABS-KEY (social media OR social network OR media) AND (islamic OR muslim OR religious) AND (rural OR village OR agrarian) AND (community OR society OR organization OR social)	706
Screening	TITLE-ABS-KEY ((social media OR social network OR media) AND (islamic OR muslim OR religious) AND (rural OR village OR agrarian) AND (community OR society OR organization OR social)) AND PUBYEAR > 1973 AND PUBYEAR < 2025	656

Source: Scopus and by the author



Source: Scopus and by the author

Figure 1 Search framework used in the Scopus database.

The final corpus of 656 documents was analyzed using the Biblioshiny application, a web interface for the Bibliometrix R package, specifically designed for comprehensive bibliometric and scientometric analysis (Abdullahi et al., 2023). This tool facilitated both performance analysis and science mapping, enabling the examination of publication trends, citation impacts, key sources, productive authors and institutions, and the intellectual structure of the research field through keyword co-occurrence and thematic evolution analyses.

Results and Discussion

A comprehensive bibliometric analysis was conducted on the final corpus of 656 documents using the Biblioshiny application (Alkahtani et al., 2020). Table 2 presents a summary of key descriptive statistics that reveal several critical characteristics of the research field.

Table 2 Bibliometric Analysis Summary

Feature	Value
Number of authors	1710
Number of single authors	3
Annual growth rate	7.13 %
Average citations per document	12.8
Sources	404

Sources: Scopus and Biblioshiny

The data reveal a field characterized by robust collaboration but moderate consolidation. The high number of authors (1,710) relative to the number of documents (656) indicates a strong collaborative spirit, with an average of approximately 2.6 authors per document. However, the extremely low number of single-author documents, only 3, or 0.46% of the corpus, suggests that the field has matured beyond individual, siloed research efforts and is now dominated by team-based inquiry, which is typical for complex, interdisciplinary topics.

The distribution of publications across 404 distinct sources further underscores this point. While it indicates broad interest in the topic across various academic disciplines and journals, it also suggests significant fragmentation and a lack of a dominant intellectual core. The field has not yet coalesced around a small set of flagship journals, which can make it challenging for new researchers to navigate the literature and for the field to establish a unified paradigm. The high source dispersion ratio (656 documents, 1.62 per source) indicates that knowledge is disseminated in a highly decentralized manner.

The annual growth rate of 7.13% is a positive indicator, confirming that the field is dynamically expanding. This growth is likely driven by the increasing global penetration of social media and the acute need to understand its impacts on

traditional communities. However, this figure must be interpreted with caution. A growth rate in this range, while healthy, does not indicate an explosive or “hot” research trend but rather a steady, sustained accumulation of knowledge.

Finally, the average of 12.8 citations per document points to a field with a moderate but respectable academic impact. This citation rate suggests that the research is being noticed and built upon. Still, it is not yet generating the high-impact breakthroughs that would be reflected in citation counts an order of magnitude larger. This is consistent with a young-to-mid-stage field that is still defining its core theories and methodologies.

A comprehensive bibliometric analysis of 656 documents was conducted using the Biblioshiny application. (Alkahtani et al., 2020). Table 2 summarizes the bibliometric analysis. Based on Table 2, the 656 documents were written by 1710 authors, with 3 documents single-authored and published in 404 sources. Therefore, an average of five authors is needed to develop two documents and publish them in a single source. Furthermore, each document receives an average of 12.8 citations. The annual publication growth rate of 7.13% demonstrates the field’s attractiveness.

RQ1 Distribution by Document Type and Language

Table 3 shows the document types and their frequency. Based on Table 3, the majority of documents are articles, followed by conference papers, book chapters, reviews, books, notes, short surveys, and editorials.

Table 3. Jenis dokumen

Type of documents	Number of documents	Percentage of documents (%)
Articles	488	74,39%
Conference papers	82	12,5%
Book chapters	33	5,03%
Reviews	31	4,72%
Books	17	2,59%
Notes, Short surveys, Editorials, Conference reviews	5	0,76%
Total	656	100%

Sources: Scopus and Biblioshiny

RQ2 Publication Trends Over Time

Figure 2 shows annual scientific publications since 1974, showing an exponential increase over time. Publications fluctuated between 2004 and 2011, totaling 33 articles. A surge in production was observed in 2016, with 32 articles, representing a 58.18% increase from 2022. This exponential trend estimates the number of published documents related to the impact of social media on the behavior and social interactions of agrarian Islamic communities. From 2018 to 2022, the number of publications increased as follows: 32, 36, 40, 49, and 55, respectively.

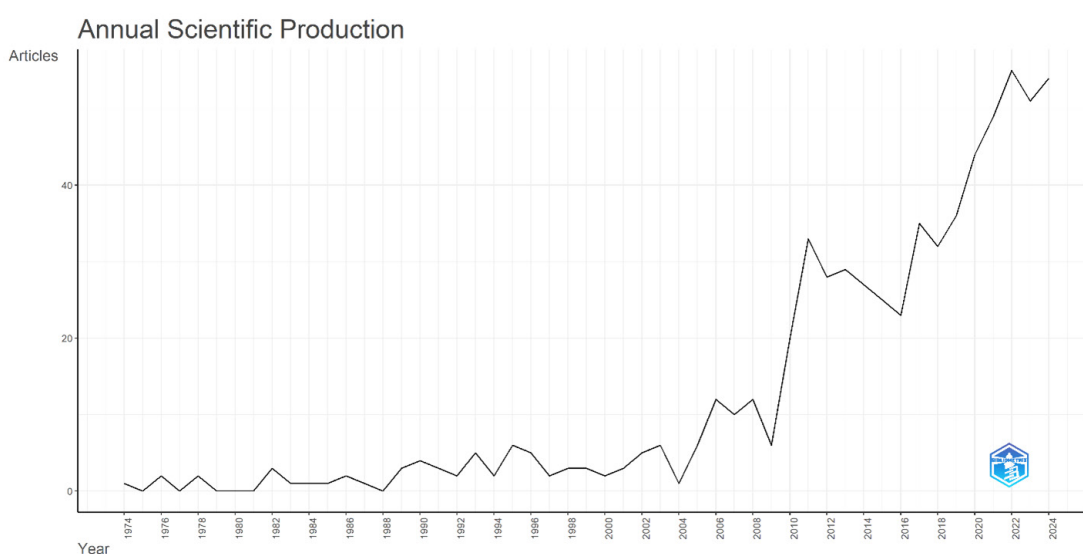


Figure 2. Annual scientific publication production
Source: Scopus and Biblioshiny

RQ3 Publication Platforms

Figure 3 shows the nine most relevant and popular publication sources. Based on Figure 3, Plos One has published the most papers related to the impact of social media on the behavior and social interactions of agrarian religious communities, followed by Social Science and Medicine, International Journal of Environmental Research and Public Health, Religions, BMC Public Health, BMJ Open, Aids and Behavior, BMC Women’s Health, and Etudes Rurales. It is not surprising that Plos One has become a powerful platform for publishing articles on the impact of social media on the behavior and social interactions of agrarian

Islamic communities. It is relatively common to study Plos One datasets in multidisciplinary fields. On the other hand, Social Science & Medicine publishes articles on social science research in health. Plos One and Social Science and Medicine are two leading journals for research on the impact of social media on the behavior and social interactions of agrarian religious communities, making them common publication platforms for researchers.

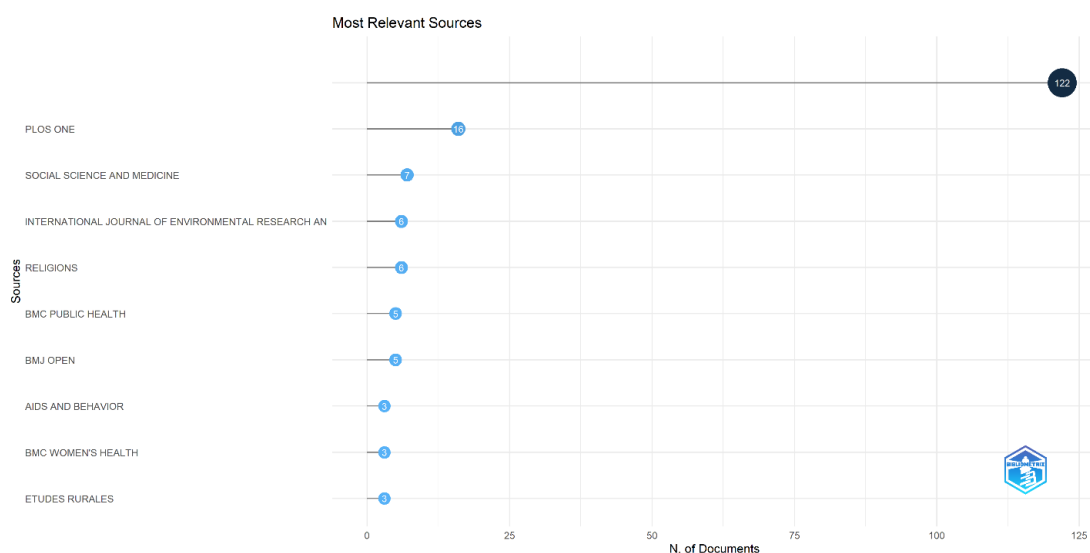


Figure 3. Production of annual scientific publications
Source: Scopus and Biblioshiny

RQ4 Active Researchers and Institutions

Table 4 presents the top 10 most active authors in studies on the impact of social media on the behavior and social interactions of agrarian Islamic communities. From Table 4, Mace (R.) found that participation in religious rituals shows gender inequality, with men benefiting from higher levels of education in the agrarian village population (Ge et al., 2024)we use data from 289 residents of an agricultural Tibetan village to assess whether individuals are more inclined to establish supportive relationships with religious individuals in general and to investigate the gender disparities in the relationship between religiosity and personal network characteristics. Our results reveal that participation in religious rituals contributes to the overall development of social support networks. The benefits to personal networks, however, seem to be contingent upon gender. For resource-intensive, infrequent religious rituals such as distant pilgrimages, males

seem to benefit slightly more in terms of elevated in-degree values in their personal networks, despite similar levels of investment as females. In contrast, for daily, low-cost religious practices requiring ongoing participation, both genders obtain similar increases in in-degree values through regular engagement. It becomes more challenging for women to increase their status in communities when the effort invested in religious rituals yields smaller rewards compared with the same effort by men, contributing to ongoing gender inequality. These findings highlight the importance of examining the particular characteristics of religious rituals and the gender disparities in the associated rewards. Copyright © The Author(s). Mace also found that the difference between educated and religious communities influences decisions in the social environment (Colleran & Mace, 2015) and innovation division related to social interaction, and has published 3 papers, followed by Aboagye, R.G, Adu, C, Ahinkorah, B.O, Aror, N.K, Ayona, G, Banwet, D.K, Chaturvedi, S, Chimbari, M, Sultana, S., with 2 publications. The affiliations shown in Table 4 are based on the affiliations listed in their current publications. Therefore, it is important to remember that research papers produced by these prominent authors may be affiliated with other institutions.

Table 4. The Ten Most Active Researchers in The Impact of Social Media on the Behavior and Social Interactions of Agrarian Religious Communities

Name of authors	Number of Documents	Current Affiliation	Country
Mace, R.	3	University College London	United Kingdom
Aboagye, R.G.	2	University of Health and Allied Sciences	Ghana
Adu, C.	2	UNSW Sydney	Australia
Ahinkorah, B.O.	2	University of Technology Sydney	Australia
Arora, N.K.	2	INCLIN Trust International	India
Ayona, G.	2	Curtin University	Australia
Banwet, D.K.	2	Universiteit Utrecht	Netherlands
Chaturvedi, S.	2	University College of Medical Sciences	India
Chimbari, M	2	College of Health Sciences	South Africa
Sultana, S.	2	University of Illinois Urbana-Champaign	United States

Sumber : Scopus dan Biblioshiny

Table 5 presents the 10 most active research institutions studying the impact of social media on the behavior and social interactions of agrarian religious communities. According to the table, the University of Oxford and Jawaharlal Nehru University have each published 7 documents, followed by the University of KwaZulu-Natal, McGill University, and other institutions.

Table 5. Most active research institutions in The Impact of Social Media on the Behavior and Social Interactions of Agrarian Religious Communities

Name of Institution	Number of Documents
University of Oxford	7
Jawaharlal Nehru University	7
University of KwaZulu-Natal	6
Université McGill	5
University of the Witwatersrand, Johannesburg	5
University College London	5
Kwame Nkrumah University of Science & Technology	5
London School of Economics and Political Science	4
Johns Hopkins Bloomberg School of Public Health	4
University of Ibadan	4

Source: Scopus and Biblioshiny

RQ5 Impactful Research Documents

Table 6 summarizes the most impactful research documents based on global and annual average citations. The annual average citations in Table 6 indicate an average increase in the number of citations each year. Based on Table 6, publications by (Zhang & Pan, 2019). This highly influential publication has garnered 144 citations over 13 years. Published in *Sociological Methods*, a prominent journal for modeling social media’s impact on agrarian Islamic communities’ behavior and social interactions, the article “CASM: A Deep-Learning Approach for Identifying Collective Action Events with Text and Image Data from Social Media” introduces a method noted for its superior flexibility compared to existing packages, substantially contributing to its high global citation rate. The remarkable Field-Weighted Citation Impact (FWCI) of 9.35 since 2011 further confirms the significant value and broad

scientific acceptance of this research within the academic community.

Table 6. Most Impactful Research Documents

Document	Title	Sumber	Global Citations	FWCI
Zhang, H. (2019)	CASM: A Deep-Learning Approach for Identifying Collective Action Events with Text and Image Data from Social Media.	Sociological Methodology	144	9.35
Hussain, B. (2023)	Loneliness and social networks of older adults in rural communities: a narrative synthesis systematic review	Frontiers in Public Health	41	3.09
Mindu, T. (2023)	Digital Mental Health Interventions for Young People in Rural South Africa: Prospects and Challenges for Implementation.	International Journal of Environmental Research and Public Health.	34	3.96
Adhikari, R. (2010)	Demographic, socio-economic, and cultural factors affecting fertility differentials in Nepal.	Global BMC Pregnancy and Childbirth Change	126	1.03
Handman, C. (2014)	Critical christianity: Translation and denominational conflict in papua New Guinea.	Critical Christianity Translation and Denominational Conflict in Papua New Guinea	101	7.83
Iqbal, S. (2022)	Consanguineous marriages and their association with women's reproductive health and fertility behavior in Pakistan: secondary data analysis from Demographic and Health Surveys, 1990–2018.	BMC Women's Health	47	6.77
Ae-Ngibise (2015)	The experience of caregivers of people living with serious mental disorders: A study from rural Ghana	Global Health Action	124	2.96

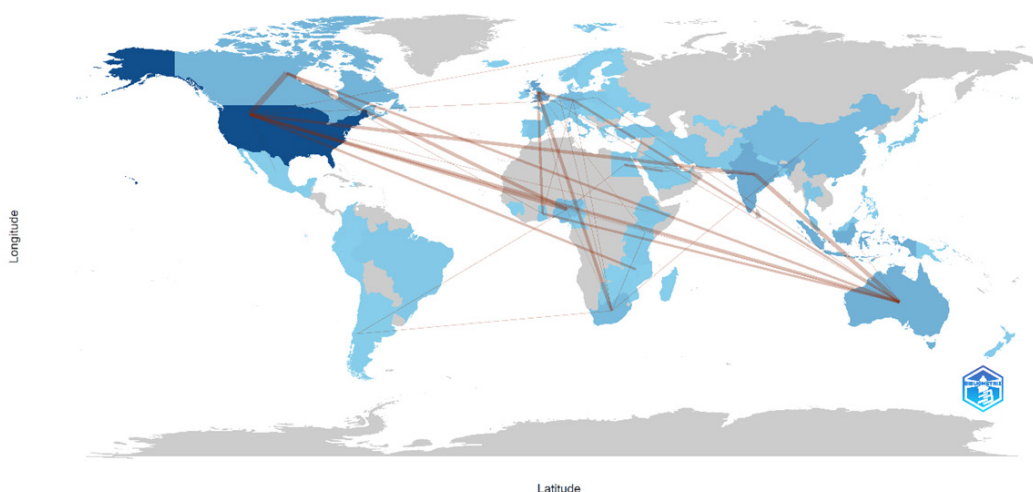
Note: Field-Weighted citation impact (FWCI)

Source: The average citation count is calculated by dividing the total number of citations by the number of years since publication. Source: Scopus and Biblioshiny.

RQ7 Collaboration Map

Figure 5 illustrates the international collaboration map among countries. The figure clearly demonstrates that researchers affiliated with institutions in the United States (USA) collaborate extensively with peers from numerous countries, including Argentina, Australia, Belgium, Canada, Chile, China, Colombia, and Egypt. Meanwhile, Indonesia shows collaborative ties with countries such as Australia, Egypt, Malaysia, Saudi Arabia, Thailand, and Uzbekistan. Several regions appear less involved in studies concerning social media's impact on the behavior and social interactions of agrarian religious communities, particularly some parts of Africa and Russia.

Country Collaboration Map



Source: Scopus and Biblioshiny

Figure 5. Country collaboration map

RQ8 Thematic Transition

Figure 6 illustrates the thematic evolution spanning from 1974 to 2024, with scholarly documents systematically categorized into four distinct chronological periods: 1974–2011, 2012–2017, 2018–2021, and 2022–2024. During the initial decades up to 2011, academic discourse primarily concentrated on fundamental concepts, including religion, rural areas, village dynamics, and social media. These foundational themes were consistently applied to understanding behavioral patterns and social interactions within agrarian religious communities. This established a robust conceptual framework for subsequent research developments.

CONCLUSION

This bibliometric analysis, spanning five decades, traces the development of research on social media's influence on the behavior and social interactions of religious agrarian communities. An examination of 656 documents reveals increasing academic interest, with English-language articles dominating the field, particularly those published in *PLoS One*. The article "CASM: A Deep-Learning Approach for Identifying Collective Action Events with Text and Image Data from Social Media," featured in *Sociological Methodology*, exemplifies methodological advancement, accruing 144 citations within five years. The United States leads in research activity, although institutions such as the University of Oxford, Jawaharlal Nehru University, and the University of KwaZulu-Natal collectively produce a substantial volume of publications.

Despite these contributions, this study has several limitations that must be acknowledged. First, the exclusive reliance on the Scopus database may omit pertinent literature, especially from non-indexed or regional journals. Second, while necessary, the keyword-based search strategy may not fully capture the nuances of interdisciplinary research or emerging themes. Third, the predominance of English-language publications introduces a language bias that may overlook significant contributions from non-English-speaking countries. Finally, this bibliometric approach does not evaluate the methodological rigor or validity of individual studies, meaning the quantitative patterns identified here should not be interpreted as qualitative assessments of research quality.

This analysis highlights the critical role of social media in shaping religious agrarian communities and identifies extensive opportunities for further research into its economic, social, cultural, and religious implications. To build on these findings, future investigations should incorporate systematic literature reviews and meta-analyses to elucidate causal relationships, while cross-cultural and multi-database studies can mitigate current limitations. Employing diverse methodologies, including qualitative and longitudinal designs, will enrich our understanding and support the development of more nuanced, context-sensitive insights that address the specific knowledge gaps revealed by this bibliometric mapping.

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