

## **Research Article**

### **Bibliometric Analysis of Public Relations Research Literature**

#### *Halkla İlişkiler Araştırmaları Literatürünün Bibliyometrik Analizi*

**Gülseli Aygöl ERNEK ALAN**

Dr. Öğr. Üyesi, Maltepe Üniversitesi

İletişim Fakültesi, Halkla İlişkiler ve Tanıtım Bölümü

[aygulalan@maltepe.edu.tr](mailto:aygulalan@maltepe.edu.tr)

<https://orcid.org/0000-0002-8522-0672>

Makale Geliş Tarihi	Makale Kabul Tarihi
03.12.2021	02.02.2022

#### **Abstract**

Academic studies on "public relations researches" have an important role in the field of public relations. The aim of this study is to explore how the publications in the public relations research field are differed in local and international journals. In order to look at the international literature, the publications indexed in the Web of Science (WoS) and in the Turkish literature, the studies indexed in the TR Index were chosen as a sample of this study. In both databases, the publications within the scope of the literature review searched with the keyword "public relations research", were analyzed bibliometric method within the scope of the research questions. Journals, authors, subject areas/keywords, universities, and countries which produced the most publications in the literature were examined and citation analysis were made. The datasets obtained from WoS and TR Index are handled separately due to the data structure differences in both databases. This study provides information on the data of the studies on "public relations research" in the international literature and the literature in Turkey. The subject of public relations research is an area which has been more significant and on which more research has been done in recent years. In both kinds of literature, it was determined that the most cited author was J.E. Grunig.

**Key Words:** Public Relations, Public Relations Research, Bibliometric, Citation Analysis, Web of Science, TR Dizin.

#### **Öz**

Halkla ilişkiler alanında önemli yer tutan "halkla ilişkiler araştırma"ları üzerine akademik çalışmaların özellikle Türkçe literatürde az karşılınır olmasından yola çıkılarak başlanan bu çalışma ile uluslararası literatür ve Türkçe literatür analiz edilmiştir. Halkla ilişkiler araştırmaları konusunda yapılan çalışmaların bibliyometrik analizini yapmak amaçlanmıştır. Uluslararası literatürü incelemek üzere Web of Science'da (WoS) indekslenen yayınlar incelenmiştir. Türkçe literatürde ise TR Dizin'de indekslenen çalışmalar incelenmiştir. Her iki veritabanında da "halkla ilişkiler araştırmaları" anahtar kelimesi ile yapılan literatür taramasındaki yayınlar araştırma soruları kapsamında bibliyometrik olarak analiz edilmiştir. Literatürdeki yayınları en fazla üreten dergiler, yazarlar, konu alanları/anahtar kelimeler, üniversiteler ve ülkeler incelenmiş ve atıf analizleri yapılmıştır. WoS'tan ve TR Dizin'den elde edilen veri setleri, her iki veri tabanındaki veri yapısı farklılıkları nedeniyle ayrı ayrı ele alınmıştır. Bu çalışma "halkla ilişkiler araştırmaları" konusunda yapılan çalışmaların uluslararası literatür ile Türkiye'deki literatürde yer alma verilerine dair bilgi sunmaktadır. Halkla ilişkiler araştırmaları konusu son yıllarda daha fazla önem verilen ve üzerinde çalışmalar yapılan bir alan olmuştur. Her iki literatürde de en fazla atıf alan yazarın J.E. Grunig olduğu tespit edilmiştir.

**Anahtar Kelimeler:** Halkla İlişkiler, Halkla İlişkiler Araştırmaları, Bibliyometri, Atıf Analizi, Web of Science, TR Dizin.

#### **Önerilen Atıf /Suggested Citation**

Ernek Alan, G. A., 2022 Bibliometric Analysis of Public Relations Research Literature, Üçüncü Sektör Sosyal Ekonomi Dergisi, 57(1), 231-250.

## INTRODUCTION

According to the latest definition of the International Public Relations Association (IPRA); "Public relations is a decision-making management practice tasked with building relationships and interests between organizations and their publics based on the delivery of information through trusted and ethical communication methods" (IPRA, 2021). Public relations is a management task that has always needed research to determine the right decisions and methods and understood its importance. Doing research has an important place in all processes of public relations studies. Asna expresses the importance of the research as "a study that gives the rails on which the public relations program will slide". Seeing public relations as an art, Asna states that it is not different from the researches used in science branches such as medicine and physical chemistry in terms of the research to be applied, the way to be followed, and the methods used. The first important issue in social research is to pose the problem. It starts out by thinking about what you are doing and what you will gain from the research. The second important issue is knowing how reliable the measurement tools to be used in the research are. The third issue is the efficient use of measurement tools, of which we know the degree of reliability. Another important issue in the research is the evaluation of the results (Asna, 2006, s. 96-101). A study in 1988, developed by Dr. Walter Lindenmann at Ketchum Public Relations, surveyed 945 practitioners in the United States, concluding that "most public relations research is done by people trained in public relations rather than researchers trained." (Macnamara, 2008, s. 2-3). While Dozier and Repper emphasize that research is an inseparable component of public relations, they state that very few of the communication managers are trained in research. For this reason, they emphasize that most practitioners purchase research from large commercial companies and that the important point is that the research should be geared towards the information needed at the particular stage of strategic public relations. (2005, s. 201).

The official origins of public relations research can be traced back to the 1950s. The Hill & Knowlton PR agency did the research for its clients. The primary focus of this research, drawn from a review of several published reports, was to assess the response to communication messages and tools using processes that appear similar to the research methods employed by the advertising industry at the same time. In addition to Hill & Knowlton, major public relations agencies with research departments include Burson-Marsteller, Ruder Finn, Ketchum, Weber Shandwick, Edelman, Ogilvy PR, APCO, Golin Harris, and Cohn & Wolfe (Michaelson & Stacks, 2014, pp. 5-6).

Public relations research emphasizes the entire public relations process and examines the communication relationships that exist between organizations and their publics. For the public relations practitioner or scholar, the definition of public relations research is that a systematic effort of discovery is an important tool for gathering truth and opinion. Research is necessary to confirm facts or opinions about a particular problem, situation, or opportunity and/or to understand through objective evaluation. In public relations, research helps to define not only the known but also the unknown.

The Institute of Public Relations - IPR, which supports public relations research, works to make its knowledge widely available to practitioners, educators, researchers, and the clients they assist (Geddes, 2011). Today, the Public Relations Institute continues its activities with videos, research training camps, research symposiums, street teams, webinars, and also by actively using the internet and social media (IPR Programs, 2021).

Qualitative and quantitative methods are used in public relations studies. Institutions or academic studies collect data by conducting new research, but it is important to examine what research has been done before. One of the methods used to look at the subjects and contents of research in the literature is bibliometric studies.

The concept of bibliometrics was first introduced by Pritchard in 1969; it refers to the statistical analysis used in many disciplines to determine the general use of the data presented for other publications such as books, journals, articles, and theses accessed from various databases and to monitor their historical change (s. 348).

Bibliometric evaluation is carried out with two basic approaches: Evaluation of references in the literature and evaluation of citations. The areas where bibliometric techniques are applied are; revealing

developments in different disciplines; sorting periodicals according to their efficiency; ranking topics and authors in different disciplines according to their productivity; revealing core publications in different disciplines; is to making comparisons and mappings between different disciplines and sources of information (Gökkurt, 1994, s. 55). The bibliometric analysis provides an objective perspective from the past to the future for academic disciplines and academics by profiling scientific publications belonging to any field and allowing future studies to be directed (Bitirim Okmeydan, 2020, s. 586).

## REVIEW OF LITERATURE

The number of studies that contribute to the public relations literature is increasing and becoming more varied each day. Having a large number of publications in an academic field indicates the development of that field.

The bibliometric method has been used in many of the studies conducted in recent years. With the studies in the literature reaching a certain saturation, new contributions to the literature are given with the studies on the situation determination made with this method and it sheds light on which subjects should be included in the future studies. Journal analysis (Demir Askeroğlu, 2018), thesis reviews (Yıldırım Becerikli, 2013) (Öcel, 2019) (Göktaş Kulualp & Yıldırım Kalem, 2019) (Baş & Aksoy, 2021), tourism studies (Aydın & Aksöz, 2019), consumer innovativeness (Şenbabaoğlu & Parlı, 2019), artificial intelligence (Tosyalı, 2021), social media (Akyıldız & Yılmaz, 2020) and many other titles and studies can be given as examples of bibliometric research. As an example of the recent bibliometric studies in the field of communication in general, Tosyalı's (2021) study titled "Bibliometric Profile of Media and Communication Studies on COVID-19" can be examined. This study aimed to explore the profile of media and communication studies about COVID-19, which deeply affects the whole world. In this research, 157 articles published in Dergipark in the first year of the pandemic were examined with bibliometric data and citation analysis. The results obtained reveal which sub-topics of communication the researchers focus on in particular COVID-19. It also provides a perspective on the general structure of communication literature and its most influential journals.

Considering the examples of bibliometric studies on public relations research in the international literature;

In the bibliometric study "Growth of Public Relations Research Networks: A Bibliometric Analysis" by Ki, Pasadeos, and Ertem-Eray (2019), a six-year citation study of scientific research published in the field of public relations between 2010 and 2015 was conducted. This study is reported on the basis of the previous study by Pasadas et al., which examines the most cited studies in the literature from the 2000s and 1990s, respectively. In addition, the scope of the study was expanded by adding three international journals. In general, this study determines that the science of public relations has experienced quantitative and qualitative leaps in the last decade and the fields of excellence theory, relationship management, and crisis communication have been extensively researched in the reviewed journals, whereas stakeholder and corporate communication are important fields of study in international journals.

Buhmann, Ihlen and Aaen-Stockdale's study (2019) "Connecting the Dots: A Bibliometric Review of Habermasian Theory in Public Relations Research" was published between 1980 and 2016, and 263 public relations researches cited and used Habermas's work. presents a bibliometric literature review of the article. Using Habermas's work, the authors propose research directions to advance future theory development in public relations.

Matilla, Compte-Pujol and Hernandez's study (2018) "Journal of Public Relations Research: A Bibliometric Comparative Analysis of Two Journals with the Same Title in the Web of Science (WoS) Browser" written in Spanish, the main emphasis is on public relations. The production of academic articles specializing in bibliometrics has been steadily advancing since the 90s of the 20th century. Using bibliometric techniques, this article examines different variants of two journals with the same name, one American and one South Korean, appearing in the WoS browser.

Morehouse and Saffer (2018) in their study "A Bibliometric Analysis of Dialogue and Digital Dialogic Research: Mapping The Knowledge Construction and Invisible Colleges in Public Relations Research" aims to systematically examine public relations learning on dialogue and digital dialogic communication

from a network perspective. It performs a bibliometric analysis of 157 journal articles. As a result of the study, it is revealed that researchers are primarily informed by excellence and/or dialogic theories, but relationship management bridges the various theories used in dialogue research and offers a forward-looking way for public relations.

Wang, Cheng and Sun (2021) in their study titled "When public relations meets social media: A systematic review of social media related public relations research from 2006 to 2020", analyzed the patterns and trends of research of public relations which were published in 14 journals from 2006 to 2020 related to social media. Analyzing the theoretical trends (i.e., research topics, theories and theoretical models, hypotheses and research questions), methodological trends (e.g. sample types, sampling methods and research methods) of studies in journals and social media platforms used in the 445 journal articles published, the study includes future research involving social media. It sets the direction for public relations research and calls for more studies on fake news in social media, artificial intelligence in social media applications, and social media influencers.

In recent years, bibliometrics has come into prominence in studies on public relations research in Turkey.

In the study of Balta Peltekoğlu and Tozlu (2018) titled "The Bibliometric Profile of Articles Written by Female Authors in The Field of Public Relations at Refereed Journals of Communication Faculties in Turkey", four of which were scanned in ULAKBİM for 10 years, published by the Communication Faculties in Turkey. A bibliographic analysis of 140 public relations articles with a single female author in the journal is to be made.

Ilgin and Kazashka's (2021) study, titled "Bibliometric Analysis of Public Relations Axis Postgraduate Theses Related to Social Media or New Media Concepts", presented as a conference paper, analyzes the theses on "social media" and "new media" in the field of public relations. In the study, it has been determined that the postgraduate theses that include the words social media or new media and the words public relations are master's theses.

With the study titled "Bibliometric Profile of Peer-Reviewed Articles Published in Journals: The Example of Selçuk Communication", in which Ulu and Akdağ (2015) made bibliometric analysis of the publications of the journals, 467 articles published in the Selçuk Communication Journal between 1999-2013 were analyzed. The author who published the most articles was determined and it was detected that the majority of the most productive authors were the ones who were affiliated with the Selçuk University institution, and it was stated that a large proportion of those articles were single-authored.

In the research titled "A Bibliometric Analysis of Public Relations Models" by Gök Demir, Erendağ Sümer and Karakaya (2020), by writing the concept of "public relations model" in Thomson Reuters and Web of Science Databases, 595 studies were examined in the context of collaboration between institutions and countries, joint citation network analysis, joint word network analysis and citation explosion.

## METHOD

It is observed that there is a periodic increase in studies on public relations research. In this research, studies on public relations research in Web of Science (WoS) and TR Index were examined with bibliometric data. The research includes the studies accessed via WoS and TR Index on 06 October 2021. In order to access studies on public relations research from the WoS database, 535 scientific publications were accessed by using the keyword "public relations research". The search results were narrowed by selecting the "communication" keyword in order to select the publications in the communication field from the WoS categories, and 524 scientific publications published between 1983-2021 were reached. The research findings were assessed in two stages. In the first stage, 524 publications under the title "communication" were examined in the WoS database. The publications were scanned in terms of analyzed years the most published author, country and university data. The analysis of research data proceeded with 439 scientific publications in the journals. In the second stage, 86 articles published between 2005-2021, which were accessed with the keyword "public relations research" in TR Index, were analyzed using bibliometric methods.

In the research, the publication information accessed through WoS and TR Index was transferred to the Microsoft Excel program. In determining the topics covered in the publications, the frequency of the words in the summary texts and the links between the keywords were used. Summary texts and keywords of the publications were analyzed in the NVivo program. The links between keywords and publication collaborations between countries were examined with the VOSviewer program.

One of the criteria that determines the use and impact of a publication is the number of citations to this publication from other academic studies. In citation analysis studies, it is determined which sources are used in publications on a certain subject (Özel & Kozak, 2012, s. 717). In the citation analysis, the publications in the bibliography of 439 scientific studies published in the journals in WoS and 86 articles in the TR Index were singularized and added to the database, and the most cited publications were determined. Bibliographic half-life calculations of the publications accessed from the databases were also made.

The research sought answers to the following questions:

RQ 1. How do the studies on public relations research in the WoS and TR Index change over the years?

RQ 2. How is the distribution of the studies in the WoS and TR Index according to the publication type?

RQ 3. How is the distribution of studies in the WoS and TR Index according to the language of publication?

RQ 4. How is the distribution of publications in the WoS and TR Index according to the number of authors?

RQ 5. How is the distribution of publications in the WoS and TR Index according to journals?

RQ 6. Which authors, institutions, and countries have produced the most publications on public relations research in WoS and TR Index?

RQ 7. What are the most frequently used words in keywords and abstracts in WoS and TR Index?

RQ 8. What topics do the publications focus on?

RQ 9. What are the most cited publications in the WoS and TR Index?

RQ 10. Which are the most frequently cited scientific journals, publications and authors in the WoS and TR Index?

## RESULTS

### Findings from Web of Science (WoS)

Within the scope of the research, the distribution of 524 studies, which were primarily accessed from the communication title in WoS, according to publication types is shown in Table 1. Journals (83.8%) are the most common types of publications in this field, followed by book studies with 12.8% and conference presentations with 3.4%.

**Table 1:** Distribution by Publication Types

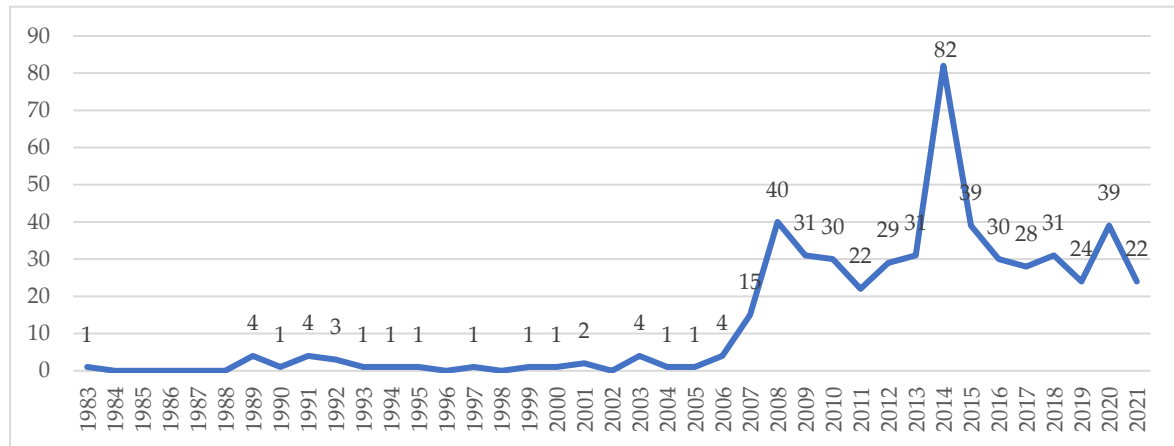
Publication Type	n	%
Journal	439	83,8
Book	67	12,8
Conference	18	3,4
Total of Publication	524	100,0

Considering the increase in 524 studies by years, the first study on "public relations research" was published in the "Public Relations Review" in 1983. It is seen that there was no study published in this area until 1989. 62 of the 143 studies published between 2009 and 2013 were published in the "Journal of Public Relations". It is seen that 80 publications were reached in 2014: The book titled "Advertising and Public Relations Research" included 30 articles and eight editorial book chapters. There are ten articles and an editorial chapter in the book titled "Positioning Theory and Strategic Communication: A

New Approach to Public Relations Research and Practice". Twenty-five articles have been published in the "Journal of Public Relations Research" and six in the "Public Relations Review". It is possible to say that publishing as book chapters in studies contributes to the increase in numbers. In 2015, 39 studies were published. Although there seems to be a decline in studies on Public Relations Research after 2014, the momentum after 2007 continues in the same way (Figure 1).

Considering the 31-year distribution of 524 studies, it is recognized that there were few number of publications before 2006 and after it is striking. In 31 years, the highest number of publications on a yearly basis is 82, and the average number of publications is 16.9.

Of the 524 studies included in the research, 513 were written in English, nine in Spanish, one in German, and one in Portuguese.



**Figure 1:** Distribution of Publications by Years

**Table 2:** Top Published Authors (N 524)

Author	n	%
Jugenheimer, Donald W.	39	7,4
Bradley, Samuel D.	39	7,4
Kelley, Larry D.	39	7,4
Hudson, Jerry C.	39	7,4
Sha, Bey-Ling	18	3,4
Men, Linjuan Rita	17	3,2
James, Melanie	13	2,5
Ji, Yi Grace	13	2,5
Chen, Zifei Fay	13	2,5
Yang, SU	9	1,7
Total	239	45,6

Considering the number of authors, 202 of 524 studies have one author, 180 have two authors, 77 have three authors, 60 have four authors, 3 have five authors, and one study has six and seven authors. Among these 524 studies, the most published authors are Jugenheimer, Bradley, Kelley, Hudson. They are co-authors of the book "Advertising and Public Relations Research" and each has 39 publications. Seventeen of Sha's 18 studies were published in the "Journal of Public Relations Research" between 2009 and 2020. Ten of Men's 17 publications are their work in the book "Strategic Communication for Startups and Entrepreneurs in China", which they wrote together with Ji and Chen, who are among the top-publishing authors, in 2020. Again, these three authors have studies published together in the

"Journal of Public Relations Research". Yang, Su's publications have two or three authors and all of them were published in the "Journal of Public Relations Research" between 2008 and 2015 (Table 2).

When we look at the top ten countries that make the most publications on Public Relations Research, it is seen that the United States of America, which makes more than half of the publications, leads with 65.6%. England comes second with 10.7% and Australia with 5.2%. Other broadcasting countries are South Korea, Spain, People's Republic of China, Germany, Singapore, New Zealand and Slovenia (Table 3). It is seen that the USA, the starting point of studies in the field of public relations, is also at the forefront in publications of public relations research. Following the USA, the number of publications in the UK constitutes 10.7% of the publications on public relations research. There is a publication from Turkey in which the bibliometric analysis method has been used.

**Table 3:** Top 10 Countries with the Most Broadcasts

University	n	%
USA	344	65,6
England	56	10,7
Australia	27	5,2
South Korea	25	4,8
Spain	20	3,8
People's Republic of China	15	2,9
Germany	13	2,5
Singapore	10	1,9
New Zeland	7	1,3
Slovenia	7	1,3
Total	524	100,0

When we look at the universities with the highest number of publications, it is seen that all of the top ten universities are in the USA, in parallel with the country with the highest number of publications. These Universities produce 92% of all publications.

**Table 4:** Top 10 Journals with the Most Publications (N 439)

Journal Name	n	%
Journal of Public Relations Research	275	62,6
Public Relations Review	111	25,3
Public Relations Inquiry	10	2,3
Journal of Communication Management	5	1,1
Profesional De La Informacion	4	0,9
Journalism & Mass Communication Quarterly	4	0,9
Revista Internacional De Relaciones Publicas	3	0,7
Journalism Quarterly	3	0,7
Journal of Communication	2	0,5
Media International Australia	2	0,5
	419	95,4

Looking at the distribution of publications to journals, it has been determined that there are 29 journals in total. There are 439 scientific studies in 29 journals. The top ten journals with the highest number of publications constitute 95.4% of the publications. With 275 publications, the "Journal of Public Relations Research" is the journal with the highest number of publications. The journal "Public

Relations Review" is the second with 111 publications, these two journals cover 87.9% of the articles published (Table 4).

**Table 5:** Types of Publications in Journals

Publication Type	n	%
Article	376	85,6
Editorial Material	29	6,6
Review	16	3,6
Book Review	10	2,3
Correction	6	1,4
Meeting Abstract	1	0,2
Reprint	1	0,2
Total Publication	439	100,0

Except for the articles (85.6%), the number of publications containing the evaluation or explanation of the journal editors is 29. Apart from these, there are book reviews, corrections in published articles, and studies in which exemplary ones are examined (Table 5).

**Table 6:** Authors with Five or More Articles (N 376)

Author	n	%
Yang, Sung-Un	8	2,1
Ni, Lan	8	2,1
Kim, Sora	7	1,9
Taylor, Maureen	7	1,9
Kim, Jeong-Nam	6	1,6
Jin, Yan	6	1,6
Kang, Minjeong	6	1,6
Men, Linjuan Rita	6	1,6
Total	54	14,4

As indicated in Table 6, 376 of 439 publications were articles. Considering the authors who published 5 or more publications among these articles, it is seen that Yang Sung-Un and Ni Lan rank first with 8 articles each (Table 6). All of Yang's publications are multi-authored. Only one of Ni's works has a single author. When we examine of other authors, it is seen that it is similar. This situation can be evaluated as an indication that productivity is greater with teamwork.

The bibliographies of all the studies in the journals were scanned and the most cited journals were examined and it was determined that a total of 27035 publications were cited. As seen in Table 7, "Public Relations Review", which is the journal with the highest number of publications, and "Journal of Public Relations Research", with 8.1%, are at the top of the most cited publications.



**Table 7:** Most Cited Journals (N 27035)

Journals	n	%
Public Relations Review	2949	10,9
Journal of Public Relations Research	2194	8,1
Leas Communication Series	393	1,5
Journal of Communication Management	289	1,1
Journal of Communication	243	0,9
Journal of Business Ethics	230	0,9
International Journal of Strategic Communication	173	0,6
Academy of Management Review	161	0,6
Public Relations Research	160	0,6
Corporate Communication	121	0,4
	6913	25,6

When we look at the most cited authors in the journals, it is seen that important names in the public relations literature come to the fore. James E. Grunig is in the first place by being referenced in 403 works. W. Timothy Coombs, cited in 396 works, follows in second place. The number of anonymous works (226) is also quite high. The top ten most cited authors have 10.3% of the citations (Table 8).

**Table 8:** Top Cited Authors

Authors	n	%
Grunig J. E.	403	1,9
Coombs W. T.	396	1,9
Heath R.L.	306	1,5
[Anonymous]	226	1,1
Kent M.L.	171	0,8
Ledingham J.A.	161	0,8
Taylor M.	155	0,7
Grunig L.A.	119	0,6
Sriramesh K.	113	0,5
Hunt H.K.	93	0,4
	2143	10,3

"Public relations" takes the first place among the most used keywords in publications in journals. Looking at other keywords, "crisis communication" ranks second, "social media" and "trust" are the prominent ones (Table 9).

**Table 9:** Keywords in Studies Published in Journals

Keywords	n	%
Public Relations	40	9,1
Crisis Communication	12	2,7
Social Media	9	2,1
Trust	9	2,1
Activism	7	1,6
Engagement	7	1,6
Political Public Relations	7	1,6
Relationship Management	7	1,6
Content Analysis	6	1,4
Dialog	6	1,4
	110	25,1

The prominent concepts in the word cloud of the titles of the publications in the journals show parallelism with the keywords (Figure 2).



**Figure 2:** Word Cloud of Titles  
of Journal Publications



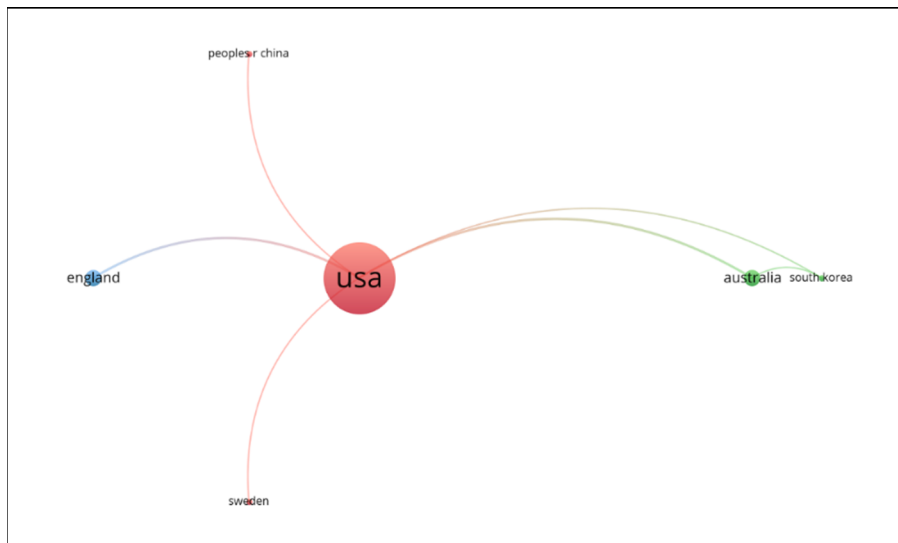
**Figure 3:** Word Cloud of Abstracts  
of Journal Publications

When we look at the word cloud of the abstracts of the publications in the journals, it is seen that the same expressions with the article names and keywords come to the fore; public relations, communication, crisis, study, research, social, theory, etc. (Figure 3).

All of the top ten publications with the highest number of citations were published in the "Journal of Public Relations Research", which is also the journal with the highest number of publications. The oldest of these studies belongs to 2008 and the most recent one belongs to 2014. Apart from the citation numbers in WoS, it is seen that the citation numbers in Google Scholar are higher (Table 10).

**Table 10:** Top 10 Most Cited Publications

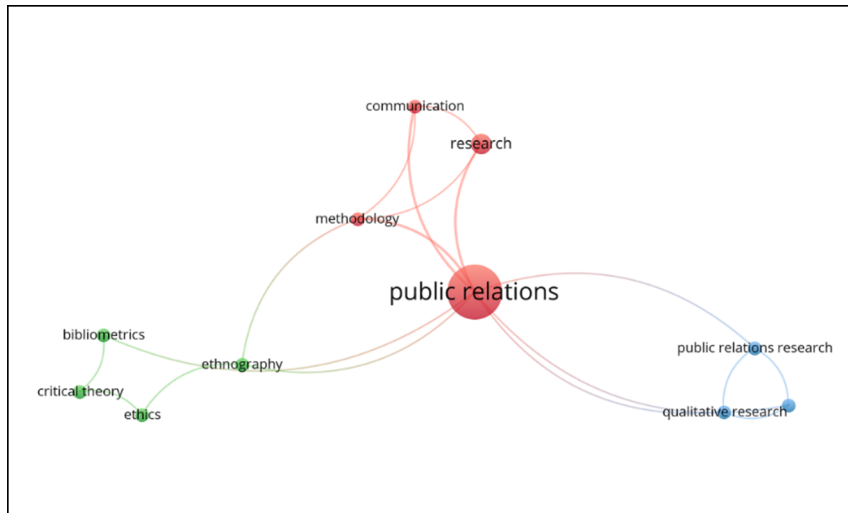
Publication Name	Author(s)	Publication Year	Number of Citation	
			WoS	Google Scholar
Dialogic Engagement: Clarifying Foundational Concepts	Taylor, M & Kent, ML	2014	253	616
Give the Emperor a Mirror: Toward Developing a Stakeholder Measurement of Organizational Transparency	Rawlins, B	2009	161	504
What do Stakeholders Like on Facebook? Examining Public Reactions to Nonprofit Organizations' Informational, Promotional, and Community-Building Messages	Saxton, GD & Waters, RD	2014	142	349
Strategic Thinking about Employee Communication Behavior (ECB) in Public Relations: Testing the Models of Megaphoning and Scouting Effects in Korea	Kim, JN & Rhee, Y	2011	139	338
Consumer Responses to Mattel Product Recalls Posted on Online Bulletin Boards: Exploring Two Types of Emotion	Choi, Y & Lin, YH	2009	133	318
Toward the Model of University Image: The Influence of Brand Personality, External Prestige, and Reputation	Sung, M and Yang, SU	2008	124	401
The Blog-Mediated Crisis Communication Model: Recommendations for Responding to Influential External Blogs	Jin, Y & Liu, BF	2010	122	304
Effects of Reputation, Relational Satisfaction, and Customer-Company Identification on Positive Word-of-Mouth Intentions	Hong, SY & Yang, SU	2009	100	248
The Effects of Blog-Mediated Public Relations (BMPR) on Relational Trust	Yang, SU & Lim, JS	2009	92	285
Toward a Publics-Driven, Emotion-Based Conceptualization in Crisis Communication: Unearthing Dominant Emotions in Multi-Staged Testing of the Integrated Crisis Mapping (ICM) Model	Jin, Y; Pang, A and Cameron, GT	2012	87	194

**Figure 4:** International Cooperation

According to Figure 4, international cooperation has been established between 12 countries. By measure of centrality occupies an important position. In partnerships established between countries, there are

three publications in England, two publications in Australia and South Korea, and one publication in Sweden and People's Republic of China.

Figure 5 shows the relationship between the words used together with public relations. There are 112 keywords in total, 13 of which are intersecting. Looking at the links of the keywords, it is understood that the studies concentrate on the research focus. The main intersection word is “public relations”. “Public relations” was primarily used together with the words “communication”, “method”, and “research”. Next come the words “ethnography”, “ethics”, “critical theory” and “bibliometrics”. Again, the words “public relations research” and “qualitative research” are related concepts that stand out in the studies.



**Figure 5:** Keyword Relationship of Journal Publications

Literature obsolescence means that the impact and usage rate of any scientific publication will decrease over time. How long a publication will continue to be used after publication is a question sought to be answered in studies on literature obsolescence (Tsay ve Chen, 2005, p. 18 quoted from (Tonta & Ünal, 2008, s. 337). “Half-life” is often used as a measure of aging. When citations to any literature are sorted by year of publication, half of the citations (median) are given to the articles published in the last year. The years of the publications cited in 439 studies within the scope of the research vary between 1747 and 2021. The half-life value of cited publications is 16 years. In other words, half of the publications cited in the studies were published in the last sixteen years. As seen in Figure 1, the increase in the number of publications started sixteen years ago.

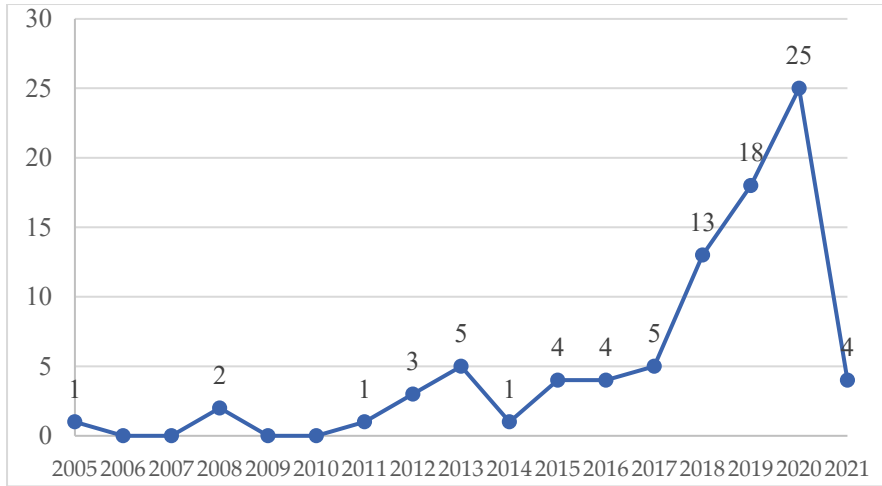
### Findings Obtained from TR Index

TR Index is a bibliographic / full-text database developed by TÜBİTAK ULAKBİM, containing articles in the fields of science and social sciences. The aim of TR Index is to bring scientific journals from Turkey in line with international standards and to provide access to the content in these journals. For this reason, this index was preferred to scan the literature in Turkey.

Looking at the 17-year distribution of 86 articles, the minimum publications before 2013 and the increase after it are striking. In 17 years, the maximum number of publications reached on a yearly basis is 25, while the average number of publications is five (Figure 6).

Of the 86 studies included in the research, 74 were written in Turkish and 12 in English.

TR Index is an index in which only journals are scanned. Looking at the number of authors of the articles, it was determined that 42 studies had one author, 36 studies had two authors, and 8 studies had three authors.



**Figure 6:** Distribution of Publications by Years

The total number of journals in which 86 articles in the TR Index were published is 30. Among the journals with the highest number of publications, the "Turkish Journal of Communication Studies" (17.4%) published by Marmara Communication Faculty and the "OPUS International Journal of Society Studies" published monthly at the same rate (17.4%). The "Journal of Human and Social Sciences Research" comes second with 12.8%. 66.3% of the 86 articles were published in six journals (Table 11).

**Table 11:** Journals with the Most Publications in the TR Index (N 86)

Journal Name	n	%
Türkiye İletişim Araştırmaları Dergisi (Online)	15	17,4
OPUS Uluslararası Toplum Araştırmaları Dergisi	15	17,4
İnsan ve Toplum Bilimleri Araştırmaları Dergisi	11	12,8
İşletme Araştırmaları Dergisi	9	10,5
Türkiyat Araştırmaları Dergisi	4	4,7
Akdeniz İletişim	3	3,5
	57	66,3

Universities with the highest number of publications are Erciyes University with five articles, followed by Ege, Marmara, Selçuk and Ankara Universities with 4 articles each.

Considering the authors who wrote the most articles, there are seven researchers who have published two or more articles. The highest number of publications belongs to Sırma Oya Tekvar with three articles and she is the only author in all three. These seven researchers produced 17.4% of the publications within the scope of the research (Table 12).

**Table 12:** Authors with Two or More Publications

Author	n	%
Sırma Oya Tekvar	3	3,5
Nahit Erdem Köker	2	2,3
Yasin Bulduklu	2	2,3
Nural İmİK Tanyıldızı	2	2,3
Mustafa Akdağ	2	2,3
Simge Ünlü Kurt	2	2,3
Hasan Çiftçi	2	2,3
	15	17,4

When the top 10 most cited articles are examined, it is seen that the oldest one belongs to 2008. The most cited article is an empirical study and was published in 2012. In addition to the citation numbers in the TR Index, the citation numbers in Google Scholar were also checked, and it is seen that the studies there give a different order (Table 13).

**Table 13:** Top 10 Most Cited Publications

Publication Name	Author(s)	Publication Year	Number of Citation	
			TR Dizin	Google Scholar
Perceptions of the Consumer on Product Based Innovation in the Context of Hedonic and Utilitarian Consumption: An Empirical Research	Nahit Erdem Köker & Deniz Maden	2012	10	46
Detection Management and Internal Security Services as Modern Management Techniques	Mehmet Akif Özer	2012	9	100
The use of framing theory in public relations	Mehmet Salih Gura & Hüseyin Özarslan	2013	6	17
The Professional Tendencies of the Under Graduate Level Tourism Students: A Case Study of Akçakoca Tourism and Hotel Management School	Hürriyet Çimen	2008	4	15
Defining Consumer Behaviors by Demographic Features	Sırma Oya Tekvar	2016	4	33
A Comparative Research on Effect of Hedonic Shopping Values on Shopping Satisfaction on Generations X and Z	Polat Can & İlker Yigit	2018	4	8
An Analysis of the Empathic Behaviour and Attitudes of Turkish Citizens Towards Syrian Refugees and Their Perception of These Refugees	Hasan Çiftçi	2018	4	33
An island in the Middle of the Central Asia: Kyrgyzstan	Yunus Emre Gürbüz	2011	3	18
Health and Medicalization in Gender Perspective	Deniz Sezgin Emüler	2015	2	30
Complementary and Alternative Medicine Practices in Context of Target Group	Yasin Bulduklu	2015	2	6



**Figure 7** TR Index Article Abstracts, Word Cloud



**Figure 8** TR Index Article Subject Area, Word Cloud

Looking at the word cloud of the abstracts of the articles in the TR Index within the scope of the research, it is seen that the concept of public relations comes to the fore first, followed by the concepts of communication, social media, communication, research, marketing, social, social, work (Figure 7). In TR Index, the subject areas of the articles are given, not the keywords. As can be seen in the word cloud of the subject areas, the concepts of communication, public relations, education, business, economics and social sciences come to the fore (Figure 8).

Looking at the most cited authors in the bibliography of articles published in the TR Index, the most cited authors in WoS are J.E. Grunig is seen. It is seen that this author, who has made important studies in the literature with public relations models, is used as the main source in the literature. Again with the same number of citations (12), Filiz Balta Peltekoğlu is the most cited author (Table 16). Balta Peltekoğlu's book titled "Introduction to Public Relations" was published in 1998 as "What is Public Relations?" reprinted and enlarged, and 9th edition, making it the most printed book (Balta Peltekoğlu & Tozlu, 2018, s. 58). Other authors with the highest number of citations are known in the international literature. It can be said that the most cited authors are those who produce studies that are in parallel with the keywords of the articles (Table 14).

**Table 14** Top Cited Authors

Author	n	%
Grunig J. E.	12	0,4
Peltekoğlu F.	12	0,4
Dozier D. M.	10	0,3
Berry J. W.	8	0,2
Baumann Z.	8	0,2
Büyüköztürk Ş.	8	0,2
Karasar N.	8	0,2
Mutlu E.	8	0,2
Odabaşı Y.	8	0,2
White K.	7	0,2
	89	2,6

## CONCLUSION

Research is an important part of public relations management. As a true management function, public relations uses research to identify problems and participate in problem-solving, prevent and manage crises, make organizations responsive and accountable to their publics, create better organizational policy, and establish and maintain long-term relationships with the publics (Schmitz, 2012, p. 77). In academic studies, many publications have been made about what has been done about public relations and in which areas studies have emerged. The use of the bibliometric method is common among the studies conducted in recent years. In this situation, the literature's that has reached a certain saturation enables studies to be carried out that allow us to understand what he says and how he directs the future.

This study starts with the assumption that there are not many publications on “public relations research” in Turkey, and it is aimed to make a bibliometric analysis by looking at the world and Turkish literature from this perspective. The publications on “public relations research” in the international literature were searched from the Web of Science database, and for the literature in Turkey, from the TR Index database. Publications from both databases as a result of the keyword "public relations research" on 06 October 2021 were drawn and transferred to the Microsoft Excel program, and the analysis were carried out in line with the research questions by using Excel, NVivo, and VosWier programs.

In the findings of the research, the WoS database was first examined. 83,8% of the publications on “public relations research” are in journals. The first publication on this subject was published in the "Public Relations Review" in 1983. While there were only 31 publications until 2007, there has been an

increase in the number of publications since 2007 and reached the highest number of publications (82) in 2014. The increase in the number of publications started with book studies. The USA ranks first for the most publications and the universities with the highest number of publications are the American Universities. The most common language used in the studies is English. 95,4% of the publications are in ten journals. Journals with the highest number of publications, "Journal of Public Relations Research" and "Public Relations Review" contain 87,9% of the publications. The authors with the highest number of publications in the journals have 8 studies each. "Public relations" takes the first place among the keywords in the studies in the journals and it is followed by "crisis communication", "social media", and "trust". These keywords are compatible with the concepts in the abstracts and titles of the studies. All of the top ten publications with the highest number of citations were published in the "Journal of Public Relations Research", which is also the journal with the highest number of publications. The most recent of the most cited publications was published in 2014. Looking at the international cooperation of publications, the United States, which broadcasts the most, is followed by the United Kingdom, followed by Australia, South Korea, Sweden, and the People's Republic of China. When looking at the relationship network of keywords, public relations has a primary connection with the words communication, method, and research. Apart from these, the words ethnography, ethics, critical theory, bibliometrics, public relations research, and qualitative research are used in relation. Considering the citation analysis, "Public Relations Review" with 10,9% and "Journal of Public Relations Research" with 8,1% take the first two places. The most cited authors are J.E. Grunig and W.T Coombs. The half-life value of cited publications is 16 years, that is, half of the publications cited in studies have been published in the last sixteen years.

In the second part of the findings, 86 articles published between 2005-2021, which were accessed with the keyword of public relations research in the TR Index, were analyzed. Only 12 of the articles were written in English. Almost half (42) of the articles are single-authored. Considering the years, the increase in the number of publications started in 2018. The highest number of publications was reached in 2020. "Turkish Journal of Communication Studies" and "OPUS International Journal of Society Studies" take the first place in the journals in which articles are published the most. The University with the highest number of publications is Erciyes University with five publications. The most published author is Sırma Oya Tekvar with three articles. The oldest of the top ten most-cited publications was published in 2008, the most recent in 2018, and the first publication in 2012. In the TR Index, subject areas are given instead of keywords. The prominent words in the abstracts of the articles are "public relations", "communication", "social", "research" and "marketing". When the subject areas are examined, the words "public relations", "communication", "education", "business", "economics" and "research" attract attention. Of the most cited authors, it is noticed that, same as in WoS, J.E. Grunig, and from Turkey Balta Peltekoğlu with the same number of citations ranked first.

This research is limited to 524 studies published in WoS between 1982 and 2021 and consequently, 439 studies which were reached by narrowing down and 86 articles published in TR Index between 2005-2021. It is considered that this study will make a significant contribution to the literature in terms of the fact that no similar work has been done before on public relations research and that it compares the international literature with the literature in Turkey. One of the limitations of the study is the lack of content analysis for the articles examined on public relations research. In subsequent studies, it is possible to reach different studies by following the literature and making content analysis with a more detailed analysis.

## REFERENCES

- Akyıldız, S., & Yılmaz, K. (2020). Sosyal Medya Konulu Araştırmaların Bilim Haritalama Tekniği ile Bibliyometrik Analizi. *OPUS International Journal of Society Researches*, 16(28), 1416-1451. doi:10.26466/opus.680835
- Asna, A. (2006). *Kuramda ve Uygulamada Halkla İlişkiler*. İstanbul: Pozitif Yayınları.
- Aydın, B., & Aksöz, E. (2019). Destinasyon Alanında Yayınlanmış Lisansüstü Tezlerin Bibliyometrik Profili. *Journal of Tourism and Gastronomy Studies*, 7(1), 615-636.



- Balta Peltekoğlu, F., & Tozlu, E. (2018). The Bibliometric Profile of Articles Written by Female Authors in The Field of Public Relations at Refereed Journals of Communication Faculties in Turkey. *Marmara Üniversitesi Kadın ve Toplumsal Cinsiyet Araştırmaları Dergisi*, 2(2), 55-65.
- Baş, M., & Aksoy, G. (2021). Marka Yönetimi ile ilgili Yazılan Ulusal Lisansüstü Tezlerin Bibliyometrik Analizi. *Uluslararası Sağlık Yönetimi ve Stratejileri Araştırma Dergisi*, 7(1), 193-207.
- Bitirim Okmeydan, S. (2020). Kültürlerarası İletişim Alanındaki Eğilimler: 'Kültürlerarası İletişim' Başlıklı Lisansüstü Tezlerin Bibliyometrik Analizi. *TRT Akademi*, 578-611.
- Buhmann, A., Ihlen, O., & Aaen-Stockdale, C. (2019). Connecting the dots: a bibliometric review of Habermasian theory in public relations research. *Journal of Communication Management*, 23(4), 444-467.
- Demir Askeroğlu, E. (2018). Uluslararası TOJDAC Dergisinin Bibliyometrik Analizi. *The Turkish Online Journal of Design, Art and Communication - TOJDAC*, 8(2), 190-202.
- Dozier, D., & Repper, F. (2005). Araştırma Şirketleri ve Halkla İlişkiler Uygulamaları . In J. Grunig, Halkla İlişkiler ve İletişim Yönetiminde Mükemmellik (pp. 201-234). İstanbul: Rota Yayıncılık.
- Geddes, D. (2011, January 7). Advancing PR Research. Retrieved from Institute for Public Relations: <https://instituteforpr.org/advancing-pr-research/>
- Gök Demir, Z., Erendağ Sümer, F., & Karakaya, Ç. (2020). A Bibliometric Analysis of Public Relations Models. *Connectist: Istanbul University Journal of Communication Sciences*, 58, 105-132. doi:10.26650/CONNECTIST2020-0015
- Gökkurt, Ö. (1994). Bibliyometri (Bibliometrics), Enformetri (Informetrics), Bilimetri (Scientometrics) ve Librametri (Librametrics) . In F. Ö. Kayan, Prof. Dr. Berin Yurdadoğ'a Armağan (pp. 54-59).
- Göktaş Kulualp, H., & Yıldırım Kalem, M. (2019). Kültür ve Kültürel Farklılıklar Üzerine Yapılan Lisansüstü Tezlere Yönelik Bibliyometrik Bir Analiz. *Elektronik Sosyal Bilimler Dergisi*, 18(72), 1969-1984. doi:10.17755/esosder.579880
- Grunig, J. E., & Grunig, L. E. (2005). Halkla İlişkiler ve İletişim Modeli. In J. E. Grunig, Halkla İlişkiler ve İletişim Yönetiminde Mükemmellik (pp. 307-348). İstanbul: Rota Yayınları.
- Gümüş, A. (2020). A Bibliometric Analysis of Academic Articles about Innovation in the Perspective of Tourism Sector. *İşletme Araştırmaları Dergisi*, 12(4), 3493 - 3504.
- Ilgın, H., & Kazashka, M. (2021). Bibliometric Analysis of Public Relations Axis Postgraduate Theses Related to Social Media or New Media Concepts. *Communication and Technology Congress* (pp. 31-38). İstanbul: İstanbul Aydın University. doi:DOI NO: 10.17932/CTCSPC.21/ctc21.003
- IPR Programs. (2021). Retrieved from <https://instituteforpr.org/ipr-programs/>
- IPRA. (2021, Ekim 18). PR Definition. Retrieved from International Public Relations Association: <https://www.ipra.org/member-services/pr-definition/>
- Ki, E.-J., Pasadeos, Y., & Ertem-Eray, T. (2019). Growth of public relations research networks: a bibliometric analysis. *JOURNAL OF PUBLIC RELATIONS RESEARCH*, 31(1-2), 5-31.
- Macnamara, J. R. (2008). Research in Public Relations: a review of the use of evaluation and formative research. *CARMA: Asia Pacific, a Media Monitors Company*, 1-20.
- Matilla, K., Compte-Pujol, M., & Hernandez, S. (2018). Journal of Public Relations Research: A bibliometric comparative analysis of two journals with the same title in the Web of Science (WoS) browser. *REVISTA INTERNACIONAL DE RELACIONES PUBLICAS*, 8(15), 43-62.
- Michaelson, D., & Stacks, D. (2014). A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation. A.B.D.: Business Expert Press.

- Morehouse, J., & Saffer, A. J. (2018). A bibliometric analysis of dialogue and digital dialogic research: mapping the knowledge construction and invisible colleges in public relations research. *JOURNAL OF PUBLIC RELATIONS RESEARCH*, 30(3), 65-82.
- Öcel, Y. (2019). Türkiye'de Marka ile İlgili Yazılan Doktora Tezlerinin Bibliyometrik İncelenmesi. *Uluslararası Batı Karadeniz Sosyal ve Beşeri Bilimler Dergisi*, 3(1), 38-49. doi:10.46452/baksoder.551069
- Özel, Ç., & Kozak, N. (2012). Turizm Pazarlaması Alanının Bibliyometrik Profili (2000-2010) ve Bir Atıf Analizi Çalışması. *Türk Kütüphaneciliği*, 26(4), 715-733.
- Pritchard, A. (1969). Statistical Bibliography or Bibliometrics? *Journal of Documentation*, 25(4), 348-349.
- Schmitz, A. (2012). *Public Relations* (v.1.0).
- Şenbabaoğlu, E., & Parıltı, N. (2019). Tüketici Yenilikçiliğinin Görsel Haritalama Tekniğiyle Bibliyometrik Analizi. *Üçüncü Sektör Sosyal Ekonomi Dergisi*, 54(2), 713-730.
- Tonta, Y., & Ünal, Y. (2008). Dergi Kullanım Verilerinin Bibliyometrik Analizi ve Koleksiyon Yönetiminde Kullanımı. *Türk Kütüphaneciliği*, 335-350.
- Tosyalı, H. (2021). Artificial Intelligence in Communication Studies: An Investigation on Studies Between 1982-2021. *TRT Akademi*, 6(13), 680-699. doi:https://doi.org/10.37679/trta.965966
- Tosyalı, H. (2021). COVID-19 Konulu Medya ve İletişim Çalışmalarının Bibliyometrik Profili. *Selçuk İletişim*, 14(4), 1578-1604. doi:10.18094/josc.974218
- Ulu, S., & Akdağ, M. (2015). Dergilerde Yayınlanan Hakem Denetimli Makalelerin Bibliyometrik Profili: Selçuk İletişim Örneği. *Selçuk İletişim*, 9(1), 5-21.
- Wang, Y., Cheng, Y., & Sun, J. (2021). When public relations meets social media: A systematic review of social media related public relations research from 2006 to 2020. *Public Relations Review*, 47(4), 1-25. doi:https://doi.org/10.1016/j.pubrev.2021.102081
- Yıldırım Becerikli, S. (2013). Türkiye'de Sağlık İletişimi Üzerine Yazılan Lisansüstü Tezlerin Bibliyometrik Analizi: Eleştirel Bir Bakış. *Ankara Sağlık Hizmetleri Dergisi*, 12(2), 25-36.

## **Araştırma Makalesi**

### **Bibliometric Analysis of Public Relations Research Literature**

#### *Halkla İlişkiler Araştırmaları Literatürünün Bibliyometrik Analizi*

**Gülseli Aygöl ERNEK ALAN**

Dr. Öğr. Üyesi, Maltepe Üniversitesi

İletişim Fakültesi, Halkla İlişkiler ve Tanıtım Bölümü

[aygulalan@maltepe.edu.tr](mailto:aygulalan@maltepe.edu.tr)

<https://orcid.org/0000-0002-8522-0672>

### **GENİŞLETİLMİŞ ÖZET**

#### **Giriş**

Araştırma, halkla ilişkiler yönetiminin önemli bir parçasıdır. Gerçek bir yönetim işlevi olarak halkla ilişkiler, sorunları belirlemek ve problem çözmeye katılmak, krizleri önlemek ve yönetmek, kuruluşları kamularına karşı duyarlı ve sorumlu kılmak, daha iyi örgütsel politika oluşturmak, halkla uzun vadeli ilişkiler kurmak ve sürdürmek için araştırmayı kullanır (Schmitz, 2012, s. 77). Akademik çalışmalarda bugüne kadar halkla ilişkiler konusunda neler yapıldığı hangi alanlarda çalışmaların ortaya çıktığı ile ilgili pek çok yayın yapılmıştır. Son yıllarda yapılan çalışmaların içerisinde bibliyometrik yöntem kullanımı yaygındır. Bu durum belirli bir doygunluğa ulaşmış literatürün neler söylediği ve geleceğe nasıl yön çizdiğini anlamayı sağlayan çalışmalar yapılmasına imkan sağlamaktadır. Bu çalışma, Türkiye’de halkla ilişkiler araştırmaları konusundaki yayınların çok fazla olmadığı varsayımı ile başlamış, dünya ve Türkiye literatürüne bu açıdan bakarak bibliyometrik bir analiz yapmak hedeflenmiştir.

#### **Yöntem**

Uluslararası literatürde “halkla ilişkiler araştırmaları” konusundaki yayınlar Web of Science, Türkiye’deki literatür TR Dizin veri tabanlarından taranmıştır. Her iki veri tabanından, 06 Ekim 2021 tarihinde “halkla ilişkiler araştırmaları” anahtar kelimesi sonucunda çıkan yayınlar çekilerek Microsoft Excel programına aktarılmış ve analizler Excel, NVivo ve VosWiever programları kullanılarak araştırma soruları doğrultusunda yapılmıştır.

#### **Bulgular**

Araştırmanın bulgularında ilk olarak WoS veri tabanı incelenmiştir. “Halkla ilişkiler araştırmaları” konusundaki yayınların %83,8’i dergilerde yer almaktadır. Bu konudaki ilk yayın 1983 yılında “Public Relations Review” dergisinde yayınlanmıştır. 2007 yılına kadar 31 yayın varken, 2007’den itibaren yayın sayısında artış olmuş ve 2014 yılında en fazla yayın sayısına (82) ulaşmıştır. Yayın sayılarındaki artış kitap çalışmalarıyla başlamıştır. En fazla yayın yapan ülkelerin ilki A.B.D. ve en fazla yayın yapan üniversiteler de A.B.D.’deki üniversitelerdir. Çalışmalarda kullanılan en yaygın dil İngilizce’dir. Yayınların %95,4’ü on dergide yer almaktadır. En fazla yayının yer aldığı dergiler, “Journal of Public Relations Research” ve “Public Relations Review” yayınların %87,9’unu içermektedir. Dergilerde en fazla yayın yapan yazarların 8’er çalışmaları bulunmaktadır. Dergilerde yer alan çalışmalardaki anahtar kelimelerde ilk sırayı “halkla ilişkiler” alırken, “kriz iletişimi”, “sosyal medya” ve “güven” takip etmektedir. Bu anahtar kelimeler, çalışmaların özetlerindeki ve başlıklarındaki kavramlarla paralellik göstermektedir. En fazla atıf alan ilk on yayının tamamı, yine en fazla yayın yapan dergi olan “Journal of Public Relations Research”te yayınlanmıştır. En fazla atıf alan yayınların en yenisi 2014 yılında yayınlanmıştır. Yayınların uluslararası işbirliğine bakıldığında en fazla yayını yapan A.B.D.’yi ikinci

sırada İngiltere ve daha sonra Avustralya, Güney Kore, İsveç ve Çin Halk Cumhuriyeti izlemektedir. Anahtar kelimelerin ilişki ağına bakıldığında halkla ilişkilerin, iletişim, yöntem, araştırma kelimeleri ile öncelikli bağlantısı vardır. Bunların dışında etnografi, etik, eleştirel teori, bibliyometri, halkla ilişkiler araştırmaları ve nitel araştırma kelimeleri ilişkili olarak kullanılmıştır. Atıf analizine bakıldığında %10,9 ile “Public Relations Review” ve “%8,1 ile “Journal of Public Relations Research” dergileri ilk iki sırayı almaktadır. En fazla atıf alan yazarların başında J.E. Grunig ve W.T. Coombs gelmektedir. Atıf yapılan yayınların yarı yaşam değeri 16 yıldır, yani çalışmalarda atıf yapılan yayınların yarısı son on altı yılda yayımlanmıştır. Bulguların ikinci kısmında TR Dizininde halkla ilişkiler araştırmaları anahtar kelimesi ile ulaşılan 2005-2021 yılları arasında yayınlanmış 86 makale analiz edilmiştir. Makalelerin sadece 12’si İngilizce yazılmıştır. Makalelerin neredeyse yarısı (42) tek yazarlıdır. Yıllara göre bakıldığında yayın sayısındaki artış 2018 yılında başlamıştır. 2020 yılında en fazla yayın sayısına ulaşılmıştır. Makalelerin en fazla yayınlandığı dergilerde ilk sırayı “Türkiye İletişim Araştırmaları Dergisi” ile “OPUS Uluslararası Toplum Araştırmaları Dergisi” almaktadır. En fazla yayın yapan Üniversite beş yayınlı Erciyes Üniversitesidir. En fazla yayın yapan yazar üç makale ile Sırma Oya Tekvar’dır. En fazla atıf alan yayın 2012 yılında yayınlanmıştır. TR Dizininde anahtar kelimeler yerine konu alanları verilmektedir. Makalelerin özetlerinde öne çıkan kelimeler halkla ilişkiler, iletişim, sosyal, araştırma ve pazarlama’dır. Konu alanlarına bakıldığında halkla ilişkiler, iletişim, eğitim, işletme, iktisat, araştırma kelimeleri dikkat çekmektedir. En fazla atıf alan yazarlara bakıldığında WoS’da da ilk sırada olan J.E. Grunig ve aynı atıf sayısı ile F. Balta Peltekoğlu’nun yer aldığı görülmektedir.

### Değerlendirme

Bu araştırma, WoS’daki 1982 ile 2021 yılları arasında yayımlanan 524 ve sonrasında daraltılarak ulaşılan 439 çalışma ve TR Dizin’deki 2005-2021 yılları arasında yayımlanan 86 makale ile sınırlıdır. Halkla ilişkiler araştırmaları konusunda daha önce yapılmış benzer bir çalışmaya rastlanmamış olması ve uluslararası literatür ile Türkiye’deki literatürü karşılaştırması bakımından, bu çalışmanın literatüre anlamlı katkı sağlayacağı değerlendirilmektedir. Halkla ilişkiler araştırmaları konusunda taranan makalelere içerik analizi yapılmaması çalışmanın sınırlılıklarındandır. Sonraki çalışmalarda literatürün takibi ve daha ayrıntılı analizi ile içerik analizi yapılarak farklı çalışmalara ulaşmak mümkündür.