
Citation Analysis of Journal of Creative Communications from the year 2006-2016

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Abstract

The paper presents a Citation Analysis of a Journal of Creative Communications from the year 2006-2016. In this study, citation details like distribution of contributions by volume, year wise distribution of papers, distribution of citations by volume, authorship pattern of cited references, Study of references, year wise distribution of citations, length of articles, geographical distribution of articles, and number of articles with and without references/key words have been examined, analyzed, tabulated and interpreted. This is a study of 206 contributions published in the 33 issues and 11 volumes of a journal. Out of 206 contributions, 185 are articles and rest i.e. 21 is book reviews. The journal is indexed in various popular online indexing and abstracting databases and the text and contents for this study were accessed from J-Gate plus of eShodhSindhu Consortium. The Journal was also accessed and cross checked directly from Sage online database subscribed by Allama Iqbal Library, University of Kashmir, Srinagar.

Keywords

Bibliometric analysis, Citation Analysis, Citation Analysis of Journal of Creative Communications

Electronic access

The journal is available at www.jalis.in



Journal of Advances in Library and Information Science
ISSN: 2277-2219 Vol. 7. No.4 2018. pp.319-325

INTRODUCTION

Citation Analysis is one of the essential techniques of bibliometric studies given by E. Garfield (Mahapatra, 2000). It studies the various kinds of frequencies, graphs and patterns of citations appearing in research papers, articles, reviews and technical documents, books, theses and other sources of information. Citation analysis is used as a tool to establish links between the researchers and works related to scientific communication in a geographical proximity (Binwal, Chandel, and Saraf, 1990). In library and information Centers, it is used as an important research tool for evaluation studies. A good number of studies on citation analysis and bibliometric have been and are being conducted in almost every subject in the field of science and technology (Rajneesh and Rana, 2015). Citation analysis has been done initially by Gross and Gross (1927) having studied citation pattern for determining subscription of journals both latest and back volumes for Pamona College at that time. This technique is known as very useful for assessment of relationship of subjects, trends in publications and author's efficiency and effectiveness etc. In the identification of primary research, citation analysis is successfully used as a tool to ascertain various parameters in literature like authorship, bibliographic patterns. It has been acknowledged world over one of the important statistical techniques applied for analysis of citations and references usually given at the end of scientific literature.

About the Journal

The Journal of Creative Communications supports and encourages inquiry related to contemporary issues of communication in the context of social, cultural, economic and technological arena. It offers a forum for debating and discussing upon the theoretical and practical events emerging as a result of inquiries. The journal gives way for incorporating new language in analyzing the communications research in contemporary era and publishes papers emphasizing and suggesting on innovative and alternate ways in doing research that push the frontiers of conceptual dialogue in communication theory and practice. The journal emphasizes on a wide range of themes and issues in the areas of digital media, cultural studies, film studies, organizational communication, techno culture, mass and new media, and development communication, communication management, among others. Journal of Creative Communications is a peer reviewed double blind journal. It has an intellectual editorial

board from United States, United Kingdom, Germany, India and Canada. The journal is indexed in Indian Citation Index (ICI), J-Gate, EBSCO, OCLC, Ohio, Portico, SCOPUS and Dutch-KB etc.

Literature review

Tiew, W.S and Kaur, K (2000)[1] have taken Journal of Natural Rubber Research for citation analysis. They have carried out this study to analyze 4181 citations appended to the references section of 250 research articles and 8 short communications in Journal of Natural Rubber Research. Chikate, R.V (2008)[2] has selected Twenty-seven LIS dissertations submitted to the University of Pune between 1982 and 2005 for study. A total of 6,257 citations have been found in all 27 dissertations. Data compiled includes year of publication of articles, and journal subject, language of journal, publication status, place of publication, and publisher of the journal taken from the online version of Ulrich's International Periodical Directory.

Simisaye, Ahmed Olakunle & Osinaike, A. B. (2010) [3] have carried out citation analysis of all the journal articles published in the Journal of Library and Information Science (JOLIS) from 2004-2009. This study is comprising of 72 articles published in the journal during the period of five (5) years. Singh, Neeraj Kumar, Sharma, Jyoti, & Kaur, Navneet. (2011)[4]. have performed citation analysis from the year 1996-2010 of all the articles published in the Journal of Documentation. In this journal, during the period 1996-2010, there are 487 articles published and the highest numbers (44) of articles are published in the year 2005. The journal contains 15587 citations. Average number of citation per article has been observed maximum in the year 2009. Haque, Md. Enamul. (2012)[5] have studied the journal of Poultry Science during the year 2001-2010 authorship and citation pattern of articles. In the said journal they have found 425 articles, 13012 citations featuring 425 contributors during the period of study. Kumar .K & Reddy, T.Raghunadha Reddy. (2012)[6] , have made a citation study of Masters Degree Dissertations of Library Science Department of the University of Venkateswara, Tirupathi from the year 2000-2007. In it, they have explored possible relationships between citing articles and bibliographic forms, frequency and %age distributions etc. Gupta, Kamini & Rattan, Gurjeet Kaur . (2013)[7] have carried out study of the articles that have been published in the online journal, Information Research: an international electronic journal (IR) during the period 2008-2012. The

maximum number of articles (57) as well as maximum numbers of citations (2324) have been found published in 2008. The average number of citations per article have been seen as 43.21. Jayaprakash, Kannappanavar, B.U. (2015)[8] in their study have conducted citation analysis of 2431 citations and have examined study of authorship pattern, degree of collaboration, types of publications cited and chronological distribution of citations, guide wise distribution of the thesis, preparing list of ranked cited journals and authors in commerce thesis of Goa University. Nisha, Faizul, Kumar, Ashok et. al. (2015)[9]. In this study Defense Science Journal (DSJ) has been selected for carrying out citation analysis. In this journal 47 issues pertaining to eight volumes from 2006-2013 have been consulted and selected for the study. Information about each contribution such as author, author's affiliation (lab), and citations has been noted down manually. The recorded data has been analyzed, interpreted and tabulated. Singh, K.P. and Bebi. (2016)[10]. This paper presents a citation analysis of PhD theses submitted in the discipline of sociology of the University of Delhi during 1995-2010. The study is based on the 5766 citations taken out from 25 PhD theses of sociology. The study presents analysis of several parameters like authorship pattern, forms of literature, country-wise scattering of citations, distribution of Indian and foreign citations and a ranked list of top 30 cited sociology journals. Geetha M, Pushpa K, Mounesh G, Nanditha S.P. (2016)[11] have carried out a citation study of computer Science theses submitted to the top five contributing Universities in Shodhaganga electronic thesis repository during the period 2014-15. Frank Jeff & Rukki, Christina. (2016)[12] have presented in brief note in an empirical manner in order to explore how to engage in the field literature being published. In this paper, a citation analysis of three prominent journals of philosophy of education: Studies in Philosophy of Education, Journal of Philosophy of Education, and Educational Theory have been carried out by authors. Thanuskodi, S & Nair, Radha V. (2016)[13]. This study is based on Citations of Doctoral theses awarded from the Universities of Kerala, Mahatma Gandhi & Cochin University of Science and Technology. This study has been carried out by consulting One Hundred and Seven PhD theses in Law, submitted to Cochin University of Science and Technology, Mahatma Gandhi University and University of Kerala. Khare, V.P & Mishra, Avinash. (2016)[14] have conducted Citation Analysis of Doctoral theses in English subject from the period of 2001-2009. In this study,

they have analyzed possible relationships between cited articles and bibliographic forms, frequency and %age distribution. Siciliano, Mark. (2017)[15] in the paper has conducted a bibliometric analysis of the Journal of Business & Finance Librarianship from 1990 to 2014. In this study the author has examined Authorship patterns, citations, article content, and collaboration efforts were examined and are discussed. Knievel, Jennifer E. and Kellsey, Charlene. (2017)[16]. This study analyzes 9,131 citations from the 2002 volumes of journals in eight humanities fields: art, classics, history, linguistics, literature, music, philosophy, and religion. As per this study citation patterns varied widely among humanities disciplines has been examined. The authors have investigated the language of sources cited in each field. Foreign language citations continue to be dominated by French and German.

Objectives

1. To examine distribution of contributions by volume.
2. To find out year wise distribution of papers in the journal.
3. To ascertain distribution of citations by volume.
4. To analyze authorship pattern of cited references
5. To Study the references published during the year 2006-2016.
6. To study year wise distribution of citations.

7. To observe the Length of articles.
8. To know Geographical distribution of articles.
9. To find out Total number of articles with and without references & key words.

Methodology

For this study, Journal of Creative Communications has been selected as the source journal. A total number of 206 contributions published in 33 issues of 11 volumes from 2006-2016 have been consulted and selected for this study. Out of 206 contributions, 185 are articles and rests i.e. 21 are book reviews. The details like distribution of contributions by volume, year wise distribution of papers, distribution of citations by volume, authorship pattern of cited references, study of references, year wise distribution of citations, length of articles, geographical distribution of articles, and number of articles with and without references/key words has been recorded and analyzed. The recorded data has been analyzed, tabulated and then interpreted appropriately. The e-contents with regard to the journal were accessed from J-Gate plus of eShodhSindhu Consortium. The Journal was also accessed and cross checked directly from Sage online database subscribed by Allama Iqbal Library, University of Kashmir, Srinagar

Data interpretation

Table 1. Distribution of Contributions by volume

Year	Volume	Articles	Reviews	Others	Total documents Article+Reviews+ others	Percentage
2006	1	22	10	-	32	15.5
2007	2	19	1	-	20	10.8
2008	3	15	1	-	16	7.8
2009	4	12	-	-	12	5.5
2010	5	11	3	-	15	7.2
2011	6	19	-	-	19	9.2
2012	7	18	-	-	18	8.7
2013	8	17	3	-	20	10.8
2014	9	15	2	-	17	8.2
2015	10	20	-	-	20	10.8
2016	11	17	-	-	17	8.2
Total	11	185	20	-	206	100

The above table reveals that in the year 2006 more contributions have come up in volume one as compared to the contributions of other successive years. Its status of contribution has got 15.5% with 32

contributions. Out of 32, there are 22 articles and 10 book reviews contributed. The table also reveals that there are same numbers of contributions made in the journal during the years: 2007, 2013 and 2015 (in

volume 2, 8 and 10). The lowest contributions i.e 15 (5.5%) have been found during the year 2009.

Table 2. Distribution of Citations by volume

S.No.	Year	Volume	No. of Articles	Total number of Citations	Average number of Citations
1	2006	1	22	420	19.9
2	2007	2	19	572	30.10
3	2008	3	15	400	26.7
4	2009	4	12	560	46.7
5	2010	5	11	428	35.7
6	2011	6	19	658	34.7
7	2012	7	18	521	29.0
8	2013	8	17	731	43.0
9	2014	9	15	557	38.0
10	2015	10	20	833	41.7
11.	2016	11	17	884	52.0
	Total	11	185	6564	396.69

In the data analysis, it has been come to light that in volume 1 during the year 2016, there is highest number of citations i.e 884 (which as per number of Citations stands at 52) appended with the articles as compared to all other volumes. The lowest number of Citations has been seen in volume 1 during the year 2006. As per results, the number of citations has grown from 19.9% to 52%.

Table 3. Authorship pattern

Year	Single Author	Two Authors	Three Authors	Four Authors	More than four Authors	Total Articles
2006	12	6	2	-	1	22
2007	14	2	2	1	-	19
2008	10	4	1	-	-	15
2009	5	5	1	1	-	12
2010	8	2	1	-	-	11
2011	14	5	-	-	-	19
2012	15	3	-	-	-	18
2013	13	4	-	-	-	17
2014	3	6	4	-	-	15
2015	12	6	2	-	-	20
2016	9	5	4	2	-	17

Table 5. Study of references published during 2006-2016

No. of references	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total
1-15	6	5	2	-	-	3	4	2	2	1	2	26
16-25	4	4	4	5	2	3	2	4	4	2	1	35

Total	115	48	17	4	1	185
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As per the results shown in the table above, majority of the articles are with single authored contributions. The single authored contributions have a top position in the journal as there are 115 contributions by single authors out of 185 articles. This is followed by 48 contributions with double author, 17 with triple authors, four contributions with only four authors and just one contribution made in the journal from the year 2006-2016 (volume 1 to 11) by more than four authors.

Table 4. Year-wise distributions of papers.

Year	Volume	No. of issues	No. of Papers	Average Articles/issues
2006	1	3	32	10.7
2007	2	3	20	6.7
2008	3	3	16	5.4
2009	4	3	12	4.0
2010	5	3	15	5.0
2011	6	3	19	6.3
2012	7	3	18	6.0
2013	8	3	20	6.7
2014	9	3	17	5.6
2015	10	3	20	6.7
2016	11	3	17	5.6
Total	11	33	206	6.2

A total of 206 contributions (i.e. 185 articles and 21 book reviews) have been published during the year 2006-2016 (i.e. 11 years), consisting of research papers, reviews, short communications etc. Maximum number of articles i.e. 32 in number have been found in the year 2006 and minimum of 16 only in the year 2009. The results of the study indicate that on an average, five to six contributions in each issue have come up during all these years in volume 1 to 11. The journal has got prominent place in the field and has not ceased to exist in any way.

26-35	2	4	4	-	3	3	5	1	1	3	5	32
36-45	3	-	-	2	2	4	2	1	1	7	3	26
46-55	1	3	3	-	-	4	3	-	-	2	1	18
56-65	-	1	1	2	1	2	2	4	4	1	1	15
66-75	-	-	-	1	1	-	-	1	1	3	3	10
76-85	-	1	1	-	-	-	-	1	1	-	1	6
86-95	-	-	-	-	-	-	-	-	-	-	1	2
96-105	-	-	-	1	-	-	-	-	-	-	-	2
106-125	-	-	-	-	-	-	-	-	-	-	-	-
126-135	-	-	-	-	-	-	-	-	-	-	-	-
136-145	-	-	-	-	-	-	-	-	-	-	-	1
Total	17	18	13	11	9	19	18	16	4	19	19	162

The above table presents the details about the range of references appended at the end of papers published in the journal. Out of 185 articles, 26 have 1-15 references per paper, maximum number of references i.e. 35 are falling in the range of 16-25. The other papers in the higher side with a references range of 32 are falling between 26-35. The paper with a single reference range has been found between 136-145.

Table 6. Length of articles

Year	Volume	Pages						Total
		1-5	6-10	11-15	16-20	21-25	25 & more	
2006	1	0	7	9	5	1	-	22
2007	2	1	-	1	5	7	5	19
2008	3	0	-	2	1	5	5	15
2009	4	2	1	3	4	4	-	12
2010	5	0	-	4	5	2	-	11
2011	6	-	2	5	11	1	-	19
2012	7	-	-	8	5	2	-	18
2013	8	3	1	7	7	-	1	17
2014	9	1	1	3	7	3	1	15
2015	10	-	2	8	9	1	-	20
2016	11	-	1	2	11	2	1	17
Total	11	7	15	52	70	28	13	185

As per the study, the length of pages in papers published in the Journal of Creative Communications as given in the above table is more in the range of 16-20 (i.e. 70 articles out of 185). The next immediately that follows it is 11-15 paged range of 52 papers. The lowest ranged of 1-5 paged articles have just 7 papers published in the journal during all these years.

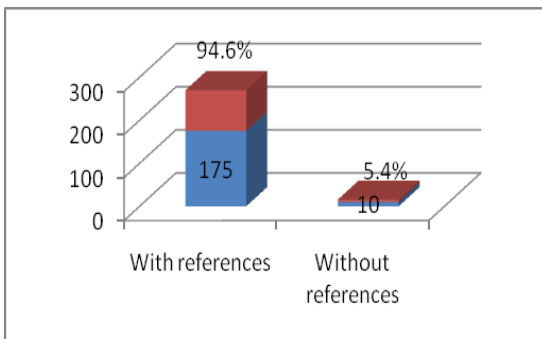
Table 7. Geographical distribution of articles.

Country	No. of articles	Percentage	Rank
AUSTRALIA	3	1.7	9
AUSTRIA	1	0.5	10
BANGLADESH	1	0.5	11
BELGIUM	1	0.5	12
BULGERIA	1	0.5	13
CANADA	5	2.7	6
CHINA	6	3.3	4
ENGLAND	1	0.5	14
FRANCE	1	0.5	15
GEORGIA	1	0.5	16
INDIA	80	43.6	1
ITALY	1	0.5	17
KUWAIT	1	0.5	18
JAPAN	1	0.5	19
MALAYSIA	4	2.2	7
NETHARLANDS	4	2.2	8
PHILADELPHIA	1	0.5	20
PHILIPPINES	1	0.5	21
RUSSIA	1	0.5	22
SINGAPORE	5	3.7	5
SOUTH AFRICA	1	0.5	23
SWEDEN	1	0.5	24
TAIWAN	1	0.5	25
THAILAND	1	0.5	26
TUNISIA	1	0.5	27
U.A.E	1	0.5	28
UK	11	3.68	3
USA	49	27.42	2
	186	100	

The rank wise distribution of various countries has been presented in the above table and it

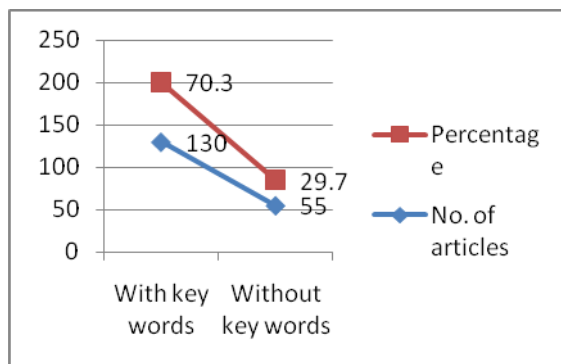
reveals that India is at top position with 80 (43.6%) contributions in the said journal. The second country immediately followed by first one is USA having 49 (27.42%) contributions in the journal. The rank wise position has been given in the above table. Here, it to be mentioned that the position rank of countries with a same rate of contributions has been assigned alphabetically. Hence, the position assigned here in the table is irrespective of any specialty.

Articles with and without references.



As per the data collected, out of 185 research articles, 175 (94.6%) articles are appended with references. While as in 10 articles, no references have been mentioned at all. However, the percentage of such of the articles is just 5.4% only.

Articles with and without key words.



While going through 185 contributions published in the 33 issues of 11 volumes of a Journal of Creative Communications from 2006-2016, it has been observed after a thorough study that only 130(70.3%) articles are with key words and the rest i.e. 55(29.7%) do not have key words mentioned anywhere in the text content.

Summery & Conclusion

1. In the year 2006, more contributions have come up in volume one as compared to the contributions of other successive years. Its status of contribution has got 15.5% with 32 contributions published in the journal. Out of 32, there are 22 articles and 10 book reviews contributed. The study also reveals that there are same numbers of contributions made in the journal during the years: 2007, 2013 and 2015(in volume 2, 8 and 10). The lowest contributions i.e. 15 (5.5%) have been found during the year 2009.
2. The results of the study indicates that in volume 1 during the year 2016, there are highest number of citations i.e. 884 (which as per number of Citations stands at rank of 52) appended with the articles as compared to all other volumes. The lowest number of Citations has been seen in volume 1 during the year 2006. As per results, the number of citations has grown from 19.9% to 52%.
3. Majority of the articles are with single authored contributions. The single authored contributions have a top position in the journal as there are 115 contributions by single authors out of 185 articles. This is followed by 48 contributions having double author, 17 with triple authors, four contributions with only four authors and just one contribution made in the journal from the year 2006-2016 (volume 1 to 11) by more than four authors.
4. The results of year wise contributions shows that a total of 206 contributions (i.e. 185 articles and 21 book reviews) have been published during the year 2006-2016 (i.e. 11 years), consisting of research papers, reviews, short communications etc. The table provides details of 206 contributions. Maximum number of articles i.e. 32 in number has been found in the year 2006 and minimum of 16 only in the year 2009. The results of the study indicate that on an average, five to six contributions have come up annually during all these years in volume 1 to 11. The journal has got prominent place in the field and has not seized to exist in any way.
5. The study of reference appended at the end of each article from the year 2006-2016 reveals that out of 185 articles, 26 have 1-15 references per paper, maximum number of references i.e. 35 are falling in the range of 16-25. The other papers in the higher side with a references range of 32 are falling between 26-35. The paper

with a single reference range has been found between 136-145.

6. As per the study, the length of pages in the papers published in the journal is maximum in the range of 16-20 (i.e. 70 articles out of 185). The next immediately that follows it is 11-15 paged range of 52 papers. The lowest ranged articles having 1-5 pages have been noticed with just 7 papers published in the journal during all these years.
7. The rank wise distribution of various countries reveals that India is at top position with 80 (43.6%) contributions in the said journal. The second country immediately followed by India is USA having 49 (27.42%) contributions in the journal.
8. Out of 185 research articles, 175 (94.6%) articles are appended with references. While as in 10 articles, no references have been mentioned at all. However, as per study, the percentage of such of the articles is just 5.4% only.
9. Only 130(70.3%) articles published in the journal are with key words and the rest i.e. 55(29.7%) do not have key words mentioned anywhere in the text content.

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