Attention-Economy Bibliometric Analysis of Fan Culture from 2010 to 2025

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Article Info

ABSTRACT

This research proposes to investigate the intellectual growth and research trends of attention economy studies on fan culture scholarship from 2010 to 2025 using a bibliometric method. The study uses performance analysis and science mapping methods to analyze the research publications in the field of fan culture scholarship, focusing on keyword co-occurrence analysis, overlay visualization, density mapping, co-authorship network analysis, and citation analysis. The results show that the research environment has grown from the initial discussion on cultural identity, participatory media, and globalization to more interdisciplinary approaches that combine sustainability, economics, and organizational strategy. The results show that the dominant conceptual foundations are keywords such as sustainable development, sustainability, economics, and culture, while the recent research trends on circular economy, knowledge management, and organizational culture show a new direction towards strategic and sustainable research. Collaboration analysis shows that the research environment is globally networked and dominated by China and the United States, with a growing presence of Europe and Asia-Pacific countries. Overall, the study shows that the transformation of fan culture in the attention economy has become a multidimensional research field that links cultural engagement with economic value creation, sustainability discourse, and global collaborative innovation.

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1. INTRODUCTION

In a digital environment where the scarcity of human attention has become more pronounced than the scarcity of information itself, the concept of the attention economy has emerged as a dominant framework in understanding contemporary media consumption [1]. Traditionally, economic analysis focused on commodities and financial capital; however, with the proliferation of digital media platforms, attention—defined as the cognitive resource allocated by individuals to content—has become a central object of scholarly inquiry [2]. In the Indonesian context, the rapid growth of internet accessibility and social media penetration over the last decade has dramatically transformed how audiences interact with cultural products and communities. Between 2010 and 2025, Indonesia experienced one of the fastest expansions of social media usage in Southeast Asia, giving rise to new modalities of fan

engagement and participatory culture [3]. These developments foreground the need to explore how attention is allocated, circulated, and monetized within fan networks across platforms such as YouTube, Instagram, Twitter, TikTok, and dedicated fan forums.

Fan culture, broadly defined as the collective practices of individuals who engage intensely with a subject of admiration—whether celebrities, media franchises, sports teams, or cultural phenomena—has historically been a site of rich scholarly interest [4]. Indonesian fandoms, in particular, present a vibrant and diverse landscape of practices that reflect broader social, cultural, and technological shifts. From fandoms dedicated to K-pop idols to those centered around local film, television, and digital creators, Indonesian fan communities often mobilize digital attention in ways that have social as well as economic consequences. The interplay between fan activities and digital attention is not merely a matter of online presence; it involves complex strategies of content production, curation, sharing, and affective engagement that influence visibility, popularity, and cultural capital [5], [6]. Understanding these dynamics offers insights into how digital attention functions as both a resource and a currency within fan culture.

The theoretical foundations of attention economy are rooted in interdisciplinary scholarship across communication studies, media economics, and cognitive psychology. Work by [7] established that in an age of information abundance, attention becomes a limiting factor shaping human behavior and decision-making. Subsequent scholars have expanded this insight to account for the role of digital platforms in structuring attention through algorithmic design, network effects, and monetization strategies [8]. These technological architectures shape not only what content becomes visible but also how fan communities organize around that content. In Indonesia, where digital infrastructure has evolved rapidly alongside shifting cultural tastes and global media flows, these dynamics manifest in unique forms of engagement and competition for attention. Yet, despite the

theoretical importance of attention economy, few studies have systematically mapped its application to fan culture in Southeast Asian contexts, particularly over extended periods of media evolution.

Bibliometric analysis offers a methodological lens to trace scholarly production, thematic trends, and intellectual structures within a given field [9]. By quantitatively analyzing publication patterns, citation networks, and keyword co-occurrences, researchers can discern how concepts such as 'attention economy' and 'fan culture' have been articulated, connected, and developed over time. Bibliometric studies serve not only to summarize existing scholarship but also to reveal gaps, emergent subfields, and potential trajectories for future research [10]. In the case of Indonesian fan culture, bibliometric inquiry can illuminate how academic attention has intersected with lived cultural practices, revealing the extent to which local phenomena are represented within global scholarly conversations. This approach becomes especially valuable when examining a fifteen-year period that encompasses technological revolutions, shifting cultural trends, and the globalization of fandom practices.

The intersection of attention economy and fan culture raises important questions about power, value, and agency in digital environments. Fans are not merely passive consumers of media; they actively produce, disseminate, and interpret content in ways that shape cultural meaning and market dynamics [11]. Indonesian fan communities have demonstrated remarkable capacity for organizing large-scale digital events, influencing media producers, and creating participatory economies that are both affective and economic in nature [12]. These practices challenge traditional conceptualizations of audience behavior and call for analytical frameworks that account for attention as a contested and co-produced resource. Moreover, as platforms increasingly monetize attention through advertising, sponsorships, and content creator economies, questions about who benefits from fan labor and visibility become pressing. Such

complexities underscore the need for systematic investigation into how attention and fandom intersect within scholarship and practice.

Despite the growing academic interest in both attention economy and fan culture globally, there remains a significant gap in systematic, longitudinal analysis of how these concepts have been studied—particularly within the Indonesian context from 2010 to 2025. Existing research tends to focus on case studies of specific fandoms or platforms without situating these within broader intellectual and temporal trends. As a result, scholars lack a comprehensive overview of the evolution of attention economy scholarship as it relates to Indonesian fan practices, the dominant themes and methodologies employed, and the intellectual networks shaping this field. Furthermore, the absence of a bibliometric mapping obscures the degree to which local scholarship engages with international theoretical frameworks and how research priorities have shifted in response to technological, cultural, and social transformations. This gap inhibits both theoretical coherence and strategic development of future research agendas in media and cultural studies in Indonesia. The objective of this study is to conduct a bibliometric analysis of scholarly literature on attention economy and fan culture in Indonesia spanning from 2010 to 2025.

2. METHOD

This study employs a bibliometric research design to systematically analyze scholarly publications related to the attention economy and fan culture in Indonesia between 2010 and 2025. Bibliometric analysis is used to quantitatively examine patterns in academic literature, allowing for the identification of publication trends, influential authors, collaboration networks, and thematic developments within a defined research domain. The data set consists of peer-reviewed journal articles, conference proceedings, and scholarly book chapters that explicitly address fan culture, digital fandom,

participatory culture, or attention-related concepts within the Indonesian context. Documents were selected based on relevance to the study's scope, publication year, and academic credibility, ensuring a comprehensive representation of the field over the selected fifteen-year period.

Data collection involved systematic searching and filtering using predefined keywords related to attention economy, fan culture, digital fandom, participatory media, and Indonesia. After the initial retrieval, duplicate records and non-relevant documents were excluded through manual screening of titles, abstracts, and keywords. The finalized bibliographic dataset was then organized for analysis, including metadata such as authorship, institutional affiliation, year of publication, citation counts, and keyword usage. This structured dataset enabled both descriptive and relational analyses, allowing the study to capture shifts in research focus and scholarly attention over time while maintaining consistency and replicability [10].

The analytical procedure combined performance analysis and science mapping techniques to uncover the intellectual structure of the field. Performance analysis was used to evaluate productivity and impact indicators, such as publication growth, most-cited works, and leading contributors. Science mapping techniquesincluding keyword co-occurrence analysis, co-authorship networks, and citation were applied to visualize thematic clusters and scholarly connections within the literature [9]. The results were interpreted using concepts from attention economy theory and fan studies to contextualize quantitative patterns within broader cultural and media dynamics.

3. RESULT AND DISCUSSION
3.1 Result
a. Keyword Co-Occurrence Analysis

The keyword co-occurrence analysis was conducted to identify the conceptual structure and thematic relationships within the attention-economy and fan culture literature from 2010 to 2025. By mapping the

frequency and co-appearance of author keywords, this analysis reveals how research topics are interconnected and how scholarly discourse has evolved across time. The visualization highlights dominant clusters that represent major research streams, allowing a deeper understanding of how fan culture has been framed within the broader context of digital media, participatory culture, and platform-driven economies.
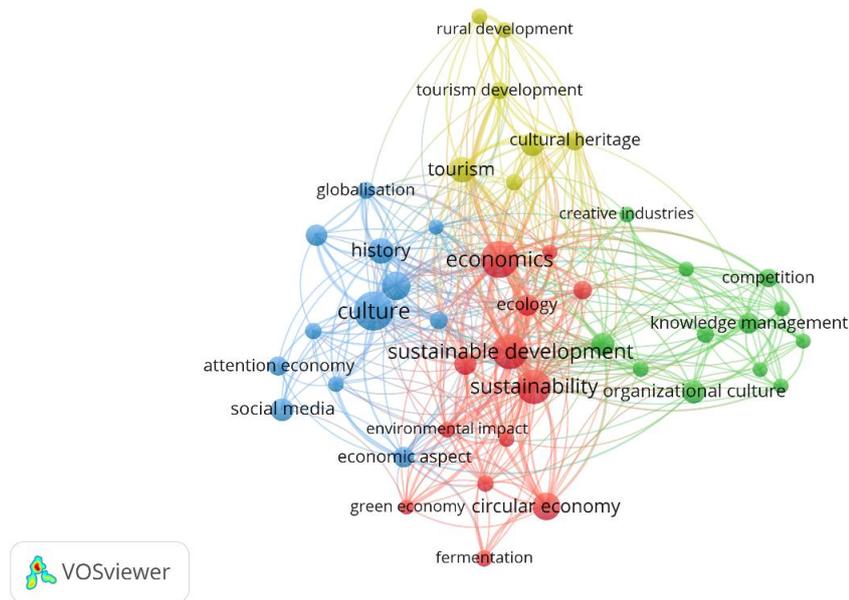

Figure 1. Network Visualization
Source: Data Analysis

Figure 1 above shows the intellectual framework of studies that connect the sustainability discourse with cultural, tourism, and attention economy perspectives. The central part of the map shows that the most prominent nodes are "sustainable development," "sustainability," and "economics," which imply that these topics are the intellectual foundation of the studies. The high level of connectivity of these nodes implies that the studies on fan culture and attention economy are being increasingly situated within the context of sustainability and socio-economic debates, and not merely being studied as peculiar phenomena in the media.

The red group emphasizes themes related to environmental and economic change, such as "circular economy," "green economy,"

"ecology," and "environmental impact." This category of themes indicates that there is a connection between fan culture or attention-related practices and sustainability transitions and ecological awareness. The appearance of these themes indicates that researchers are examining the relationship between cultural practices and digital attention and sustainable consumption patterns, circular creative industries, or environmentally engaged narratives in fan culture. These trends reflect a shift towards the integration of sustainability studies into cultural and media studies.

The blue group is more focused on the socio-cultural and media-related aspects, where the keywords like "culture," "history," "social media," "globalisation," and

"attention economy" are seen to be interlinked. This group is the basic level of studies related to fan culture, which is emphasizing the role of digital media and participatory culture in shaping the attention economy. The links between "attention economy" and the other cultural keywords indicate that the discourse of studies is also focusing on fandom as a social phenomenon mediated by online visibility and global cultural flows.

The green cluster includes terms such as "knowledge management," "organizational culture," and "competition," which indicate a managerial and strategic focus in the literature. This also shows that the concepts of fan culture and attention economy are being studied from an organizational and innovation perspective, especially in the creative industries. Scholars are trying to understand how knowledge practices and organizational learning in fan communities affect competitive advantage. The convergence of these topics shows that fandom is being increasingly recognized not only as a cultural phenomenon but also as an asset in knowledge economies.

The yellow cluster revolves around tourism-related terms such as "tourism," "tourism development," "cultural heritage," and "rural development," and this reveals how research on fan culture is related to place branding and experiential economies. The link between tourism and cultural heritage suggests that fan engagement can also happen in the physical world, where attention-driven narratives shape travel patterns.
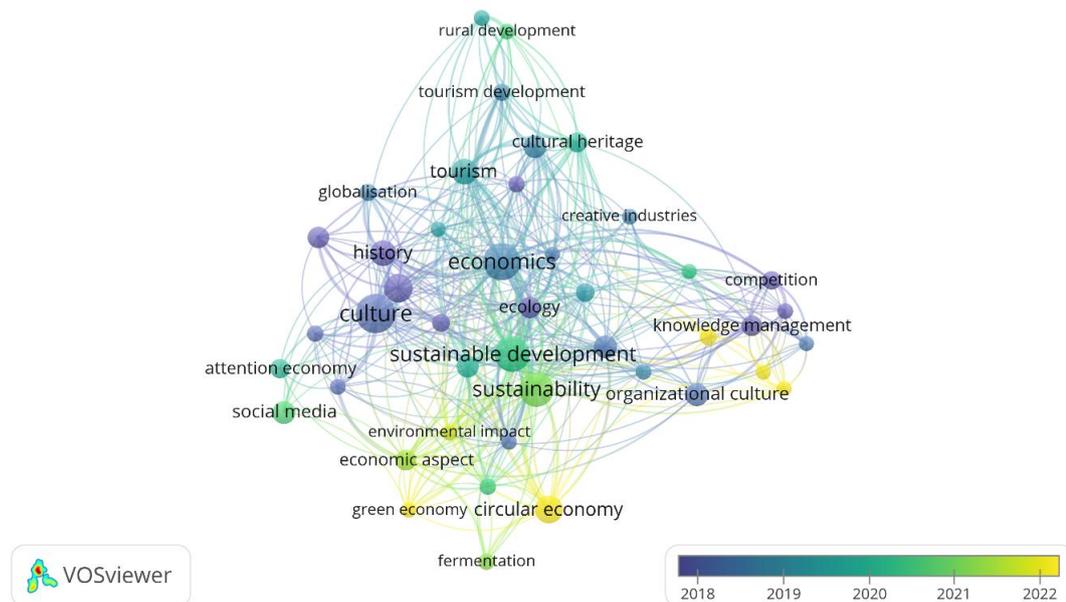

Figure 2. Overlay Visualization
Source: Data Analysis

Figure 2 shows the development of the usage of keywords in the research environment over time, where color gradients represent the average year of publication for each topic. The earlier trends of research, symbolized by darker shades of blue and purple, are found to be centered around keywords such as history, culture, and globalisation. This indicates that the early stages of research were mainly focused on understanding fan-related or cultural phenomena

through the conventional theoretical approach of culture, which emphasized identity, social interaction, and global cultural exchange rather than economic approaches.

Progressing towards the center of the color spectrum, the green and blue nodes represent a transition phase where research started incorporating interdisciplinary methods. The keywords sustainable development, economics, tourism, and cultural heritage emerge as mediating concepts in this phase. The placement of these keywords suggests that researchers began to link studies of culture and media to the larger development paradigm, including tourism development and creative industries. This transition represents a broadening of the field, where fan culture or attention economy practices are studied within the context of larger societal systems, relating cultural engagement to economic development and sustainability.

The more recent trends in research are represented by yellow-themed keywords like circular economy, green economy, knowledge management, and organizational culture. These new trends in research show an increasing focus on strategic management, sustainability transitions, and value creation in attention-based ecosystems. The dominance of the more recent keywords shows that current research is shifting away from descriptive cultural studies to more application-focused studies in innovation, sustainability, and organizational learning.
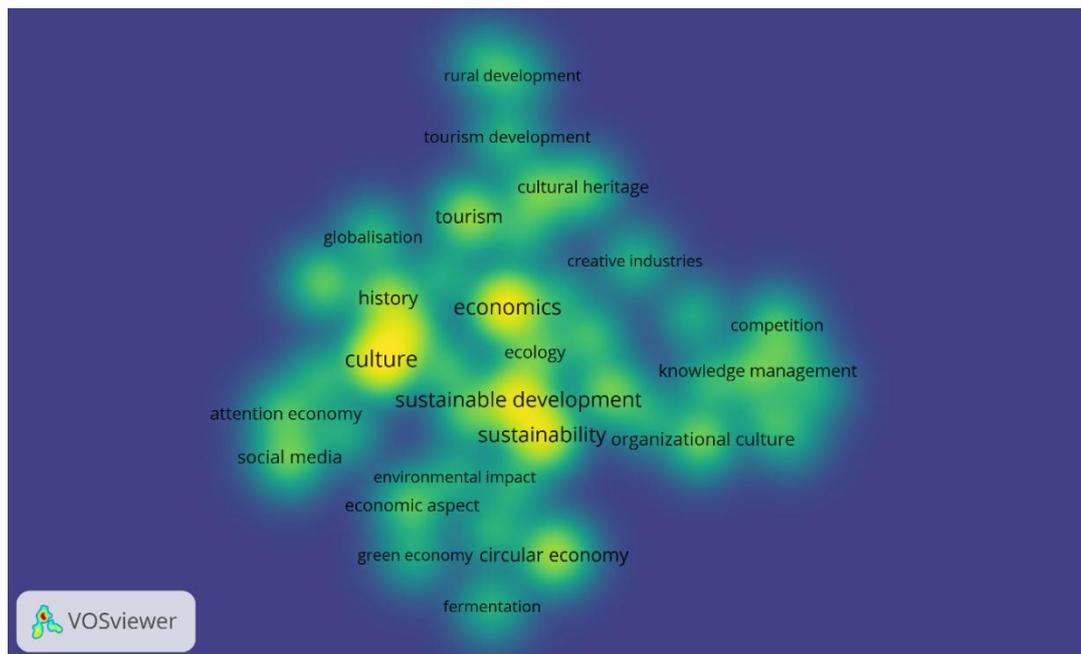
Figure 3. Density Visualization
Source: Data Analysis

Figure 3 points out the concentration of themes in the keyword network, where brighter yellow colors indicate themes with higher frequency and connectivity. The area with the highest density is found around keywords such as "sustainable development," "sustainability," "economics," and "culture," which form the core of the keyword network. This suggests that the research area of fan culture and

the attention economy is deeply rooted in the sustainability and socio-economic paradigm. The presence of high-density keywords in a cluster form indicates that the research area is practiced in an interdisciplinary environment where culture, economy, and sustainability are interconnected. The moderate-density areas around the high-density keywords, such as knowledge management, tourism, cultural heritage, circular economy, and social media, suggest the presence of subthemes that contribute to the main theme of research. The lighter-colored areas around keywords such as attention economy and social media suggest that these themes are either less prominent or serve as a bridge between different themes in the research dataset.

b. Co-Authorship Analysis

The co-authorship analysis was conducted to examine patterns of scientific collaboration and to identify influential research networks within the attention-economy and fan culture literature from 2010 to 2025.
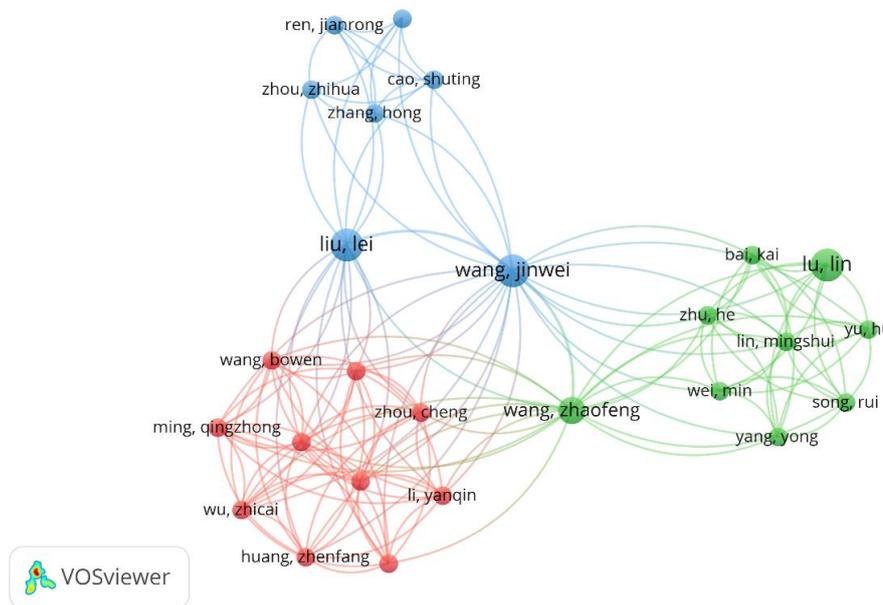
Figure 4. Author Visualization
Source: Data Analysis

Figure 4 shows a structured collaboration pattern with three prominent research clusters that are interconnected by several hub authors. The blue cluster, with hub authors wang, jinwei and liu, lei, is found to be an important bridging component that connects various collaboration communities. The green cluster, with hub authors wang, zhaofeng, represents a strongly interconnected collaboration pattern, suggesting frequent joint research efforts. On the other hand, the red cluster, with authors such as wang, bowen, ming, qingzhong, and huang, zhenfang, has a high level of internal collaboration but fewer external connections, suggesting a specialized research group.

Figure 5. Institution Visualization
Source: Data Analysis

Figure 5 depicts a collaboration network structure that revolves around the Institute of Geographic Science, which is the most prominent and influential node in the research network. The close links between the Institute of Geographic Science and other institutions such as the University of Chinese Academy, Jaipur National University, and the School of Geographic Sciences confirm its status as a central hub that facilitates international academic collaborations. The network structure is linear but interconnected, which implies that collaborative research is channeled through a few central institutions rather than being dispersed. The smaller nodes, such as the Institute of Mountain Hazards, seem more peripheral.

Figure 6. Country Visualization

Source: Data Analysis

The global collaboration network shows a strongly interconnected structure dominated by China and the United States, who are the largest and most central nodes, signifying their prominent role in the production and coordination of research in this area. China is strongly networked with Asian nations like Malaysia, Indonesia, and Pakistan, as well as with European and American collaborators, signifying the growing global influence of Chinese research. At the same time, the United States acts as a strong hub that connects different regional groups, like Europe, Australia, and Africa, signifying its role in facilitating interregional knowledge transfer. European nations like Italy, France, Spain, and the Netherlands are strongly networked, signifying active collaboration at the regional level, while new players like Vietnam, Iran, and Nigeria signify the growing global presence.

c. Citation Analysis

Table 1. Most Cited Article

Citations	Author and Year	Title
817	[13]	Cultural tourism: A review of recent research and trends
379	[14]	Waste-to-energy nexus for circular economy and environmental protection: Recent trends in hydrogen energy
363	[15]	The role of cultural heritage in sustainable development: Multidimensional indicators as decision-making tool
322	[16]	Financialization of the Economy
286	[17]	Drivers and barriers of eco‑ innovation types for sustainable transitions: A quantitative perspective
273	[18]	Capturing the dynamics of the sharing economy: Institutional research on the plural forms and practices of sharing economy organizations
273	[19]	Sport beyond television: The internet, digital media and the rise of networked media sport
272	[20]	Identity economics: Social networks & the informal economy in Nigeria
259	[21]	Use of immobilized bacteria for environmental bioremediation: A review
254	[22]	Microalgae: A promising tool for carbon sequestration

Source: Scopus, 2026

3.2 *Discussion*

a. Summary of Findings

The bibliometric study of attention economy research in the context of fan culture from 2010 to 2025 indicates a strongly interdisciplinary knowledge structure, which is influenced by cultural, economic, and sustainability-driven views. The keyword co-occurrence network indicates that terms such as sustainable development, sustainability, economics, and culture form the core intellectual foundation, which suggests that fan culture research is increasingly being situated in the larger socio-economic and sustainability-driven discourses, rather than being confined to the realm of media or communication studies. The overlay visualization also clearly indicates a shift in focus from cultural identity, history, and globalization in the early studies to circular economy, organizational culture, and knowledge management in the recent studies.

The density map confirms these results by pointing to the focus of research on sustainability-driven themes, implying that research is moving towards an integrated approach that links cultural engagement with economic and environmental change. Moreover, the co-authorship analysis shows that research collaboration is organized around several prominent author groups that are interlinked by bridging authors, which points to both thematic specialization and interdisciplinary collaboration. The institutional and country-level analysis shows that research collaboration is globally dispersed but strongly shaped by the presence of core hubs such as China and the United States, together with active engagement from Europe and emerging research from the Asia-Pacific regions. Taken together, these findings suggest that research on the attention economy and fan culture has matured from a niche cultural studies area to a global, interdisciplinary research field that is characterized by growing collaboration and theoretical integration.

b. Implications

Theoretically, the results indicate that future studies on fan culture should abandon the conventional approaches to participatory culture and combine attention economy theory with sustainability and digital business studies. The prominent role of economic and environmental keywords indicates that researchers are starting to think about fandom as a part of larger value-creation systems, in which audience engagement and innovation are intertwined. This trend provides an opportunity to develop new conceptual approaches that can explain how attention is not only

cultural capital but also a quantifiable resource in platform economies.

Practically, the results highlight the importance of cross-disciplinary collaboration among researchers, institutions, and regions to advance the field. The dominance of certain countries and institutions suggests a concentration of knowledge production, indicating the need for broader global participation, particularly from underrepresented regions. For policymakers and industry practitioners, the integration of sustainability and attention-based engagement strategies underscores the potential of fan communities to support cultural tourism, creative industries, and sustainable economic development. Ultimately, the study demonstrates that the attention economy within fan culture is no longer limited to digital interaction alone but has become a strategic domain influencing organizational practices, cultural heritage promotion, and global collaborative research agendas.

4. CONCLUSION

This research work presents a detailed bibliometric analysis of the development of attention economy studies in fan culture from 2010 to 2025, showing a marked transition from the early cultural and participatory studies to more interdisciplinary approaches that combine sustainability, economics, and strategic management. The keyword, overlay, and density analysis shows that sustainable development, culture, and economics have emerged as the core supporting pillars that define the intellectual landscape of the research area, while the new themes of circular economy, knowledge management, and organizational culture point to new directions in research. Co-authorship and international collaboration networks also show that the research landscape is increasingly globalized, with key research

centers such as China and the United States at the forefront of this globalization. The results of this research work, therefore, suggest that the area of fan culture and attention economy has developed into a multidisciplinary research area that links cultural engagement with value creation, sustainability discourse, and global collaborative innovation.

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