

## **SOCIAL MEDIA AND MILLENNIALS: A COMPREHENSIVE REVIEW AND BIBLIOMETRIC ANALYSIS OF INFLUENCES, TRENDS, AND RESEARCH PERSPECTIVES**

---

Priya Sangwan\*  
Dr. Sushil Sharma\*\*

### **ABSTRACT**

*Since social media's first inception on the basis of web 2.0 technology, the world has seen its exponential rise (Kaplan & Haenlein, 2010). The high rate of adoption demonstrates the extent to which social media penetrated our daily lives (Ye et al., 2021). The rise of social media is mostly due to technological developments including increased broadband availability, improved software tools, and the development of powerful computer and mobile devices (Salloum et al., 2018). Numerous social media websites have emerged as a result of the development of Web 2.0 technology; some well-known examples include YouTube, Twitter, and Facebook. These platforms offer internet users several chances to contribute and produce content about everything, including brands (Muntinga et al., 2011). In 1997, Six Degrees.com, the first social networking website, was introduced. Since then, a large number of social networking sites have been developed, and their user bases have steadily increased (Boyd & Ellison, 2008). (Kaplan & Haenlein, 2010) defined social networking media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content. According to Gartner (2019), social media is "an online environment in which the content is created, consumed, promoted, distributed, and discovered or shared for purposes that are primarily related to communities and social activities, rather than functional, task-oriented objectives".*

---

**Keywords:** *Social Media, Bibliometric Analysis, Web 2.0 Technology, Internet-Based Applications.*

---

### **Introduction**

According to Mayfield (2008), there are primarily seven different types of social media, including blogs, wikis, podcasts, forums, content communities, and microblogging. Open-source branding is made possible by social media technologies like blogging, video sharing, social bookmarking, social networking, and community platforms. These tools give users the power to design their own unique experiences and give them places to quickly share content with friends who share their interests (Fournier & Avery, 2011). By Tapscott (1997) and Prensky (2001), the idea of the millennial generation was initially put forth. People born between 1981 and 1996 are referred to as millennials or Generation Y, and they are distinguished from earlier generations by their diverse values and ways of behaving (Eastman and Liu, 2012). A widespread and early engagement with the newest technology is the defining

---

\* Research Scholar, Kurukshetra University, Kurukshetra, Haryana, India.  
\*\* Professor, Kurukshetra University, Kurukshetra, Haryana, India.

characteristic of generation Y. This relationship has impacted the generation's social, emotional, and cognitive development. Interpersonal communication is the major motivation for generation Y users of social media. Platforms for instant messaging, such as Facebook, Twitter, smartphone apps, etc., are more frequently used for communication by Generation Y. This generation values what other individuals have to say in online social environments. As a result of growing up in a culture that values rapid gratification and technology, kids are interactive and impatient (Davidaviciene et al., 2019). As a result of growing up and spending their entire lives around technology, including regular exposure to digital media, technologies, and the internet, millennials are technologically knowledgeable and savvy (Howe and Strauss, 2003). They could be referred to as "digital natives" since they are the first high-tech generation (Prensky, 2001; Palfrey and Gasser, 2013). "Digital natives" are members of Generation Y who grew up using and surrounded by technology. The first generation to have been born in the Internet era is Generation Y (Nuzulita & Subriadi, 2019). The generation known as Millennials (those born between 1981 and 1996) have never known a world without digital interactive technology. The newest technology is used by millennials to stay connected and communicate with one another (Goldenberg, 2007). Millennials' use of technology clearly sets them apart. The way that millennials use technology obviously sets them different. The millennial generation is known for their fondness towards the digital environment. They demand immediate access to information because they were raised in a society where broadband, smartphones, computers, and social media are the norm (Velasco, 2020). Gen Y prefers to share their experiences on social media and wants to stay connected (Abhijith & Rejikumar, 2018). The most frequent and avid users of social media are millennials. Millennials use social media for a number of purposes, such as maintaining social relationships, finding information, and communicating with friends and family (Alhabash & Ma, 2017).

### Objectives

The main intent of the research is to describe the current status of research on social media and millennials, with the questions that follow defining the scope of the study:

- RQ1) How research on social media and millennials has evolved, and What are the latest research trends and themes in this field?
- RQ2) In terms of chronology, publications, authors, and countries, what are the current publishing trends in social media and millennials?
- RQ3) Which studies have had the most impact in this field?

### Data Collection and Methodology

The most widely used method for a thorough understanding of the structure of a research subject is bibliometrics (Li et al., 2017). Scopus is a database owned by Elsevier, which is the largest database in the world for published articles and citations, was used to extract data relevant to this study in July 2022. The papers were searched using the search query "Social media" OR "Social Network" AND "Millennial" OR "Gen\* Y" OR "Digital Native" in title, abstract, or keywords. The search query resulted into 1243 articles. Of these articles, 472 did not meet the inclusion criteria and one was duplicate in the database. In total, 770 articles were examined in the bibliometric analysis. R software Biblioshiny and VOS Viewer were utilized to conduct the analysis. The distance between things can be used to explain the relatedness of items in VOS Viewer. The closer two objects are, the more related they are (van Eck & Waltman, 2010). It is based on the "visualization of similarities"(VOS). The current study employs techniques such as citation network analysis and publishing patterns. (Paul & Benito, 2018). For the bibliometric study in this paper, a variety of performance indicators were extracted i.e., Total Papers (TP), which refers to the total publications published by the source., whereas the total citations received by a publication is referred to as Total Citations (TC).

**Table 1: Search Query, Inclusion and Exclusion Criteria**

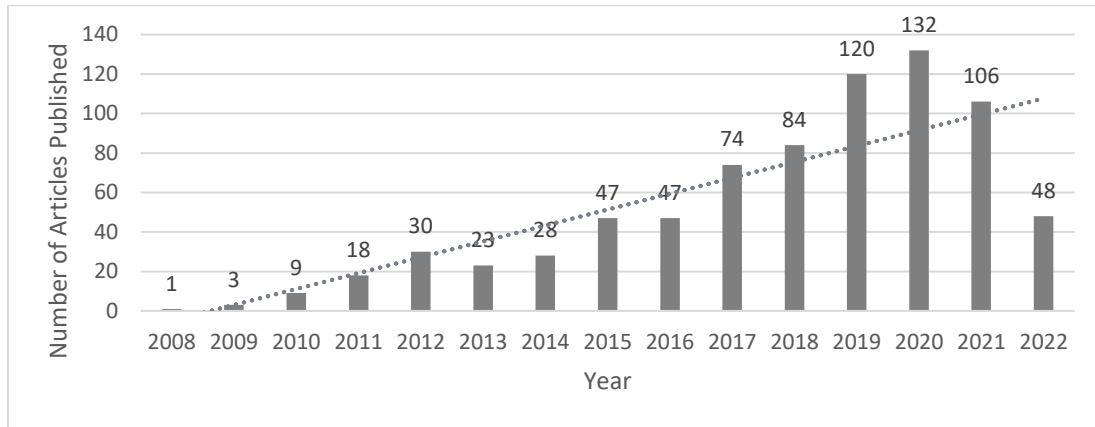
Search Criteria	Inclusion Criteria	Exclusion Criteria
Database	Scopus	Other databases
Publication Period	Up to July 2022	Articles published after July 2022
Document Type	Articles, reviews	Conference papers, book, notes, letters, editorials
Source Type	Journals	Books, websites, conference proceeding, trade publications, doctoral thesis, master dissertations
Subject Area	All	None
Language	English	Other languages

**Bibliometric Analysis**

The bibliometrics findings for several performance metrics, for instance, research progression highly prolific and cited authors, top journals, country-wise analyses, and highly important publications on "social media" and "millennials" are shown in this section.

**Research Progression**

Social media and millennials since its inception have attracted a lot of attention. Fig. 1 indicates the total publications in Scopus on the theme "Social media and millennials". The first article appeared in Scopus in the year 2008. Later, it increased at an exponential rate and attained a maximum of 132 papers in 2020. Scopus has accumulated 1,243 papers on this topic within fifteen years.



**Figure 1: Social Media and Millennials Research articles published from 2008 to 2022**

• **Top Journals**

In this section, the study compiled the top ten journals in the burgeoning field of social media and millennials. A journal is a periodic publication (monthly, annually, etc.) to promote and monitor the growth of the discipline. Table 3 summarizes the findings. The Total Publication and Total Citation of the top 10 Scopus journals are shown in this table. The total number of publications is used to sort the list. In Scopus, Sustainability (Switzerland) have the highest publication 11, followed by the Journal of Research in Interactive Marketing with 8 publications while Journal of Retailing and Consumer Services has received a maximum citation count of 593.

**Table 2: Top Journals**

Rank	Journal	Articles	H-Index	Total Citations
1	Sustainability (Switzerland)	11	5	169
2	Journal of Research in Interactive Marketing	8	7	284
3	Computers in Human Behavior	7	6	385
4	Journal of Retailing and Consumer Services	7	6	593
5	Media and Communication	7	3	37
6	Information Communication and Society	6	4	178
7	International Journal of Information Management	6	6	322
8	International Journal of Scientific and Technology Research	6	2	10
9	Journal Of Business Research	6	4	166
10	Library Philosophy and Practice	6	2	9

• **Highly Productive and Influential Authors**

Table 3 lists the most important authors in terms of social media and millennials. we ranked them based on their h-index for each author (list on the left) as well as the total number of citations (right-hand list). We used both ranks since they give different perspectives of their contributions and may indicate collaboration in their production. The Hirsch Index, or h-index, quantifies scientific output from a single researcher as a single figure. The h-index is insensitive to a set of uncited articles or one or more highly cited articles (Bornmann & Daniel, 2007).

**Table 3: Most Influential Authors**

Most Prolific Authors						
Ranked by h-index				Ranked by Citations		
Author	h-index	Total Citations	No. of Articles	Author	h-index	Total Citations
BILGIHAN A	4	293	4	BOLTON RN	1	650
AGARWAL B	3	49	4	GRUBER T	1	650
ARORA T	3	49	4	HOEFNAGELS A	1	650
ASHFORD RD	3	56	3	KABADAYI S	1	650
DUFFETT RG	3	206	4	LOUREIRO YK	1	650
KRISHEN AS	3	105	3	MIGCHELS N	1	650
LANCASTER G	3	41	3	PARASURAMAN A	1	650
LENKA U	3	71	3	SOLNET D	1	650
LUNA-CORTÉS G	3	41	3	FESENMAIER DR	2	366
NAIM MF	3	71	3	XIANG Z	2	366

- Country-Wise Analysis**

In terms of the number of papers published, the top ten most productive countries in Scopus are given in this section. Table 4 shows the ranking of the countries sorted by Total Publication, also taking into consideration Total Citation. In Scopus, USA comes first in the list with 624 publications, followed by Spain, India, and United Kingdom with 129, and 119 publications, respectively. Interestingly, USA is also the most cited country with the number of citations of 4407, after that Spain and the South Africa with 636 and 592 citation counts each.

**Table 4: Top Countries Working on Social Media and Millennials**

No.	Country	Citations	Papers	Citations/Paper
1	USA	4407	624	7.1
2	Spain	636	129	4.9
3	India	273	129	2.1
4	United Kingdom	516	119	4.3
5	Australia	431	90	4.8
6	Germany	233	51	4.6
7	South africa	592	40	14.8
8	Canada	153	38	4.0
9	Finland	223	17	13.1
10	Ireland	268	15	17.9

- Top 10 Highly Influential Papers**

The most cited papers in Scopus are listed in this section. Table 5 shows the ten most influential papers in Scopus, as measured by the number of citations. The citations a document has gained over time are determined by the citation count. A document that is cited more frequently is considered more influential (Tsay, 2009). To figure out the articles with the largest influence on social media and generations, the network of citations of 1243 articles was analyzed using R software Biblioshiny. The names of the authors, journal, and year of publication are also included in this table. The paper by (Ruth N. Bolton, A. Parasuraman, Ankie Hoefnagels, Nanne Migchels, Sertan Kabadayi, Thorsten Gruber, Yuliya Komarova Loureiro, 2013) in 2013 has received the highest citation count of 650. It is preceded by Tanja E Bosch, (2009) with 365 citations.

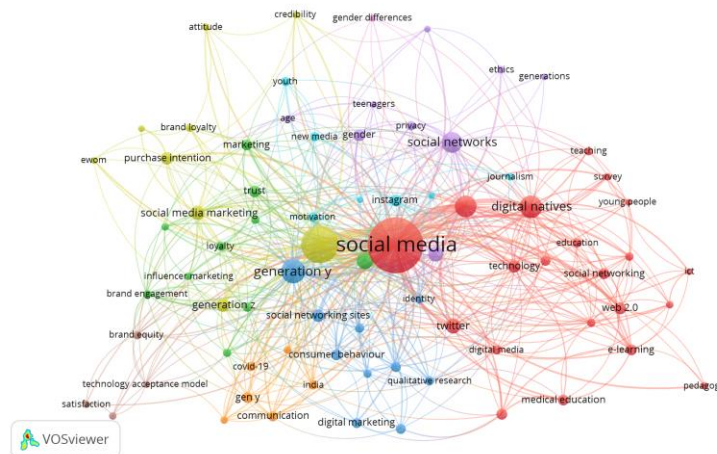
**Table 5: Highly Cited Paper**

Rank	Authors	Title	Year	Total Citations	C/Year	Journal
1	(Ruth N. Bolton, A. Parasuraman, Ankie Hoefnagels, Nanne Migchels, Sertan Kabadayi, Thorsten Gruber, Yuliya Komarova Loureiro, 2013)	"Understanding Generation Y and their use of social media: a review and research agenda"	2013	650	65	Journal of Service Management

2	(Bosch, 2009)	“Using online social networking for teaching and learning: Facebook use at the University of Cape Town”	2009	365	26.07	Communicatio: South African Journal for Communication Theory and Research
3	(Xiang et al., 2015)	“Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet”	2015	308	38.5	Journal of Retailing and Consumer Services
4	(White & Cornu, 2011)	“Visitors and Residents: A new typology for online engagement”	2011	218	18.17	First Monday
5	(Jaffar, 2012)	“YouTube: An emerging tool in anatomy education”	2012	181	16.45	Anatomical Sciences Education
6	(McCarthy, 2010)	“Blended learning environments: Using social networking sites to enhance the first year experience”	2010	175	13.46	Australasian Journal of Educational Technology
7	(Davenport et al., 2014)	“Twitter versus Facebook: Exploring the role of narcissism in the motives and usage of different social media platforms”	2014	169	18.78	Computers in Human Behavior
8	(Duffett, 2015)	“Facebook advertising’s influence on intention-to-purchase and purchase amongst Millennials”	2015	153	19.13	Internet Research
9	(Barry et al., 2016)	“Anatomy education for the YouTube generation”	2015	142	20.29	Anatomical Sciences Education
10	(Nusair et al., 2013)	“Generation Y travelers’ commitment to online social network websites”	2013	135	13.5	Tourism Management

• **Topmost Keywords in Scopus**

The author’s keywords represent the themes of research articles (Goyal & Kumar, 2021). The study utilized the VOS viewer in this section which extensively used information visualization software for selecting the authors’ most important keywords in their papers. ‘Social media’ is the most frequently used keyword. The other most frequently used keywords are social media marketing, generation Y, digital marketing, influencer marketing, purchase intention, and consumer behaviour etc. The network of the most popular keywords indexed in Scopus is depicted in Figure 2.



**Figure 2: Most Popular Keywords in Scopus**

## Discussion and Conclusion

This study derived valuable insights on social media and millennials by meticulously reviewing the available literature. It contributes to social media and millennials research by analyzing the changing literature in terms of different themes and trends, thus presenting the state of scholarly effort from its inception to the present. A comprehensive bibliometric evaluation in the rapidly growing arena of "social media and millennials" has been done in this research. The bibliometric analysis aided in the discovery of the structures and trends in this field. Scopus database is used for the bibliometric analysis. Bilgihan A, Agarwal B, Arora T, Ashford Rd, and Duffett Rg are the most productive authors with 4 publications, according to the results. The most productive journal is Sustainability with 11 publications. USA comes first in the list with 624 publications, followed by Spain, India, and United Kingdom are the most productive country on the theme of social media and millennials. This is an important study that will allow the scholarly community to investigate the publication hierarchy in this field. Finally, there are a few drawbacks to this study. First, despite our best efforts to ensure that the search words reflect the vast span of the field, there may be some studies that are absent due to the lack of any related terms in the parameters for the search. In addition, rather than focusing on a specific aspect, the study examines a general idea.

## References

1. Abhijith, U., & Rejikumar, G. (2018). An exploratory study on information retention in social media platforms among Generation Y. *International Journal of Internet Marketing and Advertising*, 12(4), 305–324. <https://doi.org/10.1504/IJIMA.2018.095356>
2. Alhabash, S., & Ma, M. (2017). A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students? *Social Media and Society*, 1–13. <https://doi.org/10.1177/2056305117691544>
3. Barry, D. S., Marzouk, F., Chulak-Oglu, K., Bennett, D., Tierney, P., & O’Keeffe, G. W. (2016). Anatomy education for the YouTube generation. *Anatomical Sciences Education*, 9(1), 90–96. <https://doi.org/10.1002/ase.1550>
4. Bosch, T. E. (2009). Using online social networking for teaching and learning: Facebook use at the University of Cape Town. *Communicatio*, 35(2), 185–200. <https://doi.org/10.1080/02500160903250648>
5. Davenport, S. W., Bergman, S. M., Bergman, J. Z., & Fearington, M. E. (2014). Twitter versus Facebook: Exploring the role of narcissism in the motives and usage of different social media platforms. *Computers in Human Behavior*, 32, 212–220. <https://doi.org/https://doi.org/10.1016/j.chb.2013.12.011>
6. Davidaviciene, V., Meidute-Kavaliauskiene, I., & Paliulis, R. (2019). RESEARCH ON THE INFLUENCE OF SOCIAL MEDIA ON GENERATION Y CONSUMER PURCHASE DECISIONS. *Marketing and Management of Innovations*, 4, 39–49.
7. Duffett, R. G. (2015). Facebook advertising’s influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*, 25(4), 498–526. <https://doi.org/10.1108/IntR-01-2014-0020>
8. Goyal, K., & Kumar, S. (2021). Financial literacy: A systematic review and bibliometric analysis. *International Journal of Consumer Studies*, 45(1), 80–105. <https://doi.org/https://doi.org/10.1111/ijcs.12605>
9. Jaffar, A. A. (2012). YouTube: An emerging tool in anatomy education. *Anatomical Sciences Education*, 5(3), 158–164. <https://doi.org/10.1002/ase.1268>
10. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
11. Li, C., Wu, K., & Wu, J. (2017). A bibliometric analysis of research on haze during 2000-2016. In *Environmental science and pollution research international* (Vol. 24, Issue 32, pp. 24733–24742). <https://doi.org/10.1007/s11356-017-0440-1>
12. McCarthy, J. (2010). Blended learning environments: Using social networking sites to enhance the first year experience. *Australasian Journal of Educational Technology*, 26(6). <https://doi.org/10.14742/ajet.1039>

13. Nusair, K. "Khal," Bilgihan, A., Okumus, F., & Cobanoglu, C. (2013). Generation Y travelers' commitment to online social network websites. *Tourism Management*, 35, 13–22. <https://doi.org/https://doi.org/10.1016/j.tourman.2012.05.005>
14. Nuzulita, N., & Subriadi, A. P. (2019). The role of risk-benefit and privacy analysis to understand different uses of social media by Generations X , Y , and Z in Indonesia. *The Electronical Journal of Information System in Developing Countries*, 1–17. <https://doi.org/10.1002/isd2.12122>
15. Paul, J., & Benito, G. R. G. (2018). A review of research on outward foreign direct investment from emerging countries, including China: what do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90–115. <https://doi.org/10.1080/13602381.2017.1357316>
16. Ruth N. Bolton, A. Parasuraman, Ankie Hoefnagels, Nanne Migchels, Sertan Kabadayi, Thorsten Gruber, Yuliya Komarova Loureiro, D. S. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*.
17. Tsay, M.-Y. (2009). Citation analysis of Ted Nelson's works and his influence on hypertext concept. *Scientometrics*, 79(3), 451–472. <https://doi.org/10.1007/s11192-008-1641-7>
18. van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84(2), 523–538. <https://doi.org/10.1007/s11192-009-0146-3>
19. Velasco, J. C. (2020). Millennials as Digital Natives : Examining the Social Media Activities of the Philippine Y-Generation. *Pertanika Journal of Social Sciences and Humanities*, 28(3), 1939–1957.
20. White, D. S., & Cornu, A. Le. (2011). Visitors and Residents: A new typology for online engagement. *First Monday*, 16.
21. Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: insights from travel planning using the internet. *Journal of Retailing and Consumer Services*, 22, 244–249.
22. Ye, S., Ho, K. K. W., & Zerbe, A. (2021). The effects of social media usage on loneliness and well-being : analysing friendship connections of Facebook , Twitter and Instagram. *Information Discovery and Delivery*, 2(December 2020), 136–150. <https://doi.org/10.1108/IDD-08-2020-0091>

