

## Disability campaigns in the media: a bibliometric analysis

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### Abstract

This bibliometric study comprehensively examined publication trends, research area categories, publication sources, influential countries and organizations, and key themes associated with disability campaigns in the media. The dataset for the study was derived from the Scopus database, encompassing a total of 133 publications from 1981 to 2023, which were analyzed using VOSviewer to reveal patterns and insights. The results indicated fluctuating trends in publication output over the years, with significant increases observed in 2021 and 2022. Medicine, Social Sciences, and Arts and Humanities emerged as the top three domains, demonstrating the multidisciplinary approach of disability-focused media studies and its broad relevance. Regarding publication impact, the British Medical Journal was the most influential source, contributing extensively to the scientific discourse on disability campaigns in the media. Geographically, the United States led in total publication volume and citation frequency, reflecting its prominent role in this research area. At the same time, Monash University in Australia was identified as the most productive institution, highlighting its commitment to advancing scholarship in disability and media studies. The study also highlighted several key themes prevalent in the literature: awareness campaigns about people with disabilities on social media; the promotion of health improvement and disease prevention initiatives; education on public health and disability during the COVID-19 pandemic via mass media; media campaigns focused on the prevention of back disorders; and stroke being identified as a significant cause of disability. These findings underscore the dynamic nature of research on disability campaigns in the media, indicating a growing interest and evolving focus over the years. The study provides valuable insights for researchers, policymakers, and practitioners aiming to enhance the visibility and impact of disability-related media campaigns.

Keywords: disability, campaign, media, social media, bibliometric

### 1. Introduction

Disability campaigns in the media have become an increasingly important topic in recent decades, as awareness of the rights of people with disabilities and the need for fair representation in society has grown. In this context, the role of traditional mass media and new media in shaping disability perception serves as a vital platform for disseminating information and enhancing understanding of the issues faced by people with disabilities (Ellis & Kent, 2011, 2015). Various campaigns are designed to educate the public, and the media plays a crucial role in changing the negative stigmas and stereotypes often attached to individuals with disabilities (Haller et al., 2006). By promoting more inclusive and positive narratives, the media can help create an environment that is more supportive and respectful of diversity, encouraging the active participation of people with disabilities in various aspects of social life (Shakespeare et al., 2021).

Technological advances and the increased accessibility of information have opened up new opportunities for disability campaigns to reach a wider audience. By utilizing digital platforms, such as social media, these campaigns can easily spread essential messages and garner support from the community. This approach gives a voice to those often marginalized and allows people with disabilities to be directly involved in advocacy processes and decision-making that affect their lives (Ellis & Kent, 2011, 2015). Additionally, interactions that occur in cyberspace can strengthen networks of solidarity among people with disabilities and create communities of mutual support (Bowker & Tuffin, 2002). Thus, disability campaigns in the media serve not only as a tool to disseminate information but also as a means to empower people with disabilities and encourage more inclusive social change (Trevisan, 2017).

Many previous studies have explored disability campaigns in the media. These studies highlight the significant role that such campaigns play in shaping social perceptions and public policies related to disability. For instance, Wang (1992) studied health campaigns focused on injury prevention and found that rather than reducing stigma, these campaigns often reinforced negative stereotypes about people with disabilities, mainly through the practices and language used by health workers. Health workers tended to portray people with disabilities as weak and always in need of help, which ultimately reinforced negative stigmas in society. Wang emphasized the crucial role of health workers in reducing this stigma through better communication (Wang, 1992).

In addition, a study by Moore, Melchior, and Davis (2008) highlighted the integration of critical disability studies, children's rights, and social inclusion. The researchers emphasized the importance of fulfilling the rights of children with disabilities in everyday life. They advocated for a better understanding of the power relations related to fulfilling disability rights. The study introduced the concepts of Protection, Prevention, Provision, Participation, and Perception (5P) as fundamental principles in fulfilling disability rights (Moore et al., 2008). Another study, conducted by Youberg (2024), involved a narrative analysis of three disability campaigns in the US—REV UP, #IHelpVeterans, and Snack Zone—to examine the impact and strategies of these campaigns. The study describes how disability campaigns are systematically planned by building personal narratives to create specific effects on the audience, namely empathy that leads to sustained collaboration in advocating for the interests of people with disabilities. The results show that using personal narratives effectively generates empathy and collaboration among the wider community (Youberg, 2024).

Another study shows that with the development of technology, disability campaign strategies now combine conventional mass media and internet-based social media to raise public awareness and support. Jaiswal and Gupta (2017) studied an advocacy campaign in Maharashtra, India, which used mass media and social media to disseminate the documentary *MAALGADI*, which tells the story of the challenges faced by people with disabilities at Vangani station, India. The campaign successfully gained national and international attention. This study demonstrates the effectiveness of using mass media and social media to advocate for access and safety for disabled pedestrians at Vangani station (Jaiswal & Gupta, 2017).

Meanwhile, another study examined the evolution of media strategies for disability campaigns in the UK. The study conducted by Pearson and Trevisan (2015) focused on the Disabled People Against Cuts (DPAC) campaign during the 2012 Paralympic Games. The researchers found that social media was more effective than mass media in conveying positive representations of people with disabilities. DPAC utilized social media to share personal stories and counter negative narratives about people with disabilities. The study concluded

that combining traditional and new media, the hybrid media approach is crucial for influencing public perception and policy (Pearson & Trevisan, 2015).

Meanwhile, a study by Gelfgren et al. (2022) explores the paradoxical nature of social media in disability campaigns. On one hand, social media can quickly increase public visibility, awareness, and participation with a broad reach. However, access gaps and limited digital resources prevent some individuals from fully participating. Nevertheless, social media is recognized as having great potential as a democratic tool that supports inclusion and exacerbates exclusion (Gelfgren et al., 2022).

Numerous studies on disability campaigns in the media, including conventional mass media and social media, have been conducted. However, a comprehensive mapping of these studies has not yet been undertaken. This mapping would focus on aspects such as publication trends, research area categories, types of publications, the most influential countries and organizations, and disability campaign themes in the media. This study aims to fill that research gap. Its primary objective is to investigate the dynamics of research related to disability campaigns in the media, including publication trends, research areas, sources, countries, and organizations. Additionally, the study conducts a bibliometric analysis of 133 disability campaign publications to identify significant emerging themes. The study also has specific objectives, including (a) identifying trends in the publication of disability campaigns in the media from 1981 to 2023, (b) determining the subject categories of these publications in the Scopus database, (c) identifying the most influential sources for publishing disability campaign research, (d) identifying the most productive countries and organizations in this area, and (e) exploring the themes that emerge in these publications.

## 2. Methodology

This study employed bibliometric analysis to examine various literature related to disability campaigns in the media. Bibliometric analysis is a methodological approach that applies statistical and mathematical techniques to written communication to understand the evolution and trends within a specific field or context (Gan et al., 2021). The analysis focused on observing publication trends, research area categories, journal sources, and the most influential countries and organizations in scientific publications on disability campaigns in the media. Important topics from these publications were also explored through the co-occurrence of keywords related to the research topics. The VOSviewer and OpenRefine applications were the primary tools used in this study. Their main functions were to visualize bibliometric maps, determine clusters, and identify networks between documents.

The validity of research results in bibliometric studies was determined by the extent to which the research subject was represented in the chosen database (Mongeon & Paul-Hus, 2016). Scopus was selected as the database for this study due to its status as the most extensive abstract and citation database, launched by Elsevier in 2004 (Burnham, 2006; Guz & Rushchitsky, 2009). Additionally, Scopus offered a broader scope than Web of Science (Zhu & Liu, 2020) and was more frequently cited by researchers and academics (Martín-Martín et al., 2021). Furthermore, despite having a shorter history, Scopus was widely used in bibliometric research and tended to produce more citations than Web of Science (Pranckutė, 2021).

This study selected only the Scopus database from various existing databases, such as Web of Science, Google Scholar, Dimensions, Semantic Scholar, Microsoft Academic Search, CiteSeerX, and ResearchGate.

Using a single database was chosen because multiple databases simultaneously could increase complexity without significantly improving research results (Deyanova et al., 2022). The decision to use Scopus as the sole data source is based on its reputation as one of the largest and most comprehensive curated abstract and citation databases of peer-reviewed literature (Baas et al., 2020). While multiple databases exist, Scopus offers a broader range of social science and humanities journals than Web of Science, ensuring a more inclusive representation of disability studies (Pranckutė, 2021). Furthermore, empirical evidence indicates a high degree of overlap among major databases; thus, bibliometric trends derived from Scopus are highly reliable and statistically representative of the broader scientific landscape (Visser et al., 2021). By focusing on a single, high-quality database, this study ensures data consistency. It avoids the technical complexities of merging disparate metadata formats, which can often introduce errors in bibliometric mapping.

Data collection for this study was conducted on July 21, 2024, followed by a multi-stage process, as detailed in Table 1, outlining four distinct phases. The first stage involved identifying relevant scientific articles to serve as research data. This identification was accomplished through systematic database searches using the following keywords: "Disability OR Disabilities AND Media OR Social Media AND Campaign." The selected search string was structured to be exhaustive, using broad Boolean operators that encompass the study's core dimensions. The combination of 'Disability OR Disabilities' was employed to ensure the inclusion of all morphological variations of the subject, while 'Media OR Social Media' captures the full spectrum of communication channels, from traditional legacy media to contemporary digital platforms (Jaiswal & Gupta, 2017).

Furthermore, 'Campaign' serves as a definitive umbrella term in bibliometric mapping, as it inherently includes related concepts such as 'advocacy,' 'public service announcements,' and 'communication interventions'. This precise configuration of keywords ensures a high recall of relevant documents while maintaining the thematic integrity of the dataset. These targeted searches ensured that the study captured a comprehensive range of literature relevant to the research focus, setting the foundation for a thorough analysis of the identified themes and topics. The second stage is data selection, where further filtering is applied with specific restrictions on certain categories. These restrictions include document types and languages. The third stage involves filtering documents relevant to the research topic, which is accomplished by examining each document resulting from the data selection process. The fourth stage is the determination of which documents will be analyzed. In this study, 133 documents were selected for analysis.

Table 1: Data collection stage

Num. #	Stage	Description
1.	Identification	Search keywords: ( TITLE-ABS-KEY ( disability OR disabilities ) AND TITLE-ABS-KEY ( "social media" OR media ) AND TITLE-ABS-KEY ( campaign ) ) AND PUBYEAR > 1980 AND PUBYEAR < 2024 Results: 196 documents
2.	Data Selection	Document type: Article, Conference Paper and Language: English ( TITLE-ABS-KEY ( disability OR disabilities ) AND TITLE-ABS-KEY ( "social media" OR media ) AND TITLE-ABS-KEY ( campaign ) ) AND PUBYEAR > 1980 AND PUBYEAR < 2024 AND ( LIMIT-TO ( DOCTYPE , "ar" ) OR LIMIT-TO ( DOCTYPE , "cp" ) ) AND ( LIMIT-TO ( LANGUAGE , "English" ) ) Results: 133 documents
3.	Relevant Document Filter	Filtering is done by examining each selected data document individually. Results: 133 documents

4.	Documents Analyzed Data	133 documents
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Source: Author's elaboration

### 3. Results

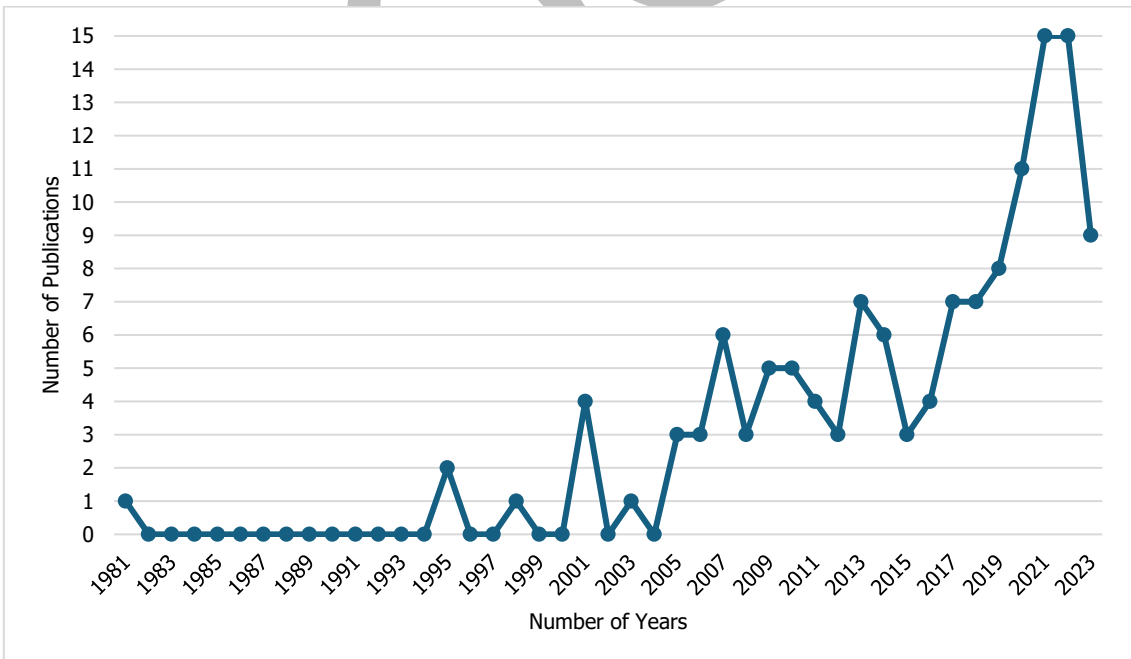
#### 3.1 Annual output patterns and categories of research areas

In this section, the 'publication trend' is examined as the annual progression and fluctuations in the volume of scientific documents indexed in Scopus from 1981 to 2023. This metric illustrates the evolution of academic attention and the historical trajectory of research interest in disability campaigns.

Graph 1 illustrates the annual output trend of 133 publications on disability campaigns in the media. Although this topic dates back to 1981, no further publications appeared until 1995. After that, publications were sporadic, with instances in specific years such as 1998 (1 document), 2001 (4 documents), and 2003 (1 document).

The number of publications began stabilizing, with new publications appearing annually since 2005. The trend in publication numbers has fluctuated quite a bit. From 2005 to 2019, annual publications remained in the single digits. Graph 1 shows an increase in double-digit publications from 2020 to 2022, with a peak of 15 documents in 2021 and 2022. However, in 2023, the publication trend declined, with only nine documents.

Graph 1: Yearly growth output of publications.



Source: Elaboration of primary data from Scopus.com

Meanwhile, the data analysis of 133 documents related to disability campaigns in the media reveals the top five subject areas by publication category. Each of these top five categories has a double-digit number of documents. As shown in Table 2, the highest-ranking research area is medicine (91 publications). The

second is social sciences, with 39 documents. The third, fourth, and fifth ranks, each with ten documents, are arts and humanities, health professions, and psychology.

Table 2: Top 5 subject area categories of publications

Num. #	Subject Area	Total Publications
1	Medicine	91
2	Social Sciences	39
3	Arts and Humanities	10
4	Health Professions	10
5	Psychology	10

Source: Elaboration of primary data from Scopus.com

Table 2 shows the top five research area categories of disability campaign publications in the media, accounting for 78% of the documents. The remaining 22% are contributed by other research areas, which may present opportunities for future research development.

### 3.2 Leading sources of influential publications

To identify the most 'influential sources' in this field, we evaluated journals based on a combination of publication volume and scholarly impact, measured by total citations and CiteScore. This approach ensures that 'influence' accounts for both the quantity of output and the degree to which the source shapes the broader academic discourse on disability.

This section examines 114 publication sources related to disability campaigns in the media, derived from the 133 publications analyzed based on Scopus data. Table 3 lists the top 11 publication sources by the number of publications. The table also presents CiteScore and citation data. To evaluate the influence of publication sources, this study uses the Scopus CiteScore, a metric that measures the average number of citations per document in a serial title over a 4-year period. Unlike other metrics, CiteScore provides a comprehensive view of a journal's impact within the Scopus database, offering a transparent and stable indicator of academic influence (Baas et al., 2020). By integrating this metric, the analysis distinguishes between the sheer volume of publications and the actual resonance of the research within the scientific community. Meanwhile, the citation count reflects the total number of citations received by the publications. These top 11 sources were selected because each has at least two publications, whereas the remaining sources have only one.

Table 3: Top 11 influential journals from 133 publications

Num. #	Source	Total Publications	CiteScore	Citations
1	BMC Public Health	4	6.5	101
2	Plos One	4	6.2	78
3	Spine	4	5.9	411
4	International Journal of Environmental Research and Public Health	3	7.3	71
5	British Medical Journal	2	19.9	529
6	Community Mental Health Journal	2	5.3	11
7	Cost Effectiveness and Resource Allocation	2	3.4	70

8	Disability and Rehabilitation	2	5	30
9	Disability and Society	2	5.5	22
10	Frontiers in Public Health	2	4.8	2
11	Preventing Chronic Disease	2	6.7	20

Source: Elaboration of primary data through Scopus.com and VOSviewer

The top three publication sources that significantly contributed to the total number of publications on disability campaigns in the media, each with four publications, are *BMC Public Health*, *PLOS ONE*, and *Spine*. The fourth-ranked source, with three publications, is the *International Journal of Environmental Research and Public Health*. The sources ranked fifth to eleventh, each with two publications, include the *British Medical Journal*, *Community Mental Health Journal*, *Cost Effectiveness and Resource Allocation*, *Disability and Rehabilitation*, *Disability and Society*, *Frontiers in Public Health*, and *Preventing Chronic Disease*.

In addition to the number of publications, the research findings also examine the number of citations and CiteScore, which are indicators of a publication's impact on the scientific community. The journal with the most citations and CiteScore is the *British Medical Journal* (529 citations, CiteScore 19.9). Additionally, two other journals have three-digit citation counts: *Spine* (411 citations, CiteScore 5.9) and *BMC Public Health* (101 citations, CiteScore 6.5).

Seven journals have two-digit citation counts, including *PLOS ONE* (78 citations, CiteScore 6.2), *International Journal of Environmental Research and Public Health* (71 citations, CiteScore 7.3), *Cost Effectiveness and Resource Allocation* (70 citations, CiteScore 3.4), *Disability and Rehabilitation* (30 citations, CiteScore 5), *Disability and Society* (22 citations, CiteScore 5.5), *Preventing Chronic Disease* (20 citations, CiteScore 6.7), and *Community Mental Health Journal* (11 citations, CiteScore 5.3). Finally, *Frontiers in Public Health* has the lowest number of citations, with two and a CiteScore of 4.8.

These citations and CiteScore metrics underscore the importance of these journals in shaping the discourse on disability campaigns, highlighting their influence on both the development of academic knowledge and the practical application of research findings in public health strategies. The prominence of these journals within the literature suggests their critical role in advancing understanding and promoting effective interventions related to disability prevention and awareness in the media.

### 3.3 Publications distribution in the world's leading countries

This study analyzed the most influential countries in research on disability campaigns in the media. The analysis employed the concept of citation links, which represent connections between two items where one cites the other (van Eck & Waltman, 2010). Additionally, co-authorship links were used to measure collaboration by analyzing co-authorship data (Zupic & Čater, 2015). Table 4 presents columns for the total number of publications and citations. The total publication column indicates how many publications each country has about disability campaigns in the media. In contrast, the citation column reflects the level of influence, as widely cited articles receive significant attention.

Table 4: The most influential countries in 133 publications

Num. #	Country	Total Publications	Citations	Co-authorship Links	Citation-Links
1	United States	45	1117	11	0
2	United Kingdom	22	657	7	0
3	Australia	20	1115	7	0
4	Canada	18	296	8	0
5	Netherlands	7	283	5	0
6	Switzerland	6	363	5	0
7	Germany	4	63	2	0
8	India	4	35	2	0
9	Norway	4	144	4	0
10	South Africa	4	110	3	0

Source: Elaboration of primary data through VOSviewer

The analysis of 133 publications on disability campaigns in the media revealed that these publications were distributed across 56 countries. The analysis was conducted using VOSviewer, with 'citation' as the selected analysis type, 'countries' as the analysis unit, and 'co-authorship' with the same analysis unit. The number of documents per country was set at a minimum of four, and the minimum number of citations was set at zero to provide a comprehensive overview of the countries involved. The analysis for 'citation' and 'co-authorship' was performed separately. The results indicated that 56 countries had publications on disability campaigns in the media.

Among the 56 countries analyzed, VOSviewer identified the top 10 countries with the highest total publications (see Table 4). The United States (US) is the most dominant country in publications on disability campaigns in the media, with 45 publications, 1,117 citations, and 11 co-authorship links. This condition indicates that authors from the US have collaborated with at least 11 other countries out of the 56 to research disability campaigns in the media. The 1,117 citations show that US publications receive significant attention from other countries, as they are frequently cited. Following the US, the United Kingdom (UK), Australia, and Canada rank second, third, and fourth, respectively, each with two-digit publication totals: the UK with 22 publications and 657 citations, Australia with 20 publications and 1,115 citations, and Canada with 18 publications and 296 citations. The Netherlands ranks fifth, with seven publications and 283 citations. The remaining rankings are listed in Table 4.

Based on the geographic distribution of scientific production, it is noteworthy that the four most productive countries identified in this study—the United States, the United Kingdom, Canada, and Australia—are all English-speaking nations. While this reflects the status of English as the contemporary lingua franca of global science, it also highlights a significant concentration of research activity and institutional resources within these regions. This observation provides a necessary frame for the findings, suggesting that the current global discourse on disability campaigns in the media is heavily influenced by the cultural and academic perspectives of these four nations.

Table 4 includes a citation-links column, which shows a value of 0 for each country in the research dataset of 133 documents. This condition indicates that none of the countries in the dataset cite one another. Although citations are present within individual articles or documents, the citing documents fall outside the

scope of the 133 documents analyzed in this study. This lack of cross-referencing suggests the publications operate independently rather than forming a cohesive, interconnected body of work.

For instance, Figure 1 highlights the two most-cited articles within the dataset: "Population-based intervention to change back pain beliefs and disability: Three-part evaluation," which has 366 citations, and "Tobacco Product Use and Associated Factors Among Middle and High School Students - National Youth Tobacco Survey, United States, 2021," with 242 citations. Despite these influential articles' high citation counts, the documents cited are not included in the 133 documents under analysis. As a result, the citation-links value remains 0, reflecting the absence of direct scholarly connections among the documents within this dataset.

Figure 1: Screenshots of the two articles with the highest number of citations



Source: Scopus.com

### 3.4 Publications across top organizations

The study's findings indicated that 158 organizations participated in research on disability campaigns in the media of 133 publications worldwide. The analysis conducted using VOSviewer was similar to the analysis of countries. The selected items were 'citation' and 'co-authorship,' each analyzed separately with 'organizations' as the analysis unit. The number of documents per organization was set at a minimum of one, and the minimum number of citations was set at nine to highlight organizations with significant citation counts.

Table 5: The most influential organizations in 133 publications

Num. #	Organizations	Total Publications	Citations	Co-authorship Links	Citation-Links
1	Monash University, Australia	9	900	9	0
2	University of Alberta, Canada	4	134	4	0
3	University of Groningen, Netherlands	4	70	4	0
4	World Health Organization,	4	358	4	0

	Switzerland				
5	Cabrini Medical Centre, Australia	3	358	3	0
6	Deakin University, Australia	3	677	3	0
7	University of Queensland, Australia	3	110	2	0

Source: Elaboration of primary data through VOSviewer

The top seven most influential organizations in the publication of disability campaigns in the media are presented in Table 5. Monash University, Australia, leads with the highest total publications, totaling nine publications, 900 citations, and nine co-authorship links. Monash University is the most dominant organization in terms of both publications and citations. Similarly, it has the highest number of co-authorship links, indicating that the university collaborated with nine other organizations or universities to produce nine publications on disability campaigns in the media.

Despite having only three publications, Deakin University, Australia, has the second-highest number of citations after Monash University, with 677 citations. Following Deakin University in citation count are the World Health Organization, Switzerland, and Cabrini Medical Center, Australia, each with 358 citations. The University of Alberta, Canada, follows with 134 citations, then the University of Queensland, Australia, with 110 citations, and finally, the University of Groningen, Netherlands, with 70 citations.

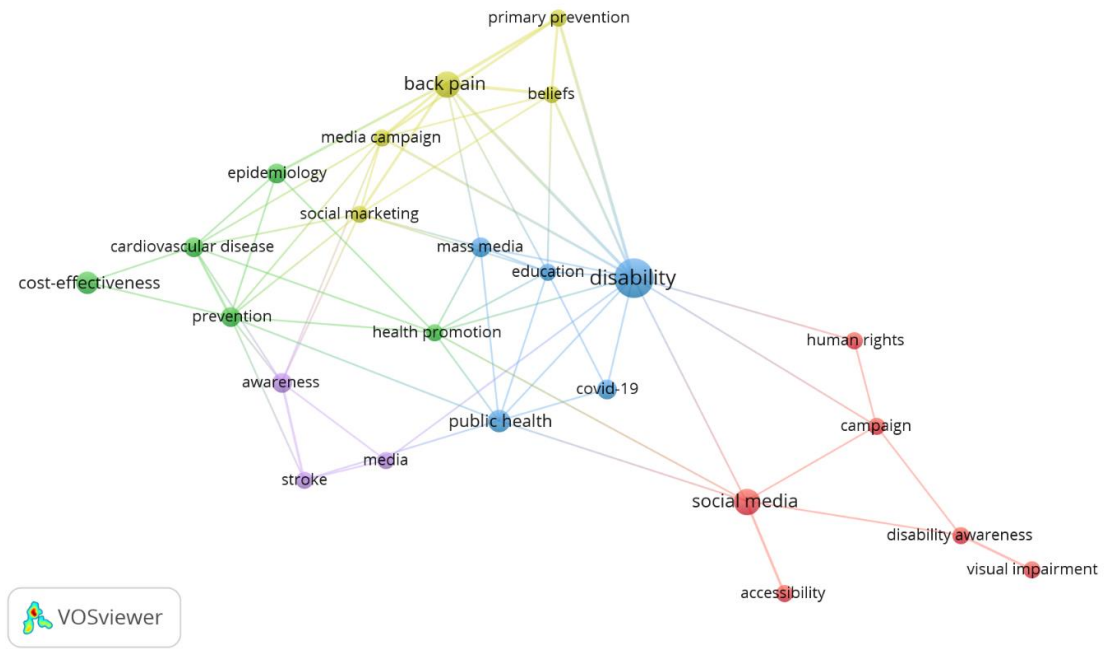
Table 5 also includes a citation-link column, where each organization has a value of 0. This condition indicates that, similar to the patterns observed in the citation-links analysis among countries, none of the organizations within the 133 documents comprising this research dataset have cited one another. Although citations are present within the individual articles or documents, the cited sources are not included within the 133 documents analyzed in this study. This condition suggests a lack of direct interconnectivity or cross-referencing among the organizations represented in the dataset, highlighting that the cited works lie outside the scope of the current research collection.

### 3.5 Keyword co-occurrence in publications

The final objective of this study was to perform a thematic analysis of 133 publications on disability campaigns in the media. This situation involved examining the co-occurrence of keywords in each publication's titles, keywords, and abstracts. The analysis then generated a cartography that identified key research areas where these publications are influential. The publications were systematically grouped according to these identified areas, providing a clear map of the most significant themes and trends within the literature on disability campaigns in the media.

This study utilized VOSviewer to conduct a co-occurrence analysis, focusing on "author keywords" as the unit of analysis. A minimum threshold of three occurrences per keyword was established. The analysis resulted in a visualization map of the keyword network, constructed based on the frequency of co-occurrence among the top 24 keywords from 399 identified keywords. This visualization map is depicted in Figure 2. The 24 keywords were also systematically grouped into five main clusters, as outlined in Table 6. These clusters highlight the key themes and areas of focus within the research on disability campaigns in the media.

Figure 2: Main keywords in 133 publications



Source: Elaboration of primary data through VOSviewer

Table 6: Key themes examined in 133 publications

Name of Cluster	Theme	Sub-theme	Previous Research Examples
1-Red cluster	Disability awareness campaign on social media.	accessibility, campaign, disability awareness, human rights, social media, visual impairment	(Al Zayer & Gunes, 2017; Cocq & Ljuslinder, 2020; Huang, 2022; Morris, 2013; Peters, 2017; Rogan & Rinne, 2021; Santoso, 2019; Shuayb & Doueiry, 2023; Zuzunaga Zegarra & Abrams, 2023)
2-Green cluster	Promotion of improving health quality and disease prevention	cardiovascular disease, cost-effectiveness, epidemiology, health promotion, prevention	(Arshanapally et al., 2022; Dandona et al., 2010; Ha & Chisholm, 2011; Ngalesoni et al., 2017; Oldenburg et al., 2014; Piercy et al., 2020; Rubinstein et al., 2009, 2010; Tuvdendorj et al., 2023)
3-Blue cluster	Public health education and disability during COVID-19 through mass media.	COVID-19, disability, education, mass media, public health	(Allen et al., 2023; Amoako et al., 2020; Ozawa et al., 2023; Peretti-Watel, 2005; Suman et al., 2017; Wilbur et al., 2022)
4-Yellow cluster	Media campaign on back pain prevention.	back pain, beliefs, media campaign, primary prevention, social marketing	(Aikman et al., 2020; Buchbinder & Jolley, 2005, 2007; Coudeyre et al., 2007; Gross et al., 2012; Raspe et al., 2008; Suman et al., 2021)
5-Purple cluster	Stroke issue as a cause of disability.	awareness, media, stroke	(Hedworth & Smith, 2006; Nishijima et al., 2016; Rasura et al., 2014; Sese & Guillermo, 2023; Trobbiani et al., 2013)

Source: Elaboration of primary data through VOSviewer

Table 6 shows the results of VOSviewer data processing, which identified five clusters for grouping the 24 keywords. The description of each cluster is provided below.

**Cluster 1 (red)** highlights key themes related to awareness campaigns about people with disabilities on social media. This cluster comprises six significant keywords: accessibility, campaign, disability awareness, human rights, social media, and visual impairment. These keywords illustrate the various challenges and opportunities in promoting disability rights, the crucial role of social media in shaping public discourse, and the need for ongoing advocacy and policy reform.

Social media platforms play a significant role in promoting disability rights and shaping positive public perceptions of disability. For example, campaigns such as Twitter and Instagram have been used to shift the focus from disability to ability, highlight discrimination, and advocate for social change (Al Zayer & Gunes, 2017; Cocq & Ljuslinder, 2020; Santoso, 2019). Notable examples include campaigns like #BellLetsTalk, Tencent Charity Day, and SickKids VS, which have utilized social media to engage the public and raise funds for disability awareness (Huang, 2022; Peters, 2017; Zuzunaga Zegarra & Abrams, 2023).

The framing of disability in campaigns often reinforces traditional narratives of heroism or compassion, which can unintentionally marginalize disabled individuals (Zuzunaga Zegarra & Abrams, 2023). An essential critique of these campaigns is the need for a more in-depth and intersectional approach to disability, mental health, and related issues. This perspective highlights how disability studies can engage with and challenge these marginalizing narratives (Peters, 2017; Shuayb & Doueir, 2023; Zuzunaga Zegarra & Abrams, 2023).

Increasing public awareness and understanding of disability is essential to eliminating social and environmental barriers. The role of social media in education and advocacy is emphasized, along with recommendations for improving the effectiveness of these platforms in promoting disability rights and combating discrimination (Cocq & Ljuslinder, 2020; Morris, 2013). Additionally, studies call for systemic policy changes, particularly in employment and health care, to better support people with disabilities (Cocq & Ljuslinder, 2020; Rogan & Rinne, 2021).

**Cluster 2 (green)** focuses on health promotion and disease prevention topics. Five key keywords in this cluster include cardiovascular disease, cost-effectiveness, epidemiology, health promotion, and prevention. These keywords explore a range of health interventions, emphasizing their applicability, effectiveness, and cost-efficiency in promoting public health outcomes, particularly in the context of developing countries.

One of the topics covered is using digital marketing campaigns to promote health-related behaviors. For example, a study evaluated a digital marketing campaign and found that targeted digital campaigns can increase app downloads and user engagement, demonstrating their potential as cost-effective tools in public health promotion (Arshanapally et al., 2022).

Another topic addressed is the cost-effectiveness of public health interventions across different settings and health issues. Several studies have assessed the cost-effectiveness of various health intervention programs, particularly in low- and middle-income countries. These programs include HIV prevention in India (Dandona et al., 2010), cardiovascular disease prevention strategies in Vietnam (Ha & Chisholm, 2011), and tobacco control interventions in Tanzania and Argentina (Ngalesoni et al., 2017). The results suggest that intervention programs, such as mass media campaigns, taxation, and treatment strategies, can improve health outcomes and enhance disease prevention efforts.

Public health campaigns and policy advocacy are critical in addressing global health challenges. From promoting physical activity in the US to reducing tobacco use in Mongolia, studies have demonstrated the importance of public education, regulatory action, and targeted interventions in driving behavior change and improving health outcomes (Oldenburg et al., 2014; Piercy et al., 2020; Rubinstein et al., 2009, 2010; Tuvdendorj et al., 2023). Research has shown that well-designed public health campaigns, especially those supported by strong data and tailored to local contexts, can lead to significant and often cost-effective health improvements, even in resource-constrained settings.

The emergence of themes in this cluster stems from the tendency within medical literature to frame disability as a consequence or outcome of chronic diseases, such as cardiovascular disease or stroke. Media campaigns in this cluster aim to promote healthy lifestyles as a primary preventive measure against long-term disability resulting from these conditions. Therefore, these studies are relevant because they position health campaigns as a preventive strategy to reduce the future prevalence of disability.

**Cluster 3 (blue)** examines themes related to public health education and the experiences of people with disabilities during COVID-19 as portrayed through mass media. This cluster is built from five keywords: COVID-19, disability, education, mass media, and public health. These keywords highlight the importance of sustainable, inclusive, and targeted public health policies and education to address global health challenges, ranging from non-communicable diseases to infectious diseases and disability representation.

Education on public health issues is crucial, especially concerning communication technology for patient care (Semán et al., 2020). For example, education concerning the stagnation in the implementation of policies for non-communicable diseases (NCDs), which are the leading cause of global deaths, is essential. Although some progress has been made in educational campaigns on NCDs, this momentum has stalled, particularly during the COVID-19 pandemic (Allen et al., 2023). Another area of concern is the implementation of health campaigns related to tobacco and alcohol, which has declined, mainly due to the influence of corporate finance and the impact of the pandemic (Peretti-Watel, 2005).

Furthermore, disability representation in the media, especially in developing countries such as Ghana, remains limited and often stereotypical. The media in these regions tend to overlook disability issues due to low public interest and a lack of financial support. Consequently, government interventions, such as tax incentives, are needed to improve representation and support disability-related programs (Amoako et al., 2020).

Additionally, the COVID-19 pandemic has highlighted the importance of resilience in vaccination efforts, with attitudes and behaviors towards vaccination often inconsistent and fluctuating (Ozawa et al., 2023). Socio-economic inequities also significantly affect the effectiveness of public health campaigns. Therefore, a long-term, culturally sensitive, and inclusive approach is necessary to enhance community engagement in health campaigns and build greater resilience to global health challenges (Suman et al., 2017; Wilbur et al., 2022).

**Cluster 4 (yellow)** presents the topic of media campaigns on back pain prevention. This cluster includes five important keywords: back pain, beliefs, media campaign, primary prevention, and social marketing. These keywords highlight that mass media campaigns have successfully changed beliefs about chronic pain, particularly low back pain. Such campaigns often lead to positive improvements in public and healthcare provider beliefs about preventing back pain, which can lead to disability (Aikman et al., 2020; Buchbinder & Jolley, 2005, 2007).

However, despite these positive changes in public beliefs, translating them into meaningful behavioral changes—such as reduced disability, increased use of health services, and better management of back pain—has been inconsistent (Aikman et al., 2020). Several studies report minimal or no impact on behaviors such as healthcare use, work disability, and compensation claims. The effectiveness of these campaigns in influencing behavior appears to depend mainly on campaign characteristics, including the media used, the messages delivered, and the local context (Aikman et al., 2020; Buchbinder & Jolley, 2005; Coudeyre et al., 2007).

Long-term follow-up studies have shown that while belief changes can be sustained years after a campaign ends, these sustained effects do not necessarily translate into lasting behavioral improvements. For example, in Australia, significant positive changes in beliefs persisted several years after the campaign ended, but behavioral changes were less pronounced or transient (Gross et al., 2012).

Future campaigns should target diverse populations, including low- and middle-income countries and culturally diverse communities. Tailoring messages to specific audiences and integrating them with other strategies may improve behavior change's overall effectiveness and sustainability, although results have been mixed (Raspe et al., 2008; Suman et al., 2021).

The theme in this cluster relates to the effectiveness of mass media campaigns in shaping public beliefs about disabilities associated with musculoskeletal disorders. The primary focus of studies in this cluster is how media campaigns can reduce disability-related behaviors and encourage active recovery among individuals with back pain, enabling them to maintain social and economic participation without being constrained by stigma or physical limitations. This theme offers an important perspective on how media can be used to reconstruct public perceptions of specific physical conditions.

**Cluster 5 (purple)** explores themes related to stroke as a cause of disability. The three essential keywords in this cluster are awareness, media, and stroke. These keywords highlight the burden of stroke as a major cause of death and disability, with a focus on stroke prevention, acute care, and public awareness campaigns aimed at increasing knowledge of stroke prevention (Hedworth & Smith, 2006; Trobbiani et al., 2013).

Global reviews of stroke education campaigns have shown mixed results, underscoring the importance of sustained funding support and the need for targeted approaches to high-risk subgroups. A combination of community-based and web-based strategies is recommended as a holistic approach to increasing awareness and preventing stroke (Nishijima et al., 2016). For example, in the Philippines, stroke prevention is addressed through a community approach and a specific public awareness campaign. This initiative emphasizes individualized risk assessment and the use of culturally appropriate educational materials to increase understanding of stroke symptoms and encourage prompt medical attention (Sese & Guillermo, 2023).

Evaluations of stroke awareness campaigns conducted in countries such as the UK, Australia, and Canada have revealed varying levels of success in enhancing public knowledge about stroke (Trobbiani et al., 2013). The effectiveness of these campaigns is often inconsistent and influenced by factors, including the amount of funding allocated and the specific media strategies employed. For instance, campaigns with more substantial financial backing and well-crafted media strategies tend to achieve greater public awareness. At the same time, those with limited resources may struggle to make a significant impact. This variability underscores the need for a more effective and targeted approach to ensure consistent and widespread increases in public awareness and responsiveness to stroke-related issues. Future campaigns should

consider optimizing resource allocation, tailoring media strategies to target high-risk populations, and incorporating evidence-based practices to maximize their impact on stroke prevention and education (Rasura et al., 2014).

#### 4. Discussion

A bibliometric analysis of 133 publications indicates that research on disability campaigns in the media has experienced significant growth since 1981, with a particularly notable surge in publication volume in 2021 and 2022. The predominance of Medicine and Social Sciences confirms that disability issues in the media constitute a multidisciplinary field that bridges public health and social dynamics. The use of personal narratives in campaigns is effective in generating empathy and fostering broader community engagement to advocate for the interests of people with disabilities (Youberg, 2024). Furthermore, the active involvement of people with disabilities in producing their own media content is crucial for challenging stereotypical representations and strengthening their agency (Trevisan, 2017).

The shift in campaign strategies from traditional media to digital platforms has created new opportunities for more participatory forms of advocacy (Jaiswal & Gupta, 2017). While social media offers extensive reach and enhances public visibility, it also presents challenges, particularly through digital access gaps that may exacerbate exclusion for certain groups (Gelfgren et al., 2022). Platforms such as Twitter and Instagram are increasingly used to shift the focus from physical limitations to individual capabilities and to promote more inclusive social change (Cocq & Ljuslinder, 2020). However, the effectiveness of these digital campaigns depends heavily on how messages are constructed, particularly in avoiding narratives of heroism that may inadvertently marginalize people with disabilities (Gómez-Marí et al., 2021).

These findings also underscore the importance of hybrid media approaches that combine legacy and new media to influence public perceptions and policy outcomes more effectively (Pearson & Trevisan, 2015). In the public health context, media campaigns have demonstrated success in changing public beliefs about disabling conditions, such as chronic back pain and stroke (Aikman et al., 2020; Trobbiani et al., 2013). However, changes in perception are not always accompanied by sustained behavioral change within communities (Suman et al., 2017). Therefore, future research should further examine the impact of culturally sensitive and inclusive campaigns to ensure that advocacy efforts not only reach audiences but also promote sustained and meaningful action.

#### 5. Conclusions

This study confirms that disability campaigns in the media have transformed from a medical approach to a more inclusive perspective that emphasizes human rights. The analysis shows that, while health issues remain dominant, digital media has become a vital instrument for people with disabilities to voice their aspirations independently. Campaign success is no longer measured solely by message frequency, but rather by the ability to reduce stigma and provide space for authentic experiences. Theoretically, the findings highlight a strong intersection between communication science and sociology, while practically, the use of hybrid media has proven effective in driving policy change. However, this study has several limitations, as

the bibliometric approach primarily focuses on mapping macro trends rather than on in-depth qualitative narrative analysis. Furthermore, it does not fully capture the dynamics of grassroots campaigns in regions with limited technological access, nor does it directly examine audience reception. Therefore, future research should integrate qualitative content analysis and media reception studies to ensure that inclusive messages have a tangible impact on global social behavior.

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**Conflict of interest**

The authors declare no conflict of interest.

**Ethical statement**

This study was conducted in accordance with the principles of scientific research and did not require additional ethics committee approval.

**Declaration of AI usage**

Generative AI tools were employed to improve the language and readability of this manuscript.

**Data availability**

The data supporting the findings of this study are available upon request.

**Author contributions**

	Purwadi Purwadi	Dian Andi Nur Aziz	Isneningtyas Yulianti	Mochamad Felani Budi Hartanto
Conceptualization	X	X	X	X
Data curation	X	X		
Formal analysis	X	X	X	X
Methodology	X	X		
Supervision	X			
Validation	X	X		
Visualization	X			
Writing - original draft	X	X	X	X
Writing - review & editing	X	X		

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