



## **Personal Information Sharing Behavior Using Social Media: A Bibliometric Analysis from 2007-2024**

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### **Abstract**

This study explores personal information sharing behavior publication patterns and trends on social media from 2007-2024 with an aim to highlight the annual growth of personal information sharing behavior (PISB) on social media platforms, key patterns in the PISB literature in terms of frequently cited authors, countries, institutions, sources, highly cited papers, collaboration and authorship patterns, thematic evolution, keyword and key factor analysis (such as countries, sources, and keywords). We used Scopus database for data extraction, and 1020 pertinent records were chosen. The data was evaluated with Microsoft Excel, Access, Biblioshiny and VOSviewer software. The United States of America is leading in a top authors, organizations and as a country on PISB literature. This authorship pattern trends revealed that the authors on PISB literature prefer to work with two, three, four or as a single author and they give low preference to work with more than four authors. The country-level collaboration trend revealed that the collaboration between United States and China are the most frequently occurring among the rest of other countries. Thematic evolution identified that some themes become obsolete, and some emerge with the passage of time. However, notably, the recent period (2021-2024) is mainly connected with various social media issues and challenges. The three-factor (keywords, countries and sources) revealed that the researchers of top countries used mostly six keywords (self-disclosure, social media, privacy, Facebook, social networking sites, and social support) and they preferably published in two



major sources. This finding shows that the authors from the top ten countries mainly published their work in highly selected journals.

**Keywords:** Bibliometric, social media, self-disclosure, personal information sharing, personal data disclosure, social networking sites

## Introduction

Many social networking sites (SNSs) have started growing in the first decade of the 21<sup>st</sup> century (Kuss & Griffiths, 2017; Verduyn et al., 2020). These networking sites or online social platforms revolutionized the way of communication with people through various tools to share their interests and activities in their respective fields (Kaplan, 2015; Rashid et al., 2021). These SNSs are meant for uploading, viewing, downloading, and understanding information that people want to share with other individuals and groups. The users of these social networking sites tend to 'self-disclose', which is defined to explore personal information with others (Bazarova & Choi, 2014). Social media sites (such as blogs, wikis, forums, microblogging tools and social networking sites) are emerging as a dependable medium for promptly disseminating information to target audiences. Its large user base and the quick dissemination of information enable users to reach a large audience quickly and effectively (Muliadi et al., 2024; Saleem et al., 2021). The recent social media technologies are being used by various stakeholders to communicate with their clientele. For instance, some businesses poll their clients on social media platforms to find out how they would want to improve a specific product or service they offer (Masood et al., 2023; Li et al., 2023). In spite of the fact that these social media platforms have been demonstrated to be effective in disseminating information and interacting with target audiences, there are a number of unknowns surrounding its use. The dual information credibility problem is the most significant ambiguity surrounding the usage of social media (Rafiq et al., 2021; Yaqub & Alsabban, 2023). According to a study by Tseng (2023), information credibility is defined as the capacity to validate or authenticate information posted on social media platforms.

Social media users' interactions with these two-way communication technologies have led to their intuitive classification and usage of numerous social media tools such as Facebook, Instagram, Twitter, TikTok, MySpace, Snapchat, Pinterest, and LinkedIn, are mostly used to publish updates on users' daily experiences as they happen, particularly pictures. Among the most well-known social networking sites are LinkedIn, MySpace, and Facebook. Generally



speaking, wikis are websites designed to offer instructional content (Perez et al., 2023). Depending on their standing, users may be granted permission to edit website material. Online forums are places where people can have discussions and post the results to multicultural and diverse communities within no time (Ashiq et al., 2023). Typically, these online forums are centered around a particular subject, item, or occasion. Online shops like Amazon and eBay, for instance, provide forums where customers can talk about their transactional experiences. Personal journals posted online are known as online blogs. In order to spread an agenda focused on a particular topical area, blogs are frequently started and maintained by a single person or, on occasion, by a small group of people. In order to maintain communication with their readers, traditional media businesses are increasingly maintaining blogs (Perez et al., 2023).

Overall, there is a number of studies investigating the impact of personal information sharing behaviors of users on social media platforms; however, there is limited research investigating quantitative evidence of published literature on this topic. Hence, the current study aims to demonstrate a bibliometric analysis of the body of literature discussing personal information sharing behavior on social media sites. The following are the objectives of this study:

### **Research Objectives**

- To highlight the annual growth of personal information sharing behavior (PISB) on social media platforms
- To recognize the key patterns in the PISB literature in terms of frequently cited authors, countries, institutions, and sources
- To identify the highly cited papers, collaboration, and authorship patterns of PISB literature.
- To reveal the thematic evolution of PISB literature, keyword analysis, and key factor analysis (relationship among countries, sources, and keywords)?

### **Methodology**

A bibliometric analysis approach was carried out to explore the publishing patterns and patterns of PISB on social networking sites. Bibliometric is a reputable method in the discipline of library and information management as well as in the library and information science (LIS) and applies statistical analysis using bibliographic data. Scopus is the most popular database in social sciences to conduct bibliometric analysis. This database is a product of Elsevier, which



is the world's largest indexing and citation database of scholarly scientific literature. A comprehensive search query was formulated to meet the objective of extracting highly relevant literature from the topic. The following search query was framed on April 10<sup>th</sup>, 2025.

TITLE-ABS-KEY ("personal information sharing" OR "self-disclosure" OR self-disclosure OR "personal information disclosure") AND TITLE-ABS-KEY ("social media" OR "social networking sites" OR SNS OR Facebook) AND (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "cp") OR LIMIT-TO (DOCTYPE, "ch") OR LIMIT-TO (DOCTYPE, "bk") OR LIMIT-TO (DOCTYPE, "re"))

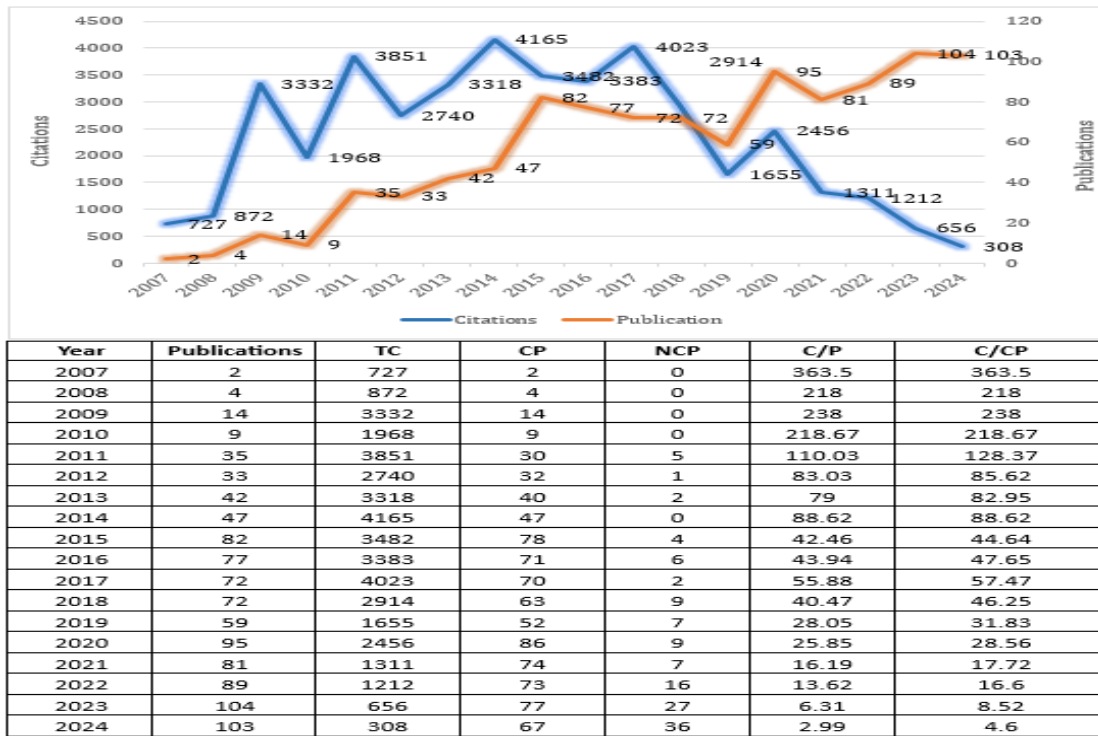
Finally, a total of 1020 relevant records were included in this study, including articles, conference papers, books, and book chapters. The data analysis was executed by using various relevant bibliometric tools such as MS Excel, MS Access, VOS Viewer, and Biblioshiny.

## Results

### Annual growth and publishing trends on PISB literature

Figure 1 presents the annual growth and publishing trends (including publications, citations, and annual growth) of personal information sharing behavior using social media platforms. It shows gradual upward growth since 2007, and the last two years (2023 and 2024) produced the highest number of publications, i.e., 104 and 103, respectively. However, the highest number of citations (4023) were observed in the year of 2017. Notably, the highest number of NCP were observed in the last three years (2022-2024). Overall, it shows that a total of 1020 publications received 42373 citations (which include 889 cited publications and 132 non-cited publications) over a period of eighteen years' (2007-2024), which revealed a significant number of publications and citations.

Figure 1: Annua



publishing trends and patterns on PISB literature

TC= total citation, CP=cited publications, C/CP=citations per cited publication, NCP=non-cited publications, C/P=citation per publication,)

### Top ten prolific authors

Table 1 highlights the top-ten prolific authors on PISB literature. Half of these authors belong to the United States of America. The author top of the list (Andalibi, Nazanin) belongs to the University of Michigan, USA produced 13 publications, received the highest number of citations (1189), and has 11 h-index, followed by ‘De Choudhury, Munmun’ from Georgia Institute of Technology, United States who produced 11 publications which received 1056 citations. Notably, the author ‘Forte, Andrea’ publications have the highest citation impact (CI=143.00). Five authors at the bottom of the table produced six publications each; however, ‘Haimson, Oliver L.’ (at the end of the figure) received the highest number of citations (521), among these. Overall, these top authors produced 75 publications, which received 5999 citations.

Table 1: Top ten prolific authors

Rank	Authors	Affiliation and Country	TP	TC	CI	h-index
1	<u>Andalibi, Nazanin</u>	University of Michigan, United States	13	1189	91.46	11
2	De Choudhury, Munmun	Georgia Institute of Technology, United States	11	1056	96.00	10
3	Dhir, Amandeep	Thammasat University, Bangkok, Thailand	7	959	137.00	7
4	Forte, Andrea	Drexel University, Philadelphia, United States	7	1001	143.00	7
5	<u>Trepte, Sabine</u>	University of Hohenheim, Germany	7	422	60.29	5
6	<u>Al-Saggaf, Yeslam</u>	Charles Sturt University, Wagga Wagga, Australia	6	143	23.83	5
7	<u>Aïmeur, Esma</u>	University of Montreal, Montreal, QC, Canada	6	48	8.00	3
8	<u>Baruh, Lemi</u>	Koç University, Istanbul, Turkey	6	195	32.50	4
9	Chen, Rui	Iowa State University, United States	6	465	77.50	6
10	<u>Haimson, Oliver L.</u>	University of Michigan, United States	6	521	86.83	7

TP=total publication, TC= total citation, CI=citation impact,

### Top ten prolific organizations and countries

Table 2 presents the top ten prolific organizations and countries in PISB literature. The top ten organizations collectively produced 135 publications, which received 8306 citations. However, the University of Duisburg-Essen from Germany produced the highest number of publications (n=20), followed by the University of Michigan with 18 publications. The organization at the bottom of the list (University of Hohenheim) produced ten publications which received 632 citations. Notably, Cornell University, at the 8th rank, produced 11 publications; however, it has received the highest citations (1389) and ultimately has the highest citation impact (126.27).

Similarly, the top ten countries collectively produced 894 publications which received remarkable citations i.e. 42900. The United States is the top of the list with 426 publications, 24500 citations and 57.51 citation impact. The rest of the remaining countries produced below 100 publications. Malaysia is at the bottom of the list with 26 publications, 298 citations and 11.46 citation impact. However, Germany produced 76 publications, received 4941 citations



and its citations has the highest citation impact (65.01). Overall, the US is leading in top organizations and countries with highest number of publications and citations.

Table 2: Top ten organizations and countries on PISB literature

Top 10 Organization					Top Countries				
Rank	Organizations	TP	TC	CI	Rank	Country	TP	TC	CI
1	University of Duisburg-Essen	20	866	43.30	1	United States	426	24500	57.51
2	University of Michigan, Ann Arbor	18	866	48.11	2	China	93	2044	21.98
3	City University of Hong Kong	15	524	34.93	3	Germany	76	4941	65.01
4	Yonsei University	13	629	48.38	4	United Kingdom	56	2110	37.68
5	Georgia Institute of Technology	13	1363	104.85	5	Australia	52	2175	41.83
6	Drexel University	13	1086	83.54	6	South Korea	44	1560	35.45
7	Pennsylvania State University	11	343	31.18	7	Taiwan	42	1423	33.88
8	Cornell University	11	1389	126.27	8	Hong Kong	40	1745	43.63
9	National University of Singapore	11	608	55.27	9	Canada	39	2104	53.95
10	University of Hohenheim	10	632	63.20	10	Malaysia	26	298	11.46

#### Top sources (journals) on PISB literature

The top sources or journals on PISB literature has been identified in Table 3.

Table 3: Top ten international sources





Sources	Country	Publisher	TP	TC	C/P	SJR	Q
Computers in Human Behavior	United Kingdom	Elsevier	80	7030	87.875	2.464	1
Cyberpsychology, Behavior, and Social Networking	United States	Mary Ann Liebert Inc.	47	4000	85.10	1.44	1
New Media and Society	United Kingdom	SAGE Publications Ltd	16	1040	65	2.12	1
Conference on Human Factors in Computing Systems - Proceedings	United States	Association for Computing Machinery	15	1050	70	NA	NA
Frontiers in Psychology	Switzerland	Frontiers Media SA	13	209	16.07	0.8	2
Social Media and Society	United Kingdom	SAGE Publications Ltd	12	378	31.5	2.16	1
Lecture Notes in Computer Science	Germany	Springer Verlag	10	63	6.3	0.61	2
Journal of Medical Internet Research	Canada	JMIR Publications Inc.	9	537	59.66	1.992	1
Information Technology and People	United Kingdom	Emerald Group Publishing Ltd.	9	403	44.77	1.567	1
International Journal of Communication	United States	University of Southern California	9	117	13	2.02	1

Most of these sources (n=07) fall under quartile 1 and published by either the United Kingdom or United States. The source top of the list is ‘Computers in Human Behavior’ from United Kingdom published by Elsevier produced 80 publications which received 7030 citations and having SJR impact factor 2.46, followed by ‘Cyberpsychology, Behavior, and Social Networking’ from US by Mary Ann Liebert Inc. that produced 47 publications which received 4000 citations and having 1-44 SJR. The source at the bottom of the list is ‘International Journal of Communication’ from the United States published by University of Southern California published 9 publications which received 117 citations. Overall, these top ten sources collectively produced 220 publications which received 14827 citations.



### Top ten highly cited works

The highly cited top ten works or paper are presented in table 4.

Table 4: Highly cited top ten works on PISB literature

Title	Authors	Source	Year	TC	CPY
Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes	Park et al.,	Cyberpsychology and Behavior	2009	1123	74.87
Facebook profiles reflect actual personality, not self-idealization	Back et al.,	Psychological Science	2010	878	62.71
Online social networks: Why we disclose	Krasnova H.et al.	Journal of Information Technology	2010	790	56.43
I'll see you on "facebook": The effects of computer-mediated teacher self-disclosure on student motivation, affective learning, and classroom climate	Mazer et al.,	Communication Education	2007	724	42.59
Online communication, social media and adolescent wellbeing: A systematic narrative review	Best et al.,	Children and Youth Services Review	2014	685	68.50
Self-presentation and belonging on Facebook: How personality influences social media use and motivations	Seidman	Personality and Individual Differences	2013	683	62.09
Internet social network communities: Risk taking, trust, and privacy concerns	Fogel & Nehmad	Computers in Human Behavior	2009	683	45.53
The facebook paths to happiness: Effects of the number of Facebook friends and self-presentation on subjective well-being	Kim & Lee	Cyberpsychology, Behavior, and Social Networking	2011	657	50.54
Mirror, mirror on my Facebook wall: Effects of exposure to Facebook on self-esteem	Gonzales & Hancock	Cyberpsychology, Behavior, and Social Networking	2011	629	48.38
Mental health discourse on reddit: Self-disclosure, social support, and anonymity	Choudhury & De	Proceedings of the 8th International Conference on Weblogs and Social Media, ICWSM 2014	2014	505	50.50

CPY= citation per year

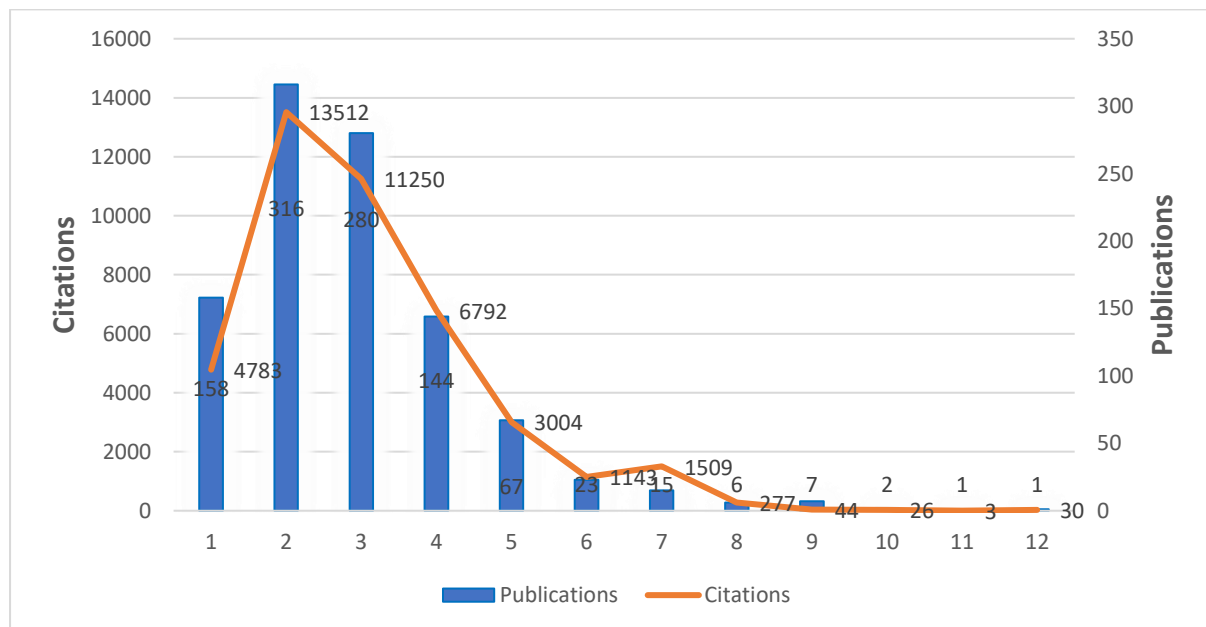
The publications ranged between the years 2007-2014 and the citations ranged from a maximum of 1123 to a minimum of 505 citations. The most cited paper on the top of the list was written by Park et al., (2009), received 1123 citations with an average of 74.87 citations per year, followed by the work written by Back et al., (2010) which received 878 citations with

an average of 62.71 citations per year. The latest work among these top ten highly cited works is at the bottom of the table was a conference paper titled ‘Mental health discourse on reddit: Self-disclosure, social support, and anonymity’ written by Choudhury and De (2014) received 505 citations with an average of 50.50 citations per year.

### Authorship patterns on PISB literature

Figure 2 shows the authorship pattern on PISB literature in the world. These ten authorship patterns produced 1020 publications and received 42373 citations. The range of these authorship patterns from a minimum one-author to a maximum of 13 authors. The four leading authorship patterns (one author, two-authors, three-authors and four-authors) are dominating on PISB literature. However, two-authors pattern emerged a top publishing pattern with 316 publications 13512 citations, followed by three-authors with 280 publications and 11250 citations, one-author with 158 publications and 4783 citations and four-authors with 144 publications and 6792 citations, respectively. Overall, this authorship pattern trends revealed that the authors on PISB literature prefer to work with two, three, four or single authors and they give low preference to work with more than four authors.

Figure 2: authorship patterns on PISB literature

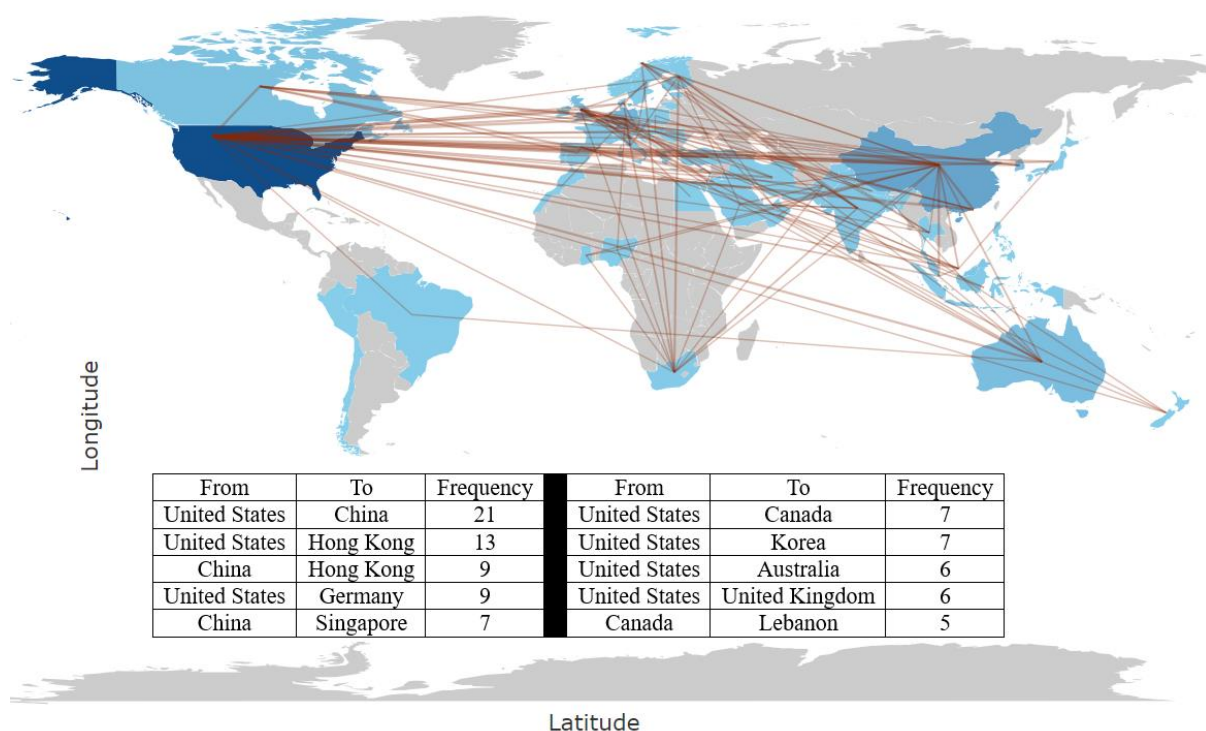


### Country-level collaboration patterns and frequencies

Figure 3 depicts county collaboration map of PISB literature. The top ten collaborations given in this figure show that the United States of America researchers collaborated with seven

different countries (China, Hong Kong, Germany, Canada, Korea, Australia, and United Kingdom), followed by China with two countries (Hong Kong and Singapore). The United States and China emerged top collaborator countries with 21 publications. The minimum frequency from all the top ten was of the Canada with Lebanon with five publications. Overall, this trend shows that country level collaboration between United States and China are the most frequently occurring among the rest of the countries.

Figure 3: Country-level collaboration pattern

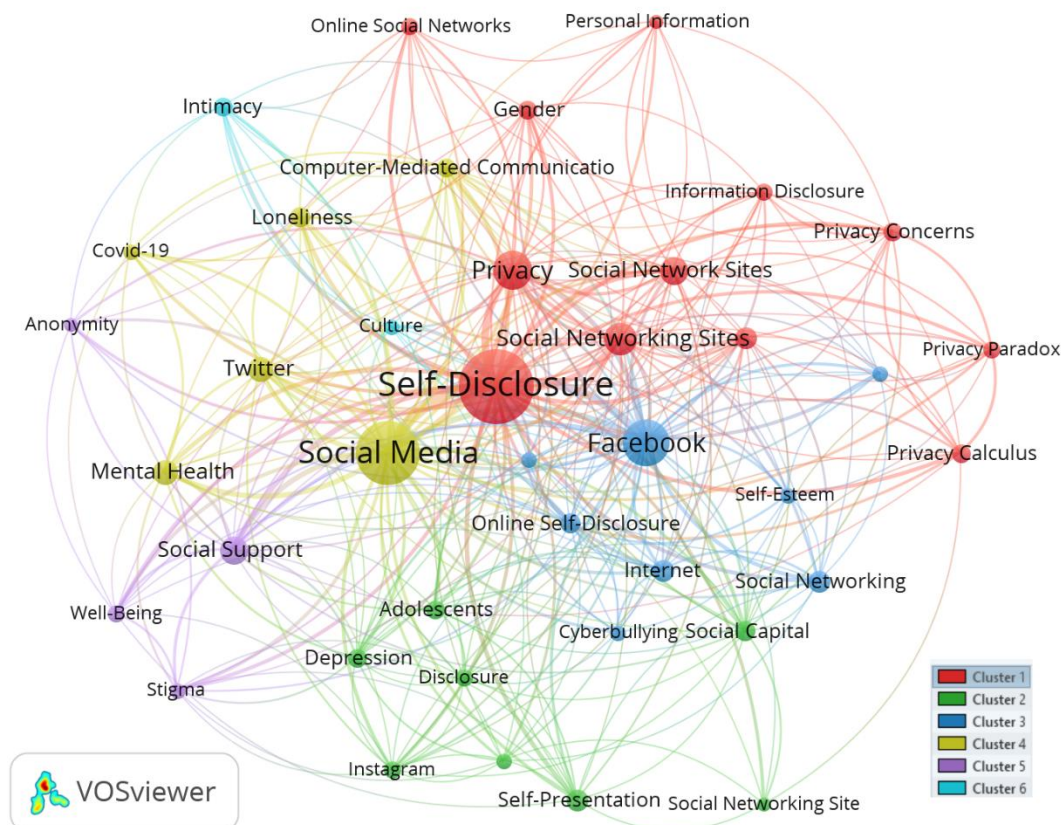


### Co-occurrences network of author keywords

Figure 4 presents the author keywords on PISB literature. A total of 625 keywords were used while producing 1020 publications. Keywords with minimum occurrence of 10 were selected; hence, out of total 625 keywords, 40 met the threshold consisting of six clusters. The keywords are connected on the basis of co-occurrence of two keywords appeared in a single study. The more connection means the stronger link and ultimately bigger size of the bubble / circle. Each color and the size of the bubble represents the separate cluster and the usage of keyword respectively. However, the top five keywords were ‘self-discourse, social media,

Facebook, privacy and social networking sites, have strong connection with the occurrence of 769, 576, 410, 214 and 175 times, respectively.

Figure 4: co-occurrence network of authors' supplied keyword



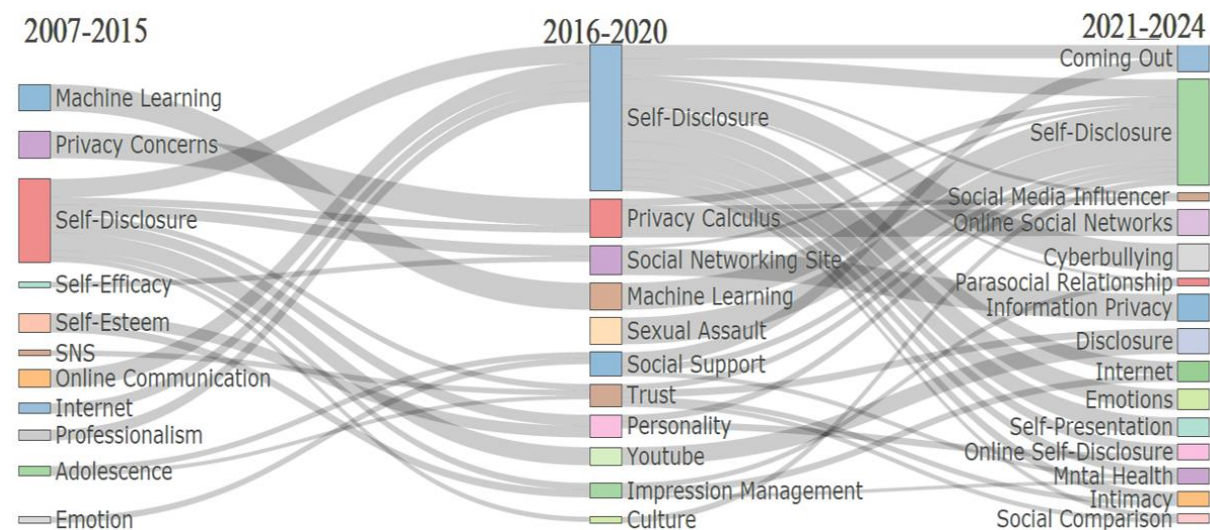
### Thematic evaluation of topics or keywords

Figure 5 presents the thematic evolution of PISB literature on the basis of author keywords. The whole period (2007-2024) has been divided into three phases to identify the thematic evolution over time. The first phase (2007-2015) has shown various keywords such as self-disclosure, machine learning, privacy concerns, self-esteem, online communication and others. In the second phase (2016-2020) depicts few previous as well as the emergence of some new themes including self-disclosure, privacy calculus, social networking site, machine learning, sexual assault, social support, trust, personality, YouTube, impression management, and culture. The recent phase (2020-2021) shown the keyword self-disclosure, online self-disclosure, self-presentation, social media influencer, online social networks, cyberbullying, information privacy, emotions, intimacy and social comparison. Overall, it shows that some



themes become obsolete and some emerge with the passage of time. However, notably, the recent period (2021-2024) is mainly connected with issues such as cyberbullying, mental health, intimacy, information privacy, and disclosure.

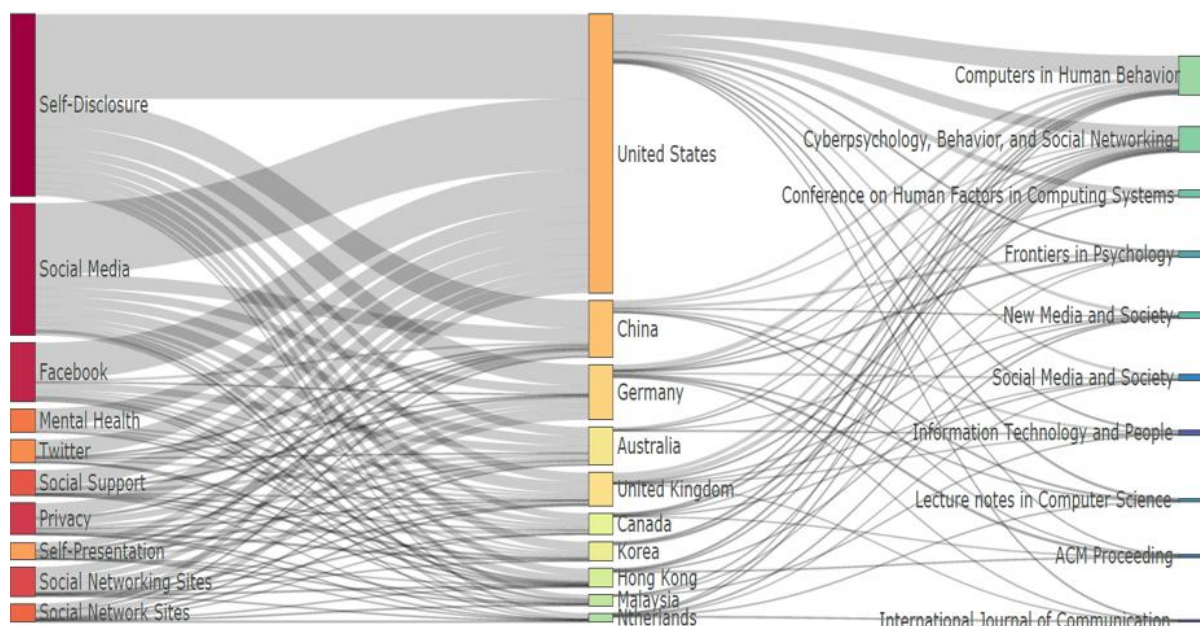
Figure 5: Thematic evolution of topics on PISB literature



### Three Factor Analysis of PISB literature

Figure 6 presents the three-factor (Keywords, Countries and Sources) relationship of top countries (centre), authors keywords (left), and their preferable publishing sources (right) on PISB literature. The area or size of pillar of each entity (whether keyword, country or source) shows their contribution, the more area depicts the strong relationship and contribution among these three factors. Overall, the researchers of top five countries (United States, Germany, China, Australia and United Kingdom) used mostly six keywords (self-disclosure, Facebook, social media, social networking sites, Privacy, and social support) and they preferably published in two major sources (Computers in Human Behaviour, and Cyberpsychology, Behaviour, and Social Networking). This finding shows that the authors from the top ten countries mainly published their work in highly selected journals.

Figure 6: Three-Factor Analysis among keywords, countries and publishing sources



## Discussion

The bibliometric analysis of 1020 documents on personal information sharing behavior via social media from 2007 to 2024 reveals several noteworthy trends and insights that reflect the evolving nature of this research domain. The steady and continuous growth in terms of publications and citations, particularly after 2015, aligns with the global rise of social media platforms. For example, Shah (2021) reported that social media platforms are greatly rising in the world, including Facebook, Twitter (now X), Instagram, TikTok, and LinkedIn. Besides, Ashuri and Halperin (2024) reported an increased scholarly attention to the complexities of online self-disclosure and digital privacy due to the rise of these social media platforms. A key observation from the dataset is the interdisciplinary nature of the research, encompassing fields such as psychology, information science, communication studies, computer science, and business. This conjunction highlights that personal information sharing is not just a technical or behavioral phenomenon, but a multifaceted issue with ethical, social, legal, and technological dimensions.

The dominance of PISB literature from developed countries (especially the United States, the United Kingdom, and China) points to a digital research divide, where emerging economies (or the developing world) remain underrepresented. For example, the findings from the prolific top ten authors, countries, and organizations pointed out this significant gap, as most of these countries belong to the developed world. This gap suggests a need for broader



geographic representation to capture diverse cultural norms, privacy expectations, and regulatory environments that shape users' online behaviors. As Ashiq et al. (2024) reported, while researchers from developing countries struggle with equality, diversity, inclusion, and accessibility because of a variety of administrative, legal, and financial challenges, as well as political, cultural, and linguistic issues. They further stated that the West seems to dominate contemporary discourse, and true equity in the field necessitates recognizing and resolving these problems as well as making sure that the many viewpoints and experiences of people everywhere are acknowledged, valued, and incorporated into the conversation.

The most frequently occurring keywords were "privacy," "trust," "self-disclosure," "risk," and "social media," reiterating concerns about digital privacy and user control over information continue to dominate scholarly discourse. These findings are consistent with existing literature that emphasizes the privacy paradox, wherein users willingly share personal data despite expressing privacy concerns (Osatuyi, 2015; Tseng, 2023). Further, the top ten countries, authors, and institutional analyses indicate the presence of a few highly productive researchers and institutions that have shaped foundational theories and empirical studies in this area. For example, the top ten countries collectively produced 894 publications, which received remarkable citations, i.e., 42900; the top ten organizations collectively produced 135 publications, which received 8306 citations; and the top ten authors collectively produced 75 publications, which received 5999 citations. However, the relatively low degree of international collaboration suggests that global partnerships are still limited, representing an opportunity to enhance cross-cultural studies and methodological diversity. There is a need to add diverse insights, and particularly adding insights from the developing world, especially the global south to enrich global discourse on personal information sharing behavior via social media platforms. Thematic mapping and keyword co-occurrence analysis reveal that while early research focused heavily on motivations and risks of sharing, recent studies have begun to explore algorithmic influence, AI-driven personalization, digital identity formation, and data governance. Besides, the recent period (2021-2024) is mainly connected with issues such as cyberbullying, mental health, intimacy, information privacy, and disclosure on social media platforms. This shift suggests that the field is gradually evolving toward more nuanced examinations of the sociotechnical infrastructure as well as emerging issues surrounding personal information sharing behavior underlying social media use.





Despite these advancements, the analysis also uncovers gaps in the literature. For example, there is limited bibliometric research exploring personal information sharing in the context of emerging platforms (e.g., TikTok, Snapchat, Discord, Instagram, Threads, Reddit, BeReal, etc), short-form content, or ephemeral sharing behaviors. Additionally, the impact of legislation such as the General Data Protection Regulation (GDPR) and Consumer Privacy Act (CPA) on users' disclosure patterns remains an underexplored area. Similarly, there is a scarcity of studies focusing on marginalized groups or vulnerable populations, whose privacy concerns and sharing behaviors may differ significantly. Hence, there is a need to investigate emerging platforms, privacy, and data protection regulations that how seriously these established and emerging social media platforms are implementing them to ensure privacy, online discourse, and data of their users.

### **Limitations and future research directions**

The limitations include database selection, query design, time period, and document type. This study utilizes Scopus databases and some other databases, such as Web of Science, Google Scholar, Elsevier, etc., which might produce other results. Although we have tried to represent and get all the relevant data using search queries. However, non-matching keywords and the absence of some other relevant keywords may cause some important studies to be ignored. Because we only looked at articles and conference papers from 2007 to 2024, other time periods may yield different findings, especially after 2024.

Based on the patterns, trends, and gaps identified through this bibliometric analysis, findings from the prolific top ten authors, countries, and organizations pointed out this significant gap as most of these countries belong to the developed world, hence, there is a need to explore PISB in developing and underrepresented countries, especially in South Asia, Africa, and Latin America. As studies from these regions might disclose different results and attitudes on the basis of diverse cultural, socioeconomic, and infrastructural factors. The increasing integration of AI-driven recommendations and content personalization tools calls for research into how algorithms affect user trust, data sharing patterns, and perceived control over PISB. Additionally, future studies could examine the long-term behavioral consequences of major data breaches and scandals on user information sharing, trust in platforms, and shifts in privacy practices. There is also need to assess how users understand and respond to privacy policies



and regulations. This includes studying user engagement with consent mechanisms and the efficacy of legal safeguards.

## Conclusion

This bibliometric study investigates the publishing trends, patterns, and growth of literature on personal information sharing behavior on social media. A broad and comprehensive search strategy was framed, and a total of 1020 records were accessed for analysis. The findings of the study revealed that a gradual upward growth since 2007 and the last two years (2023 and 2024) produced the highest number of publications, i.e., 104 and 103, respectively. Overall, it shows that a total of 1020 publications received 42373 citations (which include 889 cited publications and 132 non-cited publications) over a period of eighteen years (2007-2024), which revealed a significant number of publications and citations. The United States of America is leading in the top authors, organizations, and as a country in PISB literature. This authorship pattern trend revealed that the authors in PISB literature prefer to work with two, three, four, or as a single author, and they give low preference to working with more than four authors. The country-level collaboration trend revealed that the collaboration between the United States and China is the most frequently occurring among the rest of the other countries. Thematic evolution over time identified that some themes become obsolete and some emerge with the passage of time. However, notably, the recent period (2021-2024) is mainly connected with issues such as cyberbullying, mental health, intimacy, information privacy, and disclosure of personal information sharing behaviour on social media. The three-factor (keywords, countries and sources) revealed that the researchers of top five countries (the United States, Germany, China, Australia, and the United Kingdom) used mostly six keywords (self-disclosure, Facebook, social media, social networking sites, Privacy, and social support) and they preferably published in two major sources (Computers in Human Behaviour, and Cyberpsychology, Behaviour, and Social Networking). This finding shows that the authors from the top ten countries mainly published their work in highly selected journals.



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