

Content Analysis of “Journal of Health Communication”

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ABSTRACT

This paper attempts to highlight the quantitative assessment of the status of the Journal by way of analyzing the various features of the Journal of Health Communication. During 1996-2021 a total of 2165 articles were published in the Journal of Health Communication by researchers in various countries. Paper examined authorship pattern, Geographical distribution research output and most prolific author. The result found that the average no. of articles published per year 83. Highest no. of articles was published in 2015. USA is the top producing countries and single authored papers accounted for 36.21 % out of 2165 articles.

KEYWORDS: Content Analysis, Author Ranking, Authorship pattern, Communication channels.

1. INTRODUCTION

Content analysis is rapidly becoming less of a tool for manipulating the communication process experimentally. Systematic changes in content are made and documented through content analysis in these experimental researches, and the audiences are examined for the consequences of these changes. The unique role of content analysis in arranging the world's stock of recorded information for recall. The role of content analysis tends to be divided into two categories. The first is to provide a descriptive abstract of any document at a level and in a manner that indicates what information is contained inside it. The second goal is to establish recommendations for converting document material from one form to another and for reducing content to make it easier to retrieve bibliographic information. The Publication of Health Communication is a peer-reviewed scientific journal that publishes articles on health communication on a monthly basis. Taylor & Francis publish it, which was founded in 1996. The journal has a 2017

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impact factor of 1.648, which places it 21st out of 79 journals in the category "Communication (Social Science)" and 29th out of 85 journals in the category "Information Science & Library Science (Social Science)" according to Journal Citation Reports.

2. DATA COLLECTION

The data was gathered from the JOURNAL OF HEALTH COMMUNICATION over a 25-year period, from 1996 to 2021. There were a total of 2165 publications received. The information was obtained from the Medline Data Base and evaluated using an Excel spreadsheet.

3. OBJECTIVES OF THE STUDY

The research's main goal is to examine the content of the Journal of Health Communication and create a quantitative assessment of the journal's status by analyzing the following features.

1. To find out the year-wise growth of publications.
2. To find out the Geographical distribution of research output.
3. To find out the authorship pattern in the publication.
4. To find out the most productive authors in the field.
5. To find out the organization – wise distribution of the publication.
6. To find out the channels of communications used by the scientists and
7. To find out the high-frequency keywords that appeared in the channels of communication.

4. SCOPE & LIMITATION OF THE STUDY

The analysis is limited to articles published in the Journal of Health Communication between 1996 and 2021. The content analysis technique is used to examine the papers in the Journal. The scope of this research is limited to 2165 papers published between 1996 and 2021.

5. HYPOTHESIS OF THE STUDY

The study consists of the following hypothesis:

1. Authorship trend is towards multiple-authored papers.
2. The USA is a highly productive country.
3. Majority of the affiliated Institution are from the USA.

6. DATA ANALYSIS OF "JOURNAL OF HEALTH COMMUNICATION"

Given the objectives of the present study, analysis of the Journal of Health Communication is presented further (The Journal of Health Communication, 1996).

6.1. Year-Wise Publication

The word publication means the act of publishing. Productivity refers to measures of output from production processes, per unit of input.

Table 6.1: Year-Wise Publication

| Year | No of Article | Percentage |
|--------------|---------------|---------------|
| 2021 | 46 | 2.12 |
| 2020 | 114 | 5.27 |
| 2019 | 94 | 4.34 |
| 2018 | 115 | 5.31 |
| 2017 | 125 | 5.77 |
| 2016 | 172 | 7.94 |
| 2015 | 193 | 8.91 |
| 2014 | 142 | 6.56 |
| 2013 | 144 | 6.65 |
| 2012 | 128 | 5.91 |
| 2011 | 134 | 6.19 |
| 2010 | 114 | 5.27 |
| 2009 | 72 | 3.33 |
| 2008 | 55 | 2.54 |
| 2007 | 56 | 2.59 |
| 2006 | 79 | 3.65 |
| 2005 | 69 | 3.19 |
| 2004 | 55 | 2.54 |
| 2003 | 61 | 2.82 |
| 2002 | 33 | 1.52 |
| 2001 | 23 | 1.06 |
| 2000 | 41 | 1.89 |
| 1999 | 24 | 1.11 |
| 1998 | 34 | 1.57 |
| 1997 | 17 | 0.79 |
| 1996 | 25 | 1.15 |
| Total | 2165 | 100.00 |

It can be observed from Table No.6.1 & figure No. 6.1 that during 1996-2021 a total of 2165 articles were published in the Journal of Health Communication by researchers in various countries.

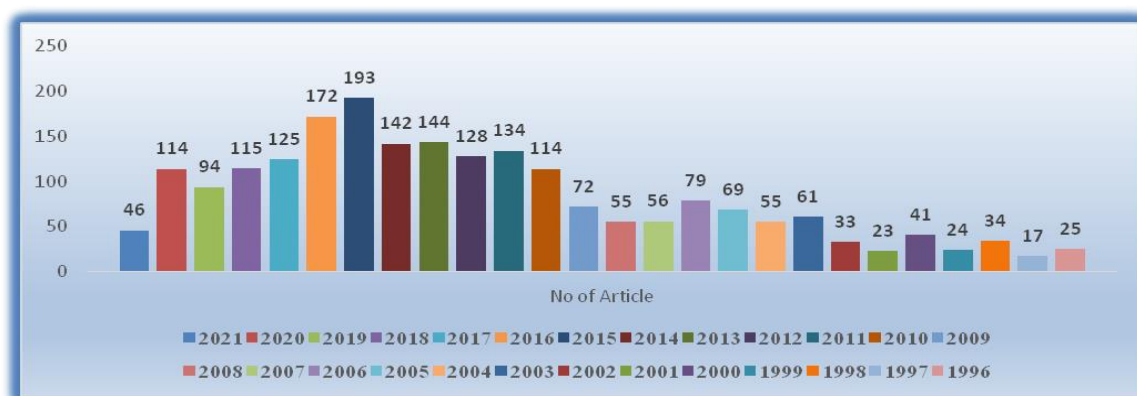


Figure 6.1: Year-Wise Publication

6.2 Geographical Distribution of Research Output

Geographical distribution of research output means the article published from different countries. In political geography and international politics, a country is a political division of a geographical entity.

Table 6.2: Country-Wise Distribution of Articles

| Sr. No | Name of The Country | Publications | Percentage |
|----------------|---------------------|--------------|------------|
| 1 | USA | 3565 | 75.98 |
| 2 | CHINA | 208 | 4.43 |
| 3 | NETHERLANDS | 123 | 2.62 |
| 4 | CANADA | 111 | 2.37 |
| 5 | AUSTRALIA | 97 | 2.07 |
| 6 | SINGAPORE | 70 | 1.49 |
| 7 | SOUTH KOREA | 53 | 1.13 |
| 8 | ITALY | 51 | 1.09 |
| 9 | UK | 46 | 0.98 |
| 10 | SPAIN | 32 | 0.68 |
| 11 | BELGIUM | 28 | 0.60 |
| 12 | GERMANY | 27 | 0.58 |
| 13 | SWITZERLAND | 27 | 0.58 |
| 14 | ISRAEL | 26 | 0.55 |
| 15 | NEW ZEALAND | 24 | 0.51 |
| 16 | KENYA | 12 | 0.26 |
| 17 | DENMARK | 11 | 0.23 |
| 18 | INDIA | 11 | 0.23 |
| 19 | SOUTH AFRICA | 11 | 0.23 |
| 20 | SWEDEN | 11 | 0.23 |
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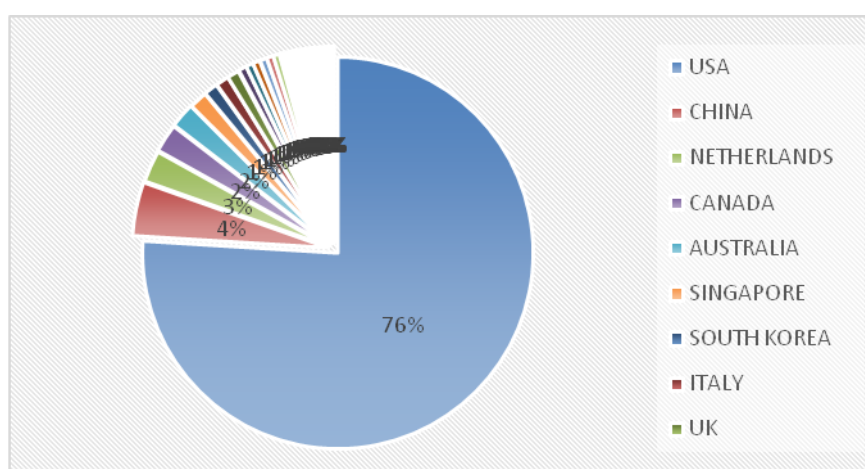


Figure 6.2: Country-Wise Distribution of Articles

It can be observed from Table No 5.2 and Figure No. 5.2 that, as many as 55 countries were carrying out research and produced 2165 articles. Table no.2 provides a ranked list of countries contributing to this field, the number of publications of each country and their share in percentages is the top producing country with 3565 publications (75.98) of the total output. Therefore, the hypothesis, "USA is the highly productive country" (Hypotheses No.2) is valid. It can be stated that the USA being the publishing country the output is more than another country.

6.3 Authorship Pattern of Total Citations

Table 6.3: Authorship Pattern of Total Citations

| Authorship Pattern | Frequency | Percentage |
|-----------------------|-------------|---------------|
| Single Author | 784 | 36.21 |
| Two Author | 401 | 18.52 |
| Three Author | 380 | 17.55 |
| Four Author | 342 | 15.80 |
| Five Author | 217 | 10.02 |
| More Than Five Author | 41 | 1.89 |
| Total | 2165 | 100.00 |

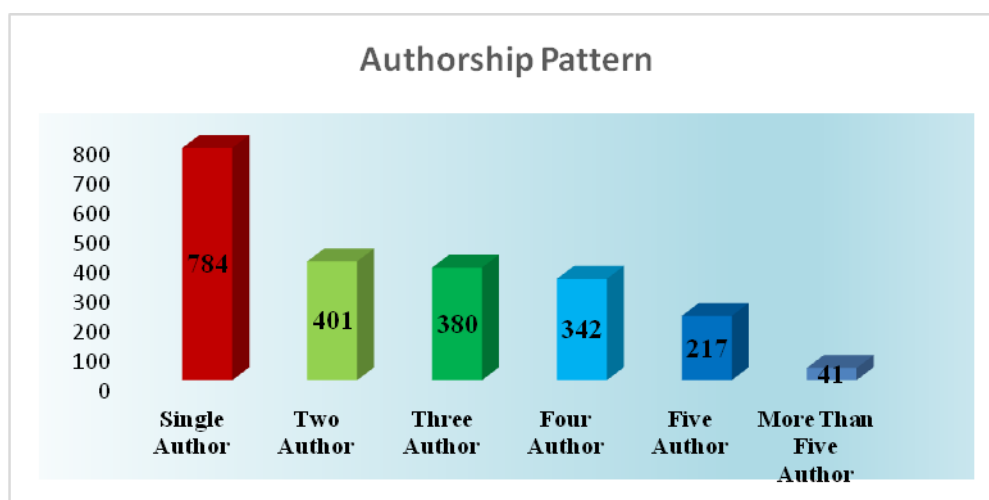


Figure No.6.3: Authorship Pattern of Total Citations

The table No.6.3 and Figure No.6.3 indicates that out of a total number of 2165 citations 784 (36.21%) are by a single author, followed by 401 (18.52%) citations by joint authors, 380 (17.25%) citations have three authors, by four authors 342 (15.80%). The finding also shows that the least citations are by five authors i.e. 217 (10.02%). And the More Than Five author citations are 41 (1.89%) citations respectively. The authorship trend is towards multiple-authored papers. Single authored papers accounted for (36.21 %) & others are Multi-Author (73.79%). Therefore, the hypothesis, "Authorship trend is towards multiple-authored papers. (Hypothesis No.1) is valid.

6.4 Most Productive Author

An author is defined both as "the person who originates or gives existence to anything" and as "one who sets forth written statements" in the Oxford English Dictionary.

Table No.6.4: Most Productive Author

| Sr. No. | Author | Total | Percentage | Rank |
|---------|---|-------------|---------------|------|
| 1 | Ratzan SC | 128 | 1.45 | 1 |
| 2 | Paasche-Orlow MK | 24 | 0.27 | 2 |
| 3 | Moser RP | 22 | 0.25 | 3 |
| 4 | Parker RM | 19 | 0.22 | 4 |
| 5 | Niederdeppe J | 18 | 0.20 | 5 |
| 6 | Evans WD | 17 | 0.19 | 6 |
| 7 | Hesse BW | 17 | 0.19 | 6 |
| 8 | Wolf MS | 17 | 0.19 | 6 |
| 9 | DeJong W | 17 | 0.19 | 6 |
| 10 | Hornik RC | 16 | 0.18 | 7 |
| 11 | Slater MD | 15 | 0.17 | 8 |
| 12 | Finney Rutten LJ | 14 | 0.16 | 9 |
| 13 | Authors publishing 13 papers (13X3) | 39 | 0.44 | 10 |
| 14 | Authors publishing 12 papers (12X4) | 48 | 0.54 | 11 |
| 15 | Authors publishing 11 papers (11X9) | 99 | 1.12 | 12 |
| 16 | Authors publishing Ten papers (10X4) | 40 | 0.45 | 13 |
| 17 | Authors publishing Ninepaper(6X12) | 108 | 1.23 | 14 |
| 18 | Authors publishing Eight papers (8X15) | 120 | 1.36 | 15 |
| 19 | Authors publishing Seven papers (7X18) | 126 | 1.43 | 16 |
| 20 | Authors publishing Six papers (6X29) | 174 | 1.97 | 17 |
| 21 | Authors publishing Five papers (5X55) | 275 | 3.12 | 18 |
| 22 | Authors publishing Four papers (4X97) | 388 | 4.40 | 19 |
| 23 | Authors publishing Three papers (3X232) | 696 | 7.90 | 20 |
| 24 | Authors publishing Double paper(2X617) | 1234 | 14.00 | 21 |
| 25 | Authors publishing Single paper(1X4709) | 4709 | 53.44 | 22 |
| 26 | No Author | 432 | 4.90 | |
| | Total | 8812 | 100.00 | |

It can be observed from Table No. 3.6 that, the most productive authors are Ratzan S. C. who had the highest number (128) of the publication. Paasche-Orlow M. K. with 24 Publications with Second Position. Moser R. P. Authors with 22 publications with the Third Position, followed by two Authors with 1234 publications and 4709 authors with a single publication.

6.5 Institutes Wise Distribution of Articles Published

Table 6.5: Institutes wise distribution of articles

| Sr. No | Institution | No of Publication | Rank |
|--------|--|-------------------|------|
| 1 | Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. | 23 | 1 |
| 2 | Amsterdam School of Communication Research, University of Amsterdam, Amsterdam, The Netherlands. | 22 | 2 |
| 3 | Key Laboratory of Animal Disease and Human Health of Sichuan Province, College of Veterinary Medicine, Sichuan Agricultural University, Chengdu, China. | 22 | 2 |
| 4 | Avian Disease Research Center, College of Veterinary Medicine, Sichuan Agricultural University, Chengdu, China. | 21 | 3 |
| 5 | Institute of Preventive Veterinary Medicine, Sichuan Agricultural University, Chengdu, China. | 21 | 3 |
| 6 | U.S. Food and Drug Administration, Silver Spring, Maryland, USA. | 14 | 4 |
| 7 | Department of Communication, University of Utah, Salt Lake City, Utah, USA. | 13 | 5 |
| 8 | Department of Pharmacy, Health, and Nutritional Sciences, University of Calabria, Arcavacata di Rende, CS, Italy. | 13 | 5 |
| 9 | School of Communication, The Ohio State University, Columbus, Ohio, USA. | 13 | 5 |
| 10 | Institute of Life and Health Engineering, Jinan University, Guangzhou, China | 12 | 6 |
| 11 | Tumor Biology Section, Head and Neck Surgery Branch, National Institute on Deafness and Other Communication Disorders, National Institutes of Health, Bethesda, Maryland, USA. | 12 | 6 |
| 12 | Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA, USA. | 11 | 7 |
| 13 | Department of Communication, Michigan State University, East Lansing, Michigan, USA. | 11 | 7 |
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It can be observed from Table No. 6.5 that, there were 4910 organizations involved in research activity. The organizations that have contributed to the publication during 1996- 2021. Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. Topped the list with 23 publications followed by 2 Institutions to 22 Publication and so on, then 5 institutions with 10 publications each. 7 institutions with 9 publications, 9 institutions with 8 publications, 19 institutions with 7 publications, 31 institutions with 6 publications, 48 institutions with 5 publications, 75 institutions with 4 publications, 154 institutions with 3 publications, 349 institutions with 2 publications, and 2498 institutions with Single publication. Therefore the hypothesis “Majority of the Affiliated institution are from Singapore (Hypothesis No.3) is invalid”.

6.6 Distribution of Literature in Various Channels of Communication Channel, in communications, refers to the medium used to convey information from a sender (or transmitter) to a receiver. Researchers communicated their publications through a variety of communication channels.

Table 6.6: Distribution of literature in various Channels of Communication

| Sr. No | Document Type | Frequency | Percentage |
|--------|---|-----------|------------|
| 1 | Journal Article | 805 | 37.18 |
| 2 | Journal Article; Research Support, Non-U.S. Gov't | 285 | 13.16 |
| 3 | Journal Article; Research Support, N.I.H., Extramural | 163 | 7.53 |
| 4 | Editorial | 117 | 5.40 |
| 5 | Journal Article; Randomized Controlled Trial | 98 | 4.53 |
| 6 | Journal Article; Research Support, N.I.H., Extramural; Research Support, Non-U.S. Gov't | 65 | 3.00 |
| 7 | Journal Article; Research Support, U.S. Gov't, P.H.S. | 61 | 2.82 |
| 8 | Journal Article; Review | 52 | 2.40 |
| 9 | Journal Article; Randomized Controlled Trial; Research Support, Non-U.S. Gov't | 51 | 2.36 |
| 10 | Journal Article; Randomized Controlled Trial; Research Support, N.I.H., Extramural | 41 | 1.89 |
| 11 | Evaluation Study; Journal Article | 31 | 1.43 |
| 12 | Comparative Study; Journal Article | 30 | 1.39 |
| 13 | Journal Article; Research Support, U.S. Gov't, Non-P.H.S. | 25 | 1.15 |
| 14 | Introductory Journal Article | 24 | 1.11 |
| 15 | Comparative Study; Journal Article; Research Support, Non-U.S. Gov't | 21 | 0.97 |

It can be observed from table no. 6.6 that, Journal Article 805 (37.18%) of the Literature was published, Journal Article; Research Support, Non-U.S. Gov't 285(13.16%), Journal Article; Research Support, N.I.H., Extramural 163(7.53%). and Editorial 117 (5.40). The total content of the Journal of Health Communication is the Original Paper. Journal Article, Editorial, Erratum, Review, etc. are analyzed.

6.7 Distribution of Keywords

A word occurring natural language text of documents or its surrogate that is considered significant for indexing and information retrieval." (2) Keywords are the words that are used to reveal the internal structure of an author's reasoning. Keywords are one of the best Scientometric indicators to understand the grasp instantaneously the thought content of the articles and to find out the growth of the subject field. By analyzing the keywords that appeared either on the title or article will help in knowing in which direction the knowledge grows. The keyword is a word that succinctly and accurately describes the subject discussed in a document.

Table No.6.7: Keywords

| Sr. No | Key Words | Frequency | Percentage | Rank |
|--------|-------------------------------------|-----------|------------|------|
| 1 | Humans | 2012 | 7.99 | 1 |
| 2 | Female | 1284 | 5.10 | 2 |
| 3 | Male | 1120 | 4.45 | 3 |
| 4 | Adult | 890 | 3.54 | 4 |
| 5 | Middle Aged | 752 | 2.99 | 5 |
| 6 | Adolescent | 628 | 2.49 | 6 |
| 7 | Young Adult | 552 | 2.19 | 7 |
| 8 | United States | 447 | 1.78 | 8 |
| 9 | Aged | 437 | 1.74 | 9 |
| 10 | Health Knowledge Attitudes Practice | 345 | 1.37 | 10 |
| 11 | Communication | 335 | 1.33 | 11 |
| 12 | Surveys And Questionnaires | 240 | 0.95 | 12 |
| 13 | Health Promotion/Methods | 203 | 0.81 | 13 |
| 14 | Health Communication/Methods | 201 | 0.80 | 14 |
| 15 | Program Evaluation | 171 | 0.68 | 15 |
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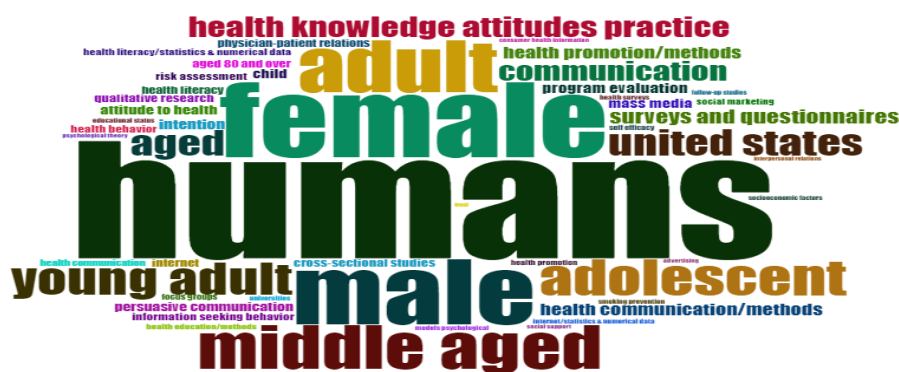


Fig No.6.7: Keywords

It can be observed from Table No. 5.8 and Fig No.5.8 that, the high-frequency keywords were Human 2012 (7.99) First Position, Female 1284 (5.10)) Second Position, Male 1120(4.45) Third Position, Adult 890(3.54) Fourth Position, Middle Aged 752(2.99) Fifth Position and as followed in the table, Table gives a list of keywords appeared in the articles.

CONCLUSION

The Journal of Health Communication is a monthly peer-reviewed scientific journal covering health communication. It was established in 1996 and is published by Taylor & Francis. The editor-in-chief is Scott C. Ratzan (John F. Kennedy School of Government). The special projects editor is Kenneth H. Rabin. According to the Journal Citation Reports, the journal has a 2017 impact factor of 1.648, ranking it 21st out of 79 journals in the category "Communication (Social Science)" and 29th out of 85 journals in the category "Information Science & Library

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Science (Social Science)".As part of its mission, the Journal takes editorial positions on important issues in the field, such as vaccine confidence

The average numbers of articles published per year were 83. The highest number of Articles (193) was produced in 2015. As many as 55 countries were carrying out research and produced 2165 articles. The USA is the top producing country with 3565 publications (75.98) of the total output. The authorship trend is towards multiple-authored papers. Single authored papers accounted for 36.21 % out of 2165 articles. The most productive author is Ratzan SC who had the highest number (128) of the publication. There were 4910 organizations involved in research activity. Researchers communicated their publication through a variety of communication channels, 37.18% of the Literature was published in Research papers followed by Editorial, Review, Review paper, Erratum, etc. Keywords are one of the best scientometric indicators to understand the grasp instantaneously the thought content of the articles and to find out the growth of the subject field. By analyzing the keywords that appeared either on the title or article will help in knowing in which direction the knowledge grows the high-frequency keywords were Human 2012 (7.99) First Position, Female 1284 (5.10) Second Position, Male 1120(4.45) Third Position, Adult 890(3.54) Fourth Position, Middle Aged 752(2.99) Fifth Position and as followed in the table, Table gives a list of keywords appeared in the articles.

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