CISTalks

An Overview of VOSviewer
for Visualizing and Analyzing Scholarly Networks

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Abstract

VOSviewer is a crucial software for analyzing scholarly networks. This presentation thoroughly reviews its features, uses, and advantages for academics. VOSviewer is popular for mapping and evaluating bibliometric networks, transforming bibliographic data into visual representations. It offers co-authorship and co-citation networks, keyword co-occurrence analysis, and identifies prominent institutions, authors, and study areas. The session covers various visualizations like density-based clustering, theme overlay, and temporal maps. VOSviewer's applications in humanities, social sciences, and scientific research are discussed, including research gap analysis, trend detection, cooperation analysis, and impact evaluation. Limitations like data accessibility, caliber, and interpretation biases are also addressed. In conclusion, VOSviewer aids scholars in understanding academic communities, navigating the scholarly landscape efficiently, encouraging cooperation, and advancing research.

Biography

Melis Ulusoy obtained her Bachelor's degree in Business Administration from Marmara University in 2018. Subsequently, in 2020, she embarked on her Master's degree in Management Information Systems at Yeditepe University, completing it in 2022. Presently, she holds a position as a research assistant at the MIS department of Yeditepe University while concurrently pursuing her Doctoral program in Business at Galatasaray University. Additionally, she is enrolled as a student in the Management Information Systems Department of Anadolu University's Open Education Program. Furthermore, she has obtained several certifications in Infographic Design with Canva, Visual Design Principles, Business Social Media, Making a Difference with the Right Marketing Communication, and Programming Fundamentals from METU online training.