Research Article

Current Trends of Cultural Diversity and Cultural Awareness: A Bibliometric Analysis

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Abstract.
This study analyzed research trends on cultural diversity awareness between 2019 and 2023 using bibliometric analysis on the Scopus database. Out of 1037 documents, we retrieved 336 articles meeting specific criteria from Scopus-indexed international journals. We used Mendeley for reference management and VOSviewer to classify and visualize the data. The data were classified into nine clusters using VOSviewer, offering valuable insights for future research in this field. The analysis provides a comprehensive overview of the current state and cultural diversity awareness research trends, highlighting the importance of continued exploration.

Keywords: bibliometric analysis, cultural diversity, cultural awareness

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1. INTRODUCTION

Cultural diversity awareness is crucial in our globalized world [1]. Cultural diversity awareness enables individuals and societies to navigate multicultural environments, promoting creativity and innovation [2,3]. Cultural diversity is a defining characteristic of the modern world. With globalization and increased migration, societies are becoming more heterogeneous [4]. This presents both challenges and opportunities. On one hand, navigating cultural differences can lead to misunderstandings and conflicts [5]. On the other hand, embracing diversity can foster creativity, innovation, and a richer understanding of the world[6,7]. Cultivating cultural diversity awareness is crucial for individuals and societies alike. It allows effective communication, collaboration, and problem-solving in multicultural environments [8,9]. Bibliometric analysis emerges as a powerful tool to shed light on the evolving landscape of cultural diversity awareness research [10,11]. Through bibliometric analysis, the increasing research trends in cultural diversity awareness are evident, emphasizing the significance of this field in shaping inclusive and informed societies [12,13]. Recognizing and valuing diverse perspectives

and traditions enriches our interconnected world, promoting creativity and problem-solving [1,14] Cultivating cultural diversity awareness is vital for navigating the complexities of our diverse societies and fostering a more inclusive and harmonious future [9].

2. METHOD

A data search was conducted by retrieving data from the Scopus database via ScienceDirect with keywords "Cultural Diversity" AND "Cultural Awareness" and yielded 1037 documents on March 30, 2024. The remaining 143 articles were restricted to publication year (2019-2023). Afterward, the data were represented graphically with VOSviewer as a bibliometric analysis tool to display networks of keywords, authors, and journals [12,15].

3. RESULT AND DISCUSSION

Publications of Cultural Diversity and Cultural Awareness between 2019 and 2023.

Based on an analysis of 143 articles from the Scopus database via ScienceDirect, Figure 1 illustrates the number of publications from 2019 to 2023.
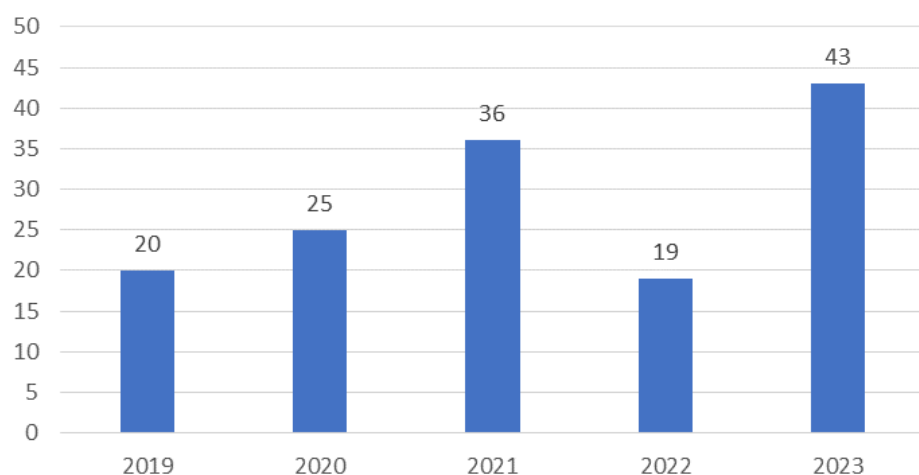

Figure 1: The number of publications per year on cultural diversity and cultural awareness.

Figure 1 illustrates the number of publications about cultural diversity and cultural awareness from 2019 to 2023. The data presented in Figure 1 indicates that the quantity of publications has experienced an upward trend, albeit with a decline observed in 2022. Consistent findings with previous research suggest that the annual volume of

publications grows in this domain. For instance, studies on multicultural education have verified a similar trend [16].
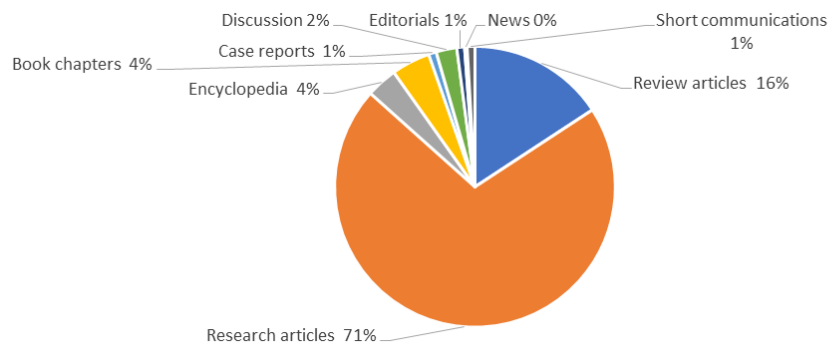

Figure 2: Article type of publication on cultural diversity and cultural awareness.

Figure 2 illustrates the article type of publications about cultural diversity and cultural awareness from 2019 to 2023. The data presented in Figure 2 indicates that the most recent publication about cultural diversity and cultural awareness is a research article (71%), and the second is an article review (16%). These trends are similar to studies on multicultural education [16] and intercultural competence research [17].
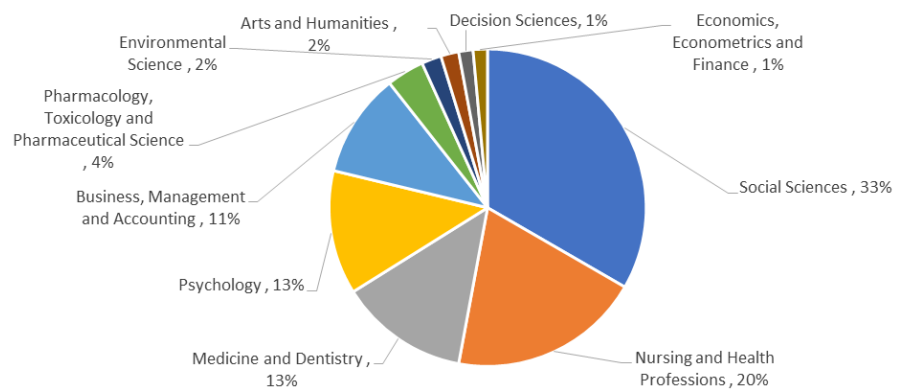

Figure 3: Percentage of subject area for publication on cultural diversity and cultural awareness.

Figure 3 illustrates the percentage of publications with subject areas about cultural diversity and cultural awareness from 2019 to 2023. The data presented in Figure 3 indicates that the most subject area about cultural diversity and cultural awareness is social science (71%), and the second is nursing and Health professions (20%).

Research Publication Distribution Pattern Regarding Cultural Diversity and Cultural Awareness based on the Source (Journal)

Figure 4 presents a list of the ten journals that published the most research articles on cultural diversity and cultural awareness between 2019 and 2023, as determined by the analysis results.
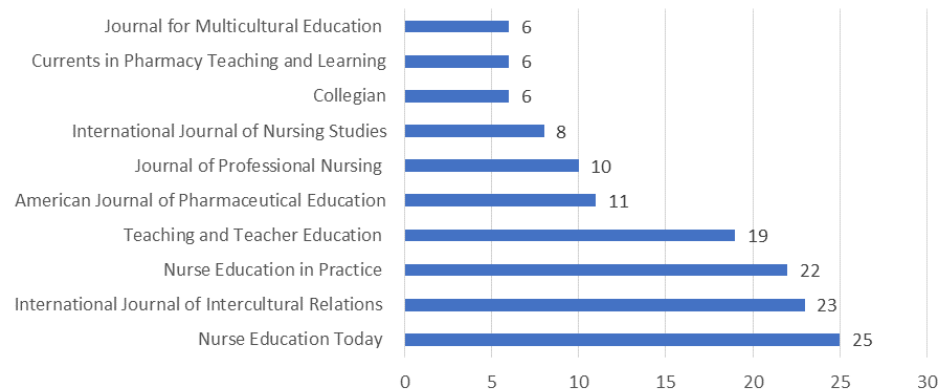

Figure 4: The top ten journals have published the most on cultural diversity and cultural awareness (2019-2023)..

The top ten journals that have published the most on collaboration skills in the learning process (2019-2023) are depicted in Figure 4. As shown in Figure 4, journals that publish articles on cultural diversity and cultural awareness are predominately in the scope of education[18], especially on nurse education[19].

Visualization of Research Trends in Cultural Diversity and cultural awareness

Figure 5 indicates that the publications regarding cultural diversity and cultural awareness are connected with a red cluster associated with value[20], application[21], work[5], and power distance index[14]. The yellow cluster relates to integration[22], digital economy[11], population[23], gender[14], gap[24], and China[25]. The orange relates to refugee parents[26], understanding[6], child[27], and provider[14]. The blue cluster which is associated with teaching[28], learning[29], diversity[30], and competency[31]. The cyan cluster is associated with attitude[32], creativity[33], intercultural competence[33], relationships[33], and differences[34]. The purple cluster is associated with cultural intelligence[35], influence[36], and model[20]. The green cluster is associated with the program[37], students' experience[38], diverse patients[39], and global health competency[40]. The last, the brown cluster is associated with the industry[37] and workforce skills[5].

Figure 6 illustrates the overlay for cultural diversity and cultural awareness from 2019 to 2023, as determined by the results of the analysis conducted with VOSviewer. According to the data presented in Figure 6, cultural diversity and cultural awareness have been associated with the following over the past three years: cultural intelligence,
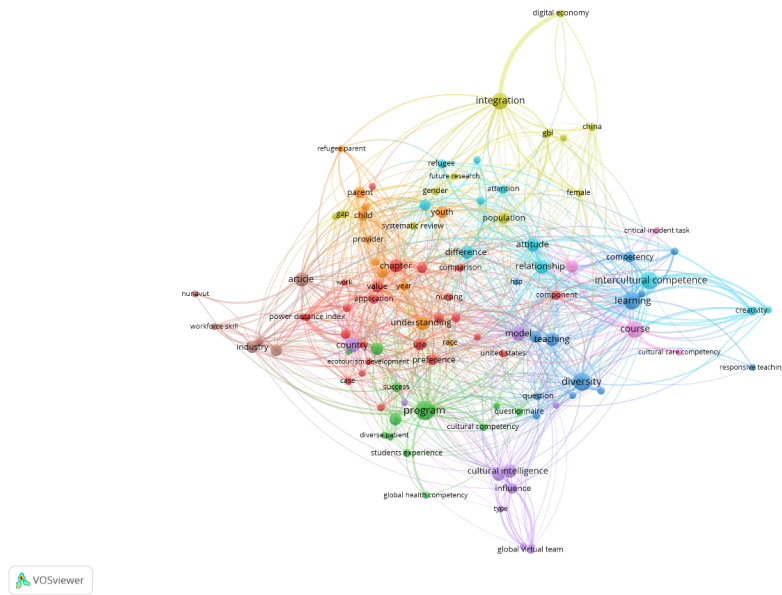
Figure 5: Network Visualization of Research Trends in Cultural Diversity and Cultural Awareness.

diversity, integration, program, course, understanding, teaching, competency, workforce skill, creativity, digital economy, attitude, and industry.
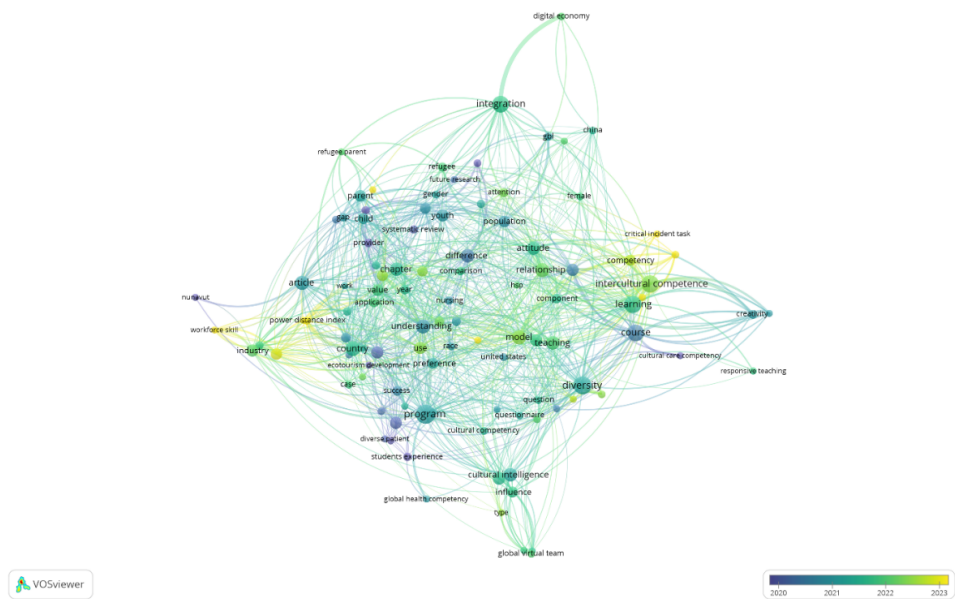

Figure 6: Overlay Visualization for Cultural Diversity and Cultural Awareness.

4. Conclusion

In conclusion, a bibliometric analysis of cultural diversity awareness research offers a valuable roadmap for navigating the complexities of an increasingly interconnected world. By leveraging this approach, we can cultivate a more informed and inclusive future where cultural diversity is acknowledged and celebrated.

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