An Overview of Research on Hunan Image in China Based on Bibliometrics Analysis of "CNKI"

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Abstract

This research uses "Hunan image" as the key words, selects the literature related to the image of Hunan Province in CNKI, and adopts the bibliometric analysis method to analyze the research of Hunan image from the perspectives of the annual number of literature, research topics, publications, fund projects, etc. The study found that the changes of Hunan image research are centered on the needs of the country, region and industry. The main body of research is mainly concentrated in Hunan Province. The research results have insufficient influence in the country and the world. There is still a large demand for Hunan image research and Hunan image construction. The gap needs to be further studied.

Keywords

Hunan image researches; Bibliometrics Analysis; CNKI.

1. Introduction

"Images refer to specific shapes or gestures that can arouse people's thoughts and emotional activities, as well as vivid and concrete life pictures created in literary and artistic works that stimulate people's thoughts and feelings, usually referring to the spiritual outlook and character characteristics of characters in literature." (*Modern Chinese Dictionary*) Every one has its own image. External images can affect other people's senses. Developed countries in the world, such as the United States, Britain, Germany, France, and Japan, attach great importance to the construction of national image, and export their cultural values through various means to improve their influence. The Chinese government also takes it into account and elevates it to the national strategic level. At the provincial and municipal level, many provinces and cities are also carrying out image construction purposefully, including Hunan Province.

The essence of the image of Hunan is a regional image. The regional image is formed by the coupling of objective entities and media symbols, and refers to the perceptual overall view, final impression and comprehensive evaluation that people produce after long-term observation and understanding of the country and region. [1] Many domestic scholars have carried out relevant research on the image of Hunan, in order to make a certain contribution to the promotion of the image of Hunan. However, at present, what is the current status of the relevant research on "Hunan Image", what are its characteristics, and how should further research be carried out? There is no answer. The author of this paper attempts to analyze the relevant researches, starting from the literature data, using mathematics and statistical principles to discuss and analyze Hunan image researches.

2. Bibliometrics Analysis of Hunan Image Researches Based on CNKI

CNKI (China National Knowledge Infrastructure) is an internationally leading online publishing platform integrating journals, doctoral dissertations, master theses, conference papers, newspapers, reference books, yearbooks, patents, standards, Chinese studies, and overseas

literature resources. It is currently the largest Chinese knowledge base in China. The researchers believe that the statistics and analysis of Hunan image based on CNKI can basically reflect domestic research in related fields.

In this study, CNKI database was used as the source of literature data, and the subject of "Hunan image" was searched. Because the data statistics are mainly for research articles, and the newspapers are mostly news reports such as "creating a new image of Hunan Highway", the news of the newspapers is not included in the data statistics. Researchers limited the sources of literature to academic journals, dissertations, conferences, results, books, and academic series. Finally, the researchers obtained a total of 139 relevant valid literatures.

2.1. The Distribution Trend of Annual Literature Quantity

The number of papers published in a certain research field can usually represent the research development trend and attention of the academic community to a certain extent. By analyzing the distribution of the annual number of documents in the study of Hunan Image, we can effectively grasp the overall development status of Chinese academic circles in this research field, which is extremely important to understand the research trend in this field. The distribution of the number of publications in each year is shown in Figure 1:
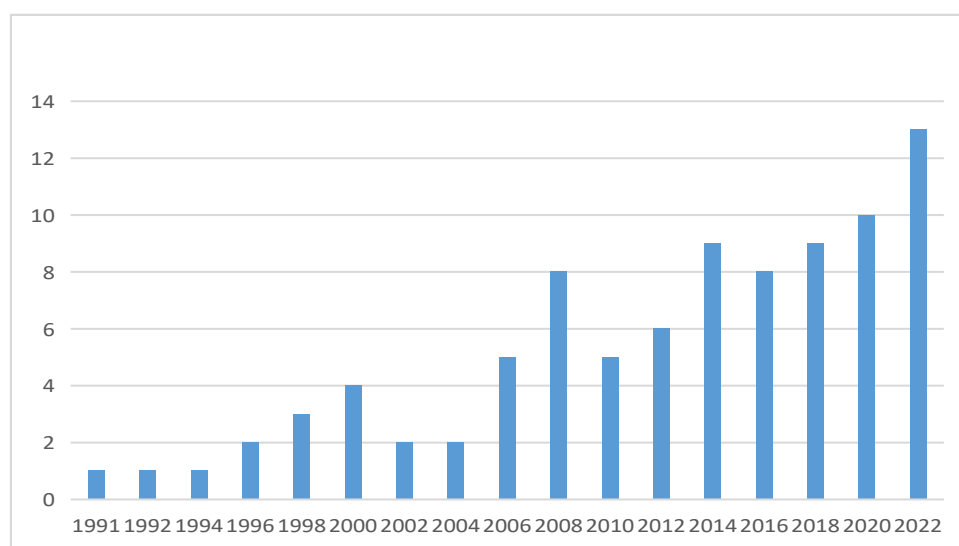

Figure 1. Annual Trend of Hunan Image Researches Article Publishing

It is found that the research on the image of Hunan began in 1991. Liang Bing[2] discussed the image of rural party members in the new era through the Hunan Huagu opera "Peach Blossom lood". Later, scholars began to pay attention to the research on image and enterprise[3], communication and Hunan image[4], image and tourism[5], etc. However, before 2008, the academic circles did not publish more than 5 papers per year n the research on the image of Hunan. From this, it can be judged that the academic circles did not pay enough attention to the research on the image of Hunan at that time. In 2008, there was a small peak in image research. Scholars began to do researches on the image of Hunan tourist attractions[6], the media image of Hunan[7], and the image of Hunan literature[8]. It began to show a trend of diversification. In 2009, although the number of published articles declined, it showed an upward trend as a whole, and related research has gradually increased, reaching its peak in the last two years. According to current data estimates, the papers in 2022 should be the peak. The academic circles gradually realized the importance of the image of Hunan, and began to carry out research on it from different perspectives, such as the cultural image of Hunan [9][10], image promotional films[11][12], brand image[13], etc. . Academia's attention to image research often

increases in tandem with the society's awareness of the importance of image, which in turn increases the society and enterprises' understanding of image.

2.2. Distribution of Research Topics

The research topics can reflect the research focus of the article, and the statistical analysis of the research topics can reflect the focus of the Hunan image research field. The distribution of the main topics of CNKI's Hunan image researches is shown in the figure below:
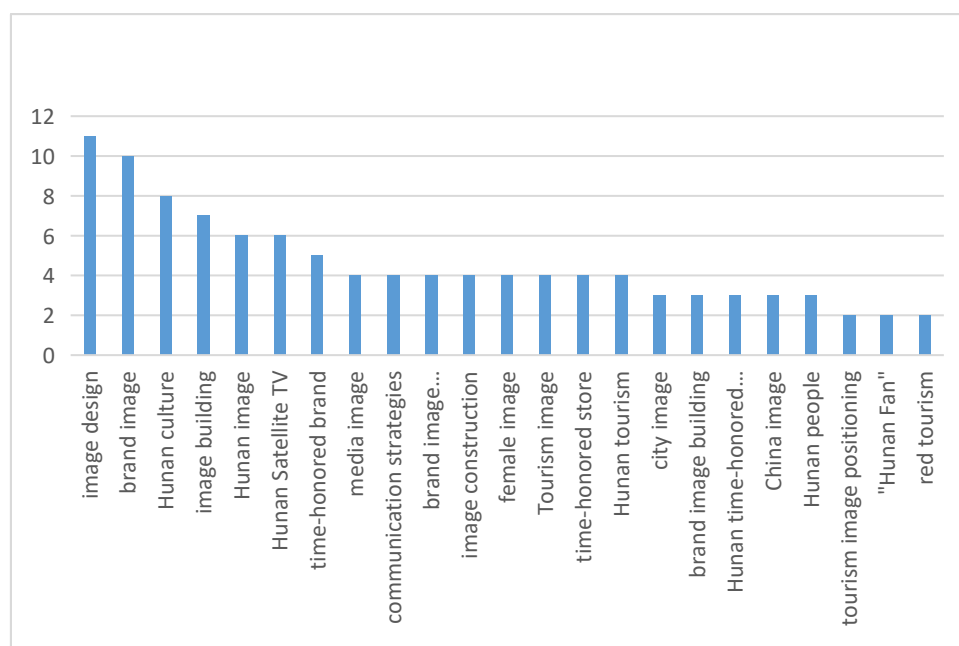

Figure 2. Distribution map of main topics in the study of Hunan image

In this study, the research topics are classified: 1) Brand image , time-honored brand, brand image communication, time-honored store, Hunan time-honored brand, brand image building, etc.; 2) China image, Hunan image, Hunan Satellite TV, city image, female image, etc.; 3) Image building, image construction, media image , communication strategies, etc.; 4) Hunan culture, Hunan people, "Hunan Fan", etc.; 5) Tourism image, Hunan tourism, tourism image positioning, red tourism. The researchers found that the distribution of research topics showed the following characteristics:

Image researches serve the needs of society and industry. For enterprises, corporate image and brand image are the important support for the survival and development of the enterprise. The quality of the image will determine the survival of the enterprise. Therefore, relevant research has naturally become the focus of Hunan image research. At the same time, in the era of modern media, tourist attractions need to be actively promoted, and through various means such as texts, the Internet, external publicity films, etc., to create a good image of the scenic spot in order to achieve the purpose of attracting tourists. Naturally, tourism image has also become a research hotspot in this field.

The ontology research of image knowledge system is also the focus of this field. The objects of image research include different images of countries, provinces, cities, media, women, etc., as well as the process of image formation, such as the shaping and dissemination of images and the culture contained in images, etc. The content contained in the image research knowledge system has also become a hotspot. These studies have made certain contributions to the construction of the knowledge system of Hunan image research.

2.3. Distribution of Published Articles

The output of scientific research results can be analyzed according to the distribution of published papers to analyze the export and import of relevant research results. For example, if the literature sources are analyzed, the publication situation of the relevant research journals would be explored; and if the publishing institutions are be described, the scientific research force engaged in the relevant research would be revealed.

Source	Hunan Normal University	Artistic Sea	Middle School	Hunan Comments	Hunan Social Sciences	Journal of Hunan Institute of Science and Technology	Xiangtan University	Journal of Hengyang Normal University	…
Amount & Percentage	9 (16.07%)	5 (8.93%)	4 (7.14%)	3 (5.36%)	2 (3.57)	2 (3.57%)	2 (3.57%)	2 (3.57%)	1 (1.79%)

Figure 3. Distribution map of literature sources for "Hunan Image"

Through the statistics of the published literature, the researchers found that a total of 139 related research literatures were published, including 118 journal papers (11 CSSCI source journals, 14 other core journals, accounting for 21%), 19 master theses, 2 conferences speeches. In general, the level and composition of papers published are more reasonable, but the sources of literature are mainly concentrated in Hunan Province, such as Hunan Normal University, Hunan Comments, Hunan Social Sciences, Journal of Hunan Institute of Science and Technology, Xiangtan University, and Journal of Hengyang Normal University. At the same time, the sources of articles are widely distributed, the number of individual sources is limited, and many sources only have one or two articles.
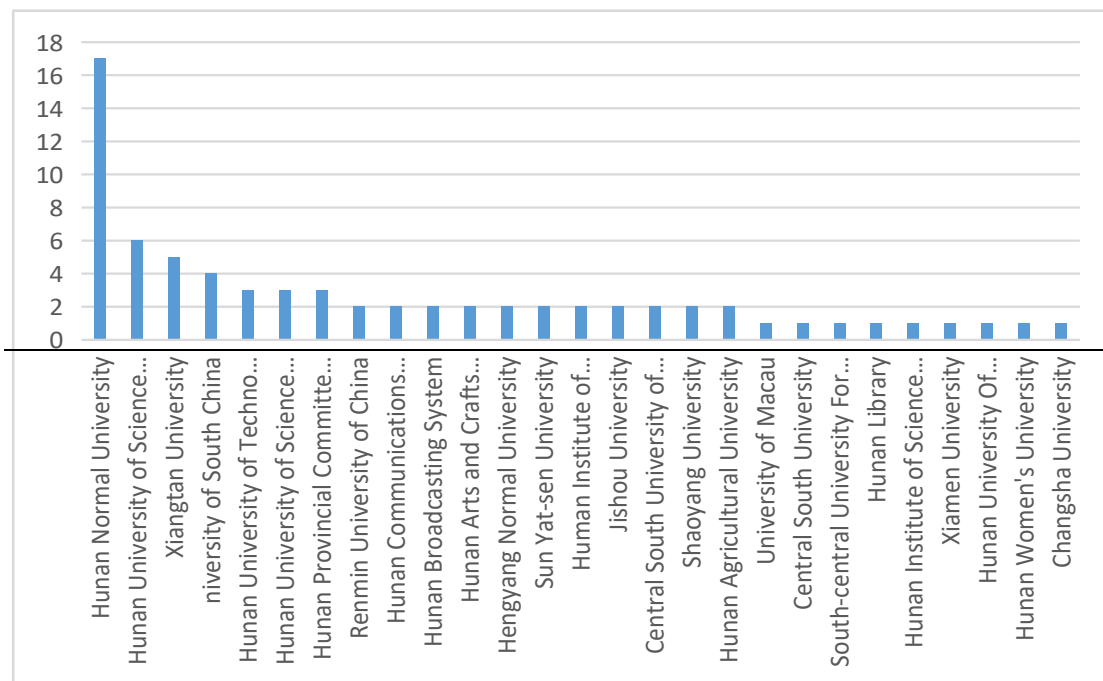

Figure 4. Distribution map of Hunan image publishing institutions

The researchers analyzed the literature sources and publishing institutions and found that the researches on Hunan image are highly concentrated. Normal University published 17 related literatures, including 9 master's thesis; followed by Hunan University of Science and Technology, Xiangtan University, University of South China, etc.

By analyzing the literature sources and issuing institutions, it is found that the researches on the image of Hunan is still mainly concentrated in Hunan Province, and mainly in the relevant colleges and universities.

2.4. Distribution of Supporting Funds

It is believed that understanding the distribution of support funds for the study of Hunan image can clearly reflect the attention and support input from all walks of life in this research field. Through retrieval and statistics, it is found that the fund projects supporting the Hunan image research involved national and provincial levels, with a total of 21 projects, as shown in the figure below.
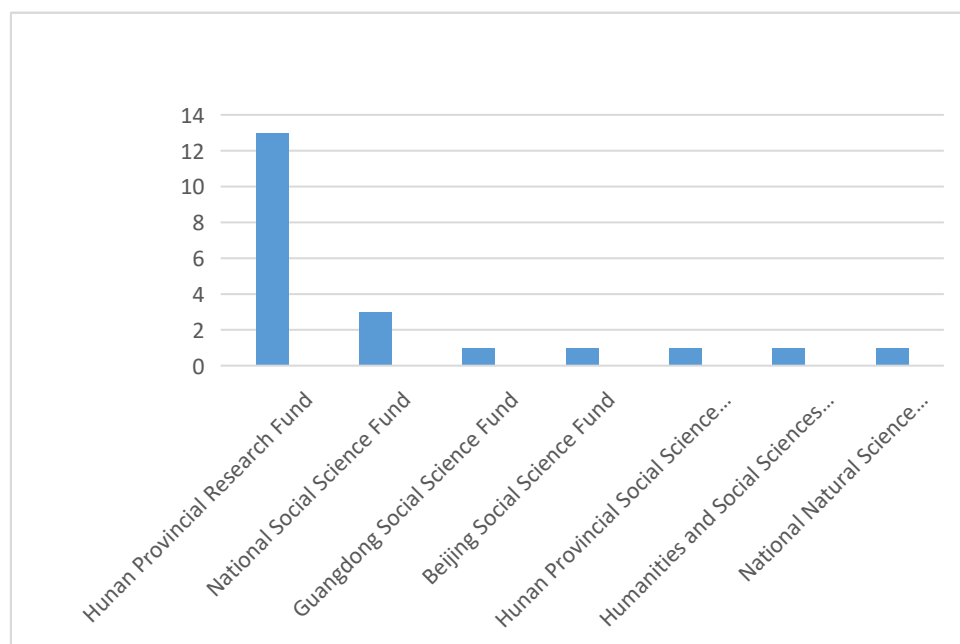

Figure 5. Distribution of Hunan Image Research Support Funds

As can be seen from Figure 5, the main support for regional image research still comes from the region where the institute is located. For example, 14 support funds of Hunan image research are from Hunan Province, accounting for 66.66% of all support funds. It can be found that the national level is also strengthening the research on regional image and culture. There are a total of 4 related support funds, ranking second, accounting for 19%.

3. Conclusion

The researches on Hunan image will help to enhance the image of Hunan, and facilitate the dissemination of many collective and individual images with Hunan symbols such as Hunan culture, tourism, enterprises, and media at home and abroad. This research conducts statistical analysis from multiple perspectives such as the number of annual documents, research topics, distribution of published papers and support funds. The main body and support mainly change with the needs of countries, regions and industries. At present, there is still a big gap between the needs of Hunan image researches and Hunan image construction. Relevant research and support funds are still mainly concentrated in Hunan Province, and their influence at the national and international levels is not enough. Colleagues in academia should work together further the development of Hunan image research.

Acknowledgments

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