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SOCIOLOGICAL ASPECTS OF HIJAB RESEARCH: BIBLIOMETRIC ANALYSIS OF PUBLICATIONS IN THE SCOPUS DATABASE (FROM 2002 TO 2022)

Sociological aspects in the study of the hijab are actualizing the growing scientific interest and research prospects from the point of view of increasing religious practices of wearing it among women. The article proposes a “new optics” based on bibliometric analysis using modern data analysis tools such as R Studio and VosViewer, which allowed the authors to identify and systematize possible trends and periods of increased activity in scientific publications. The purpose of this paper is to identify key trends and dynamics in the development of the topic, as well as the formation of thematic clusters that characterize the studied area over the past twenty years from 2002 to 2022. In this paper, the authors applied a bibliometric methodology, including analysis of a data set of 303 highly cited scientific publications, 10 of the most influential journals and productive countries in the field of hijab studies. The practical significance of this paper creates the basis for further research in the field of sociology of religion.

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Key words: social structure, socio-economic inequality, religious identity, faith, religious belief.

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Хиджабты зерттеудің әлеуметтанулық қырлары: жарияланымдарды Scopus мәліметтер қорының (2002-2022 жылдар) негізінде библиометрикалық талдау

Хиджабты зерттеудегі әлеуметтанулық аспектілер әйелдер арасында оны киюдің діни тәжірибесінің артуы тұрғысынан ғылыми қызығушылық пен оны зерттеу келешегін арттыруда. Мақалада R Studio және VosViewer сияқты деректерді талдаудың заманауи құралдарын пайдалана отырып, библиометриялық талдауға негізделген «жаңа оптика» ұсынылған, бұл авторларға ғылыми жарияланымдардағы белсенділіктің ықтимал тенденциялары мен кезеңдерін анықтауға және жүйелеуге мүмкіндік берді.

Мақаланың мақсаты – тақырыпты дамытудың негізгі тенденциялары мен динамикасын анықтау, сондай-ақ 2002 жылдан 2022 жылға дейінгі соңғы жиырма жылдағы ғылыми білімнің зерттелетін саласын сипаттайтын тақырыптық кластерлерді қалыптастыру болып табылады. Бұл жұмыс аясында авторлар библиометриялық әдістемені қолданды, оның ішінде 303 жоғары сілтеме жасалған ғылыми жарияланымдар, 10 ең ықпалды журналдар мен хиджабты зерттеуде тәжірибелі елдердің деректер жинағына талдау жасалды. Бұл жұмыстың практикалық маңыздылығы дін әлеуметтануы саласындағы одан әрі зерттеулерге негіз болып табылады.

Мақала ҚР ҒЖЖБМ Ғылым Комитетінің гранттық қаржыландыруы шеңберінде дайындалды (AR19679699 «Қазақстандық жастардың діндарлығы/руханилығы, әл-ауқаты және бірегейлігі: салыстармалы елішілік зерттеу»).

Түйін сөздер: әлеуметтік құрылым, әлеуметтік-экономикалық теңсіздік, діни бірегейлік, сенім, діни сенім.

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Социологические аспекты исследования хиджаба: библиометрический анализ публикаций на основе базы данных Scopus (с 2002 по 2022 год)

Социологические аспекты в изучении хиджаба актуализируют возрастающий научный интерес и исследовательские перспективы с точки зрения увеличения религиозных практик его ношения среди женщин. В статье предлагается «новая оптика», основанная на проведении библиометрического анализа, с использованием современных инструментов анализа данных, таких как R Studio и VosViewer, что позволило авторам определить и систематизировать возможные тренды и периоды увеличенной активности научных публикаций. Целью настоящей статьи является выявление ключевых тенденций и динамики развития темы, а также формирование тематических кластеров, характеризующих изучаемую область научного знания за последние двадцать лет с 2002 по 2022 годы. В рамках настоящей работы авторами применена библиометрическая методология, включающая анализ набора данных 303 высокоцитируемых научных публикаций, 10 наиболее влиятельных журналов и продуктивных стран в области изучения хиджаба. Практическая значимость настоящей работы создает основу для дальнейших исследований в области социологии религии.

Статья подготовлена в рамках грантового финансирования Комитета науки МНВО РК (АР19679699 «Религиозность/духовность, благополучие и идентичность казахстанской молодежи: сравнительное страновое исследование»).

Ключевые слова: социальная структура, социально-экономическое неравенство, религиозная идентичность, вера, религиозное убеждение.

Introduction

The interpretation of the meaning and role of the hijab in the lives of women who practice wearing it attracts the attention of the public and scholars from various fields. Over the past two decades, there has been an expansion of scientific discourse and research practices devoted to the study of religion and the hijab, from several angles: (1) political, mental and spatial relations influencing its wearing; (2) the sociocultural context influencing the perception of the hijab; (3) stereotypes and discrimination, preconceived notions that women face in various spheres of society; (4) influence of media and self-expression; (5) cross-cultural differences and emotional well-being. Growing academic interest requires the use of software to analyze and visualize the dynamics of the growing scientific base, classify fields of knowledge and identify promising topics for future research. Turning to bibliometric analysis helps to achieve the goals and objectives of the research facing the authors. This paper analyzes bibliometric data in order to identify scientific trends, track the dynamics of development and identify new directions being developed in the academia.

For a comprehensive analysis and interpretation of the meaning of the hijab, it is important to start with the conceptualization. Researchers such

as Latiff & Alam (2013), Hassan & Harun (2016) present perspectives to address this challenge. According to Evers & Day (1997), culture shapes the way people behave, view the world, express themselves, and think. It is determined by historical experience, values, traditions and characteristics of the surrounding world. Grine & Saeed (2017) and Hassan & Harun (2016), who study the meaning of the hijab, emphasize its religious component. Hassan & Harun (2016) conducted an analysis of factors influencing the perception of hijab. Latiff & Alam (2013), Grine & Saeed (2017) emphasized that associating the hijab solely with fashion is a misconception, as its true meaning is firmly rooted in the obligations established by Islam. However, other researchers such as Shariffadeen & Manaf (2019) highlight a number of significant findings regarding the influence of the social network “Instagram” on the cultural background of hijab in society. Their research indicates that the hijab has become a commercialized and fashionable trend, especially among girls. A similar view is supported by Rahim (2022), noting that the hijab is now moving beyond its original function as a symbol of faith and becoming part of popular culture. Foroutan (2022) notes that the younger generation, especially those under 30, are taking a completely new approach to wearing the hijab, while the older generation is more conservative.

This illustrates the marked generational difference in views on wearing the Muslim headscarf in public discourse. Researchers in the field of sociology of religion note the lack of a unified interpretation of the meaning of the hijab. As pointed out by Rahman et al. (2016), definitions of this concept may vary depending on the type of hijab (Muslim head covering), geographic or situational context, the motivations of women who wear the hijab, and societal interpretations.

In recent years, there has been an active effort to integrate bibliometric methods into research focusing on religious affiliation and the development of modest fashion. The most comprehensive studies were presented by Pradana et al. (2023), Mostafa (2023), Gazali et al. (2023), Biancone et al. (2023). Pradana et al. (2023), using bibliometric analysis, reveals the influence of religion on the clothing choices of Muslim women, noting that interest in wearing the hijab is explained not only by religious motives, but also by fashion preferences. A study by Ghazali et al. (2023) provides a bibliometric review of the development of scientific publications in the field of sport and Islam. If Biancone et al. (2023) analyzes bibliometric in the field of modest fashion, Mostafa (2023), using bibliometric data analysis, explores new trends in the study of hijab, focusing on identifying the most influential authors, reputable journals and collaboration networks. In this article, the authors, based on a bibliometric approach, analyzed publications and presented a thematic cluster analysis devoted to the study of the hijab and the Muslim headscarf over the past two decades.

Justification of the choice of articles and goals and objectives

Bibliometric is a set of methods used to analyze and visualize research published in scientific journals (Archambault et al., 2006:330). In the field of scientific research, several approaches have traditionally been used to analyze bibliometric data: (1) qualitative method, which is based on a structured literature review; (2) quantitative method, focusing on meta-analysis. However, the fundamentally new methodology of “scientific mapping” Zupic & Čater (2015) is a generalization of quantitative and qualitative research methodology for a comprehensive analysis of the research field being studied (Boyack & Klavans, 2014: 678; Zupic & Čater, 2015: 450).

This article aims to present a comprehensive review of publications using the following bibliometric analysis methods: (1) citation and impact as-

essment; (2) co-citation research; (3) bibliometric linkage; (4) analysis of co-authorship and (5) analysis of the sharing of concepts present in document titles, keywords, or abstracts. To achieve this goal, the following tasks were identified: (1) conducting an analysis of bibliometric data to identify main scientific trends; (2) monitoring the dynamics of published works for the period from 2002 to 2022 in the Scopus database; (3) identifying key works, researchers, journals, and academic institutions in the area being studied.

To implement the assigned tasks, a sample of 303 scientific publications obtained from the Scopus database for the designated period was formed. To perform the bibliometric analysis, two widely used data analysis tools were used: (1) R Studio and (2) VosViewer.

Scientific research methodology

As a source of data for bibliometric analysis, we chose the Scopus database, which is multidisciplinary and contains the most cited journals in various fields of scientific knowledge (Vaz et al., 2017: 5). To form the corpus of analyzed works, a data search was carried out in July 2023 using the following algorithms: «TITLE-ABS-KEY (hijab) AND PUBYEAR > 2001 AND PUBYEAR < 2023 AND (LIMIT-TO (SUBJAREA , "SOCI")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (LANGUAGE , "English")) AND (EXCLUDE (PREFNAMEAUID , "Undefined")) AND (EXCLUDE (AFFILCOUNTRY , "Undefined"))». The data sample was limited to the period from 2002 to 2022; in order to ensure the validity of the data, the authors excluded monographs, books, conference proceedings and reports. The word “hijab” was selected as the key search term. From the total data set, only those studies that were published in the field of “social sciences” were selected.

The process of collecting and processing bibliometric analysis data follows the PRISMA methodology developed by Page et al. (2021), which is presented in Figure 1 (Fig. 1). The first stage of the literature search identified 819 articles, of which 502 were excluded through the use of automated Scopus database tools and quality criteria established by the authors. At the second stage of filtering, 475 articles that did not meet the requirements of the analysis were excluded. Ultimately, 303 articles were included in the final sample. Rogers et al. (2020) empha-

size that a minimum of 200 articles is required to ensure the validity and representativeness of bibliometric data.

Various software are widely used to analyze and visualize networks in bibliometrics. Tools range from fully automated graphical user interfaces such as VOSviewer (van Eck & Waltman, 2010: 525) to

software packages such as “bibliometrix” integrated into R Studio (Aria & Cuccurullo, 2017: 959). Commonly used bibliometric programs include Bibexcel, Pajek, Gephi, SciMat and UCINET. To achieve the research objectives in this article, the authors will use (1) VOSviewer (van Eck & Waltman, 2010: 5), (2) R Studio (Aria & Cuccurullo, 2017: 960).

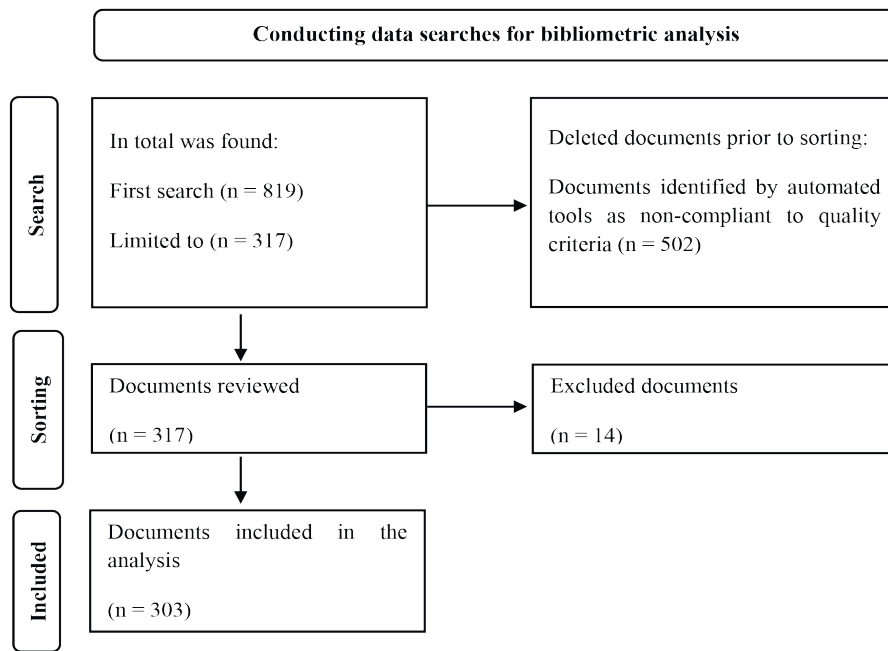


Figure 1 – Protocol for the process of collecting and analyzing bibliometric data according to «PRISMA protocol»

Results and discussion

1. Analysis of publications

The information presented below contains an analysis of a dataset of 303 publications covering the period from 2002 to 2022. Figure 2 (Fig. 2) shows the dynamics of changes in the number of publications. It

is important to note that over the past 20 years there has been an increase in the number of publications and the number of citations, indicating a growing interest in the field of scientific knowledge being studied.

Data source: author's calculations based on data extracted from the Scopus database



Figure 2 –Number of published articles from 2002 to 2022

The number of references (citations) is one of the indicators of the quality and impact of a publication (Wang et al., 2021: 109). Table 1 (Table 1) provides a list of the most cited hijab-related publications within the dataset, ranked by number of citations. According to the data presented in Table 1

(Table 1), the most cited publication was the study (Werbner, 2007: 170), which received the largest number of citations – 146. From Figure 2 (Fig. 2) it is clear that most of the citations of articles devoted to the topic of hijab over the past 20 years, from 2002 to 2022 falls in 2010–2011 (510 citations).

Table 1 –Top-10 highly cited publications

№	Authors	Year	Article title	Journals	Number of total citations	Total citations per Year
1.	Pnina Werbner	2007	Veiled Interventions in Pure Space: Honour, Shame and Embodied Struggles among Muslims in Britain and France	Theory, Culture & Society	146	8,59
2.	Rachel Anderson Droogsma	2007	Redefining Hijab: American Muslim women's standpoints on veiling	Journal of Applied Communication Research	132	7,76
3.	Symeon Dagkas, Tansin Benn & Haifaa Jawad	2011	Multiple voices: Improving participation of muslim girls in physical education and school sport	Sport, Education and Society	110	8,46
4.	Alia Al-Saji	2010	The racialization of muslim veils: A philosophical analysis	Philosophy and Social Criticism	110	7,86
5.	Tabassum F. Ruby	2006	Listening to the voices of hijab	Women's Studies International Forum	110	6,11
6.	Heidi Safia Mirza	2013	'A second skin': Embodied intersectionality, transnationalism and narratives of identity and belonging among Muslim women in Britain	Women's Studies International Forum	108	9,82
7.	Nadia Fadil	2011	Not-/unveiling as an ethical practice	Feminist Review	99	7,62
8.	Asifa Siraj	2011	Meanings of modesty and the hijab amongst Muslim women in Glasgow, Scotland	Gender, Place & Culture	93	7,15
9.	Moira Dustin, Anne Phillips	2008	Whose agenda, is it? Abuses of women and abuses of 'culture' in Britain	Ethnicities	92	5,75
10.	Emma Tarlo	2007	Hijab in London: Metamorphosis, resonance, and effects	Journal of Material Culture	88	5,18

The table (Table 1) also includes researchers whose works have a large number of citations, such as Droogsma R. – 132 references, Dagkas S. – 110 references, Al-Saji A. – 110 references per publication. Considering the dynamics of the development of scientific journals as new sources in the study of the hijab phenomenon (Fig. 3), we found a significant increase

in the number of scientific publications in such journals as “Women's studies international forum”, “Ethnicities”, “Gender, Place and Culture”, “Journal of Muslim minority affairs”, “Ethnic and racial studies”.

Data source: author's calculations based on data extracted from the Scopus database

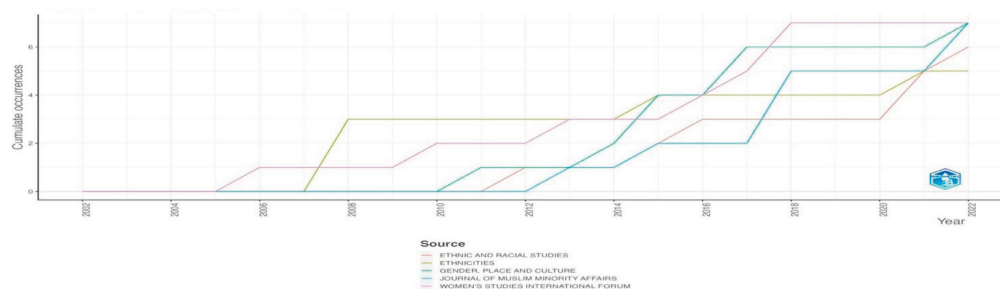


Figure 3 – Scientific productivity of journals over time

Journal analysis allows to identify those publications that have made the greatest contribution to the development of the field under study (Caputo et al., 2021: 493). Table 2 (Table 2) lists the 10 most cited journals related to women's studies in religion, gender, and culture based on an analysis of citation counts, co-citations, and bibliometric linkages. Publications with high citation rates

are published in journals such as “Women's studies international forum” (7 documents and 280 citations), “Journal of Ethnicities” (5 documents and 235 citations), “Journal of Gender, Place, and Culture” (7 documents and 229 citations), “Contemporary Islam” (4 documents and 73 citations), “Ethnic and Racial studies” (6 documents and 67 citations).

Table 2 – Scientific productivity of journals (Citation analysis, publication analysis)

Citation analysis					Analysis of co-citation		
№	Journals	Total number of citations	Total number of publications	Citation frequency per publication	№	Journals	Total number of publications
1.	Women's studies international forum	280	7	40		Women's studies international forum	280
2.	Ethnicities	235	5	47		Ethnicities	235
3.	Gender, Place and Culture	229	7	32,7		Gender, place and culture	229
4.	Contemporary Islam	73	4	18,25		Sport, education and society	158
5.	Ethnic and racial studies	67	6	11,17		Theory, culture & society	146
6.	Fashion theory	63	3	21		Philosophy and social criticism	138
7.	Journal of muslim minority affairs	50	7	7,14		Journal of applied communication research	132
8.	Journal of muslim mental health	39	4	9,75		Feminist review	103
9.	Islam and christian- muslim relations	25	3	8,33		Journal of international women's studies	20
10.	Journal of international women's studies	20	4	5		Ethnic and racial studies	67

In the analyzed data corpus, several publications can be noted in which the number of citations per article is significantly higher compared to other journals. For example, the “Journal of Ethnicities”, which presents research combining methods and theories from various disciplines such as sociology, cultural and geographical studies, published 5 ar-

ticles, the average number of citations per article is 47. The same is observed in the journal “Women's studies international forum”, where for each of the 7 published articles there is an average of 40 citations.

Data source: author's calculations based on data extracted from the Scopus database

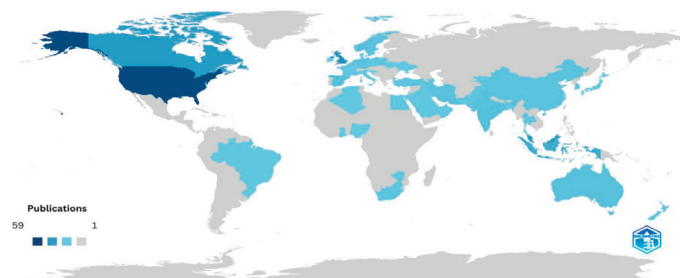


Figure 4 –Analysis of production of scientific publications by country

Further, as part of the bibliometric analysis, an analysis of the production of scientific publications by country was carried out (Fig. 4), during which the authors attempted to determine the countries that made the greatest contribution to the development of the field under study. According to the results of the analysis, the most productive continents in terms

of the total number of citations included the USA – 878 citations, the UK – 792 citations, Canada – 329 citations, Mexico – 91 citations and Denmark – 79 citations. During the analyzed period, the largest number of publications were published by researchers from the USA – 59 articles, Great Britain – 38 articles and Canada – 21 articles (Table 3).

Table 3 – Analysis of the production of scientific publications by country (citation analysis, publication analysis)

Citation analysis					Analysis of publications			
№	Countries	Number of total citations	Number of publications	Average number article citations	№	Countries	Number of publications	
1.	USA	878	59	14,90		USA	59	
2.	Great Britain	792	38	20,80		Great Britain	38	
3.	Canada	329	21	15,70		Canada	21	
4.	Mexico	91	3	30,30		Malaysia	9	
5.	Denmark	79	1	79,00		Indonesia	8	
6.	Netherlands	66	3	22,00		Norway	6	
7.	Bahrain	62	1	62,00		Australia	5	
8.	Belgium	61	4	15,20		India	5	
9.	Norway	57	6	9,50		Belgium	4	
10.	France	45	2	11,20		France	2	

2. Cluster analysis

The presented type of analysis is used to identify groups/clusters of publications and authors that have similar characteristics or topics. To carry it out, the “conceptualStructure” function in the R Studio program was used. Figure 5 shows four thematic areas (clusters): (1) feminism and women's rights (cluster 1 – green); (2) body image, social identification (cluster 2 – blue); (3) Internet and social media (cluster 3 – purple); (4) cultural landscape (cluster 4 – red). Below is a brief analysis of the clusters.

(1) Green cluster. The cluster, indicated in green, focuses on keywords related to the topics of feminism and women's rights (e.g., feminism, adolescents, middle age, Islam, women's rights, psychology). Guessous (2020) examines the spread of the practice of wearing a hijab among urban women. The author conducts an analysis focusing on the various factors that determine the decision to wear the hijab. Hasan (2018) expresses two opposing views on the hijab, in terms of (1) being perceived as a symbol of oppression and restriction; (2) viewing it as a means of empowerment, self-esteem, and freedom. Author refutes the common assumption that the hijab is a symbol of oppression, emphasizing that the purposes of wearing the hijab may differ.

(2) Blue cluster. Key terms characterizing the blue cluster center on concepts such as identity,

body image and clothing. A study by Demmrich et al. (2017), explores the relationship between appearance, religiosity and fashion. Foroutan (2022) also examines attitudes towards the hijab and explores its relationship with educational level and age. The author notes that young people strive for self-expression and identity construction. Foroutan (2022) highlights the important role of youth in redefining and interpreting the meaning of the hijab.

(3) Purple cluster. Keywords related to the purple cluster focus on terms related to gender, culture, and religion (e.g., cultural landscape, cultural influence, gender identity, gender role, religion, perception, young population.). Fredette (2015) emphasizes that the understanding of equality in society is often subject to cultural features and does not always take into account the role of social institutions in shaping inequality and oppression. The work of Rahim (2022) explores consumption in the context of Muslim women's fashion and the wearing of the hijab. The author notes that the hijab has become a global fashion product and has become part of the cultural industry. Ramadan (2022) notes that the hijab is a visible marker of religious identity.

(4) Red cluster. Keywords related to the red cluster focus on terms related to growing up, Muslims, and media (e.g., teenager, child, human-

ity, women, Muslims, internet). Shariffadeen & Manaf (2019) review several key findings related to celebrity influence on hijab culture through Instagram. Shariffadeen & Manaf (2019) suggest that by constantly interacting with fans through

Instagram, celebrities shape the perception of hijab.

Data source: Author's calculations based on data extracted from the Scopus database

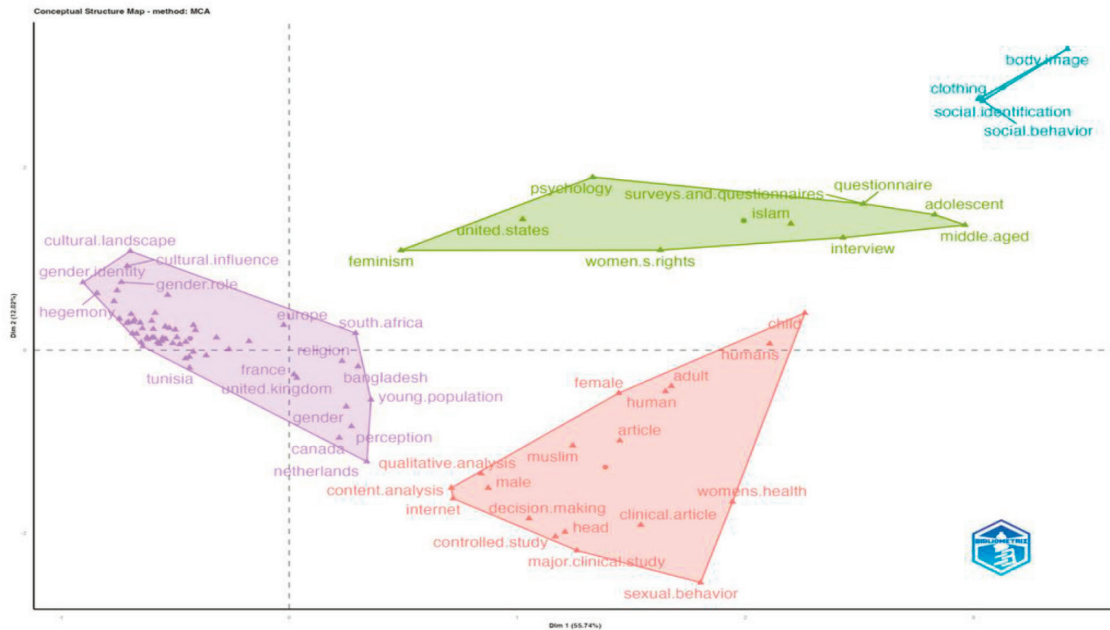


Figure 5 – Cluster analysis of publications

Akou's (2015) study presents an analysis of the experiences of converts to Islam, in which he notes that the Internet is becoming an important tool for orientation and support for converts.

Conclusion

In general, the bibliometric analysis of publications on the topic of “hijab” included a number of step-by-step stages, which allowed firstly, to determine its sociological, cultural, religious and gender aspects; determine the time range (for example, the last 20 years) to assess the dynamics and trends in the development of research in the field of hijab studies. Secondly, to identify keywords and search criteria, as well as analyze the total number of scientific articles on a given topic and assess the dynamics of growth/decrease of research articles. Third, to study the number of citations for each article, in the context of influence and relevance; identify scientific journals that most often publish works on the topic

of hijab, assessing their reputation and influence in the academia. Fourth, to conduct a thematic analysis of the content of publications, highlighting the main research areas and study the most influential authors; consider the network and collective groups. Lastly, use data visualization to visually present the results of the analysis and provide conclusions about the current state of research, highlight trends and prospects.

Summarizing the theoretical analysis it can be noted that the hijab acts not only as a religious symbol, but also as an element that helps maintain and express the religious identity of women who practice wearing the hijab. Some authors note that the hijab has a direct impact on the construction of personal identity through belonging to a religious community, while a number of other scholars put forward a fundamentally opposite idea, noting that it acts as a symbol of ethnicity, observance of traditions, norms and customs.

The existing diversity of discourses allows us to interpret its meaning not only as a religious attribute, but

also as a phenomenon reflecting the dynamics of socio-cultural changes in society. This statement underlines the importance of the idea of the influence of cultural contact on the practice of wearing the hijab, for example, in multicultural societies with an interaction of different cultural contexts, changes in traditional customs and norms, modifications of hijab styles and its perception, as well as the development of hybrid identities. In addition, there are various discourses on the practice of wearing the hijab, including speculation about the possible impact of sociocultural pressures or expectations from society, family members or religious communities.

As a symbol of religious identity, the hijab plays an important role in building community and strengthening bonds between believers. In this aspect, some researchers pay attention to its symbolic and sociocultural meanings, while others point to the possibility of social stigmatization and discrimination against women who practice wearing the hijab. In the context of such interpretations, it is important to take into account various factors and conditioning in studying the meaning of the hijab in various sociocultural and religious environments.

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