

Deepfake and digital media: A Bibliometric study

التزييف العميق والإعلام الرقمي: دراسة بيبليومترية

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Article abstract:

This study conducts a bibliometric analysis of deepfake research in digital media using Scopus database (2018–2025), covering 128 documents from 96 journals. This study also uses Bibliometrix, VOSviewer, and Excel. Results show rapid growth (92.57% annual rate) and increasing scholarly interest. Scientific influence is concentrated among few authors, with Andrew Chadwick and Cristian Vaccari leading in citations and Saifuddin Ahmed in productivity. Loughborough University and the United States are key contributors. Research focuses on technical aspects, media manipulation, social impacts, and emerging themes such as generative AI, digital culture, and cybersecurity.

Key words: Deepfakes; Digital Media; Generative Artificial Intelligence; Bibliometric Analysis

ملخص المقال:

تقدم هذه الدراسة تحليلاً بيبليومترياً للإنتاج العلمي حول تقنية التزييف العميق في الإعلام الرقمي باستخدام قاعدة بيانات سكوبس خلال الفترة 2018–2025، حيث شملت 128 وثيقة منشورة في 96 مجلة علمية، وبالاعتماد على أدوات Bibliometrix و VOSviewer و Excel، أظهرت النتائج نمواً سريعاً بمعدل سنوي قدره 92.57%، مما يعكس تزايد الاهتمام الأكاديمي وتركيز التأثير العلمي لدى عدد محدود من الباحثين، حيث يتصدر Andrew Chadwick و Cristian Vaccari من حيث الاستشهادات، بينما يبرز Saifuddin Ahmed من حيث الإنتاجية، كما تعد Loughborough University والولايات المتحدة من أبرز المساهمين، وتركز الأبحاث على الجوانب التقنية، والتلاعب الإعلامي، والآثار الاجتماعية، إضافة إلى موضوعات ناشئة مثل الذكاء الاصطناعي التوليدي، والثقافة الرقمية، والأمن السيبراني.

كلمات مفتاحية: التزييف العميق؛ الإعلام الرقمي؛ الذكاء الاصطناعي التوليدي؛ التحليل البيبليومتري

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Introduction

The accelerated advancement of artificial intelligence technology has significantly transformed the digital media environment. Among these technological advancements, deepfake technology has surfaced as one of the most contentious in recent years. Deepfakes denote synthetic media produced by artificial intelligence methodologies, namely deep learning models like generative adversarial networks (GANs), capable of altering or creating very realistic images, audio, and video information. (Goodfellow et al., 2014). These technologies enable the creation of manipulated media that can convincingly imitate real individuals, raising significant concerns regarding misinformation, media credibility, and digital trust.

The increasing accessibility of deepfake tools has accelerated their dissemination across various digital media platforms. While deepfake technology offers potential benefits in fields such as entertainment, education, and creative industries, its misuse has raised serious ethical, political, and societal concerns. Scholars have highlighted the potential risks associated with deepfakes, including political manipulation, reputational harm, and the erosion of trust in digital information environments (Citron & Chesney, 2019). Similarly, research has emphasized that the proliferation of synthetic media may contribute to the spread of misinformation and the amplification of digital disinformation campaigns (Dolhansky et al., 2020).

In reaction to these challenges, the academic community has shown growing interest in understanding the technological, social, and communicative implications of deepfake media. (Akram, 2022) analyzed 264 Web of Science publications (2010–2020). (Chaudhari & Pawar, 2021) reviewed Scopus publications on propaganda in social media. (Ding et al., 2021) examined over 6,000 publications across Scopus and Web of Science. (Gunawan et al., 2022) focused on technological approaches to fake news detection.

Disciplinary perspectives were explored by (Ha et al., 2021), who reviewed 142 journal articles (2008–2017). (Tandoc Jr., 2019) conceptually reviewed fake news research, highlighting themes of definition, cognitive drivers of spread, and mitigation strategies. (Patra et al., 2023) analyzed Scopus and Web of Science publications (2001–2020).

Recent attention has shifted to deepfakes. (Hossain et al., 2026) reviewed publications from 2019–2024, highlighting rapid growth in China, the U.S., and India. (Bolakale AbdulQudus et al., 2025) similarly emphasized deepfake detection, facial manipulation, feature extraction, and digital security.

Although scholarly output on deepfake technologies has expanded rapidly in recent years, the body of literature remains dispersed across several disciplinary domains, notably computer science, media studies, communication, and information science. Existing contributions frequently adopt a narrow perspective, concentrating either on algorithmic detection techniques or on the broader societal and ethical consequences of deepfakes. However, few studies attempt to synthesize these strands into an integrated perspective, resulting in a limited understanding of the field's intellectual organization and its thematic progression over time.

Bibliometric studies have proven to be valuable tools for mapping scientific production, identifying research trends, and revealing the structure of scholarly knowledge within a specific field (Donthu et al., 2021). However, bibliometric analyses specifically examining the intersection between deepfake technologies and digital media remain limited.

This limitation underscores the necessity for a bibliometric assessment capable of capturing the growth patterns, structural dynamics, and thematic shifts characterizing deepfake research within the digital media landscape. Conducting such an analysis enables a more coherent mapping of the field by identifying publication trajectories, key contributors, prominent publication venues, and emerging areas of inquiry. In doing so, it offers a robust evidence base that can support both academic investigation and policy-oriented decision-making, while clarifying the developmental direction of this rapidly advancing domain.

In response to this need, the present study undertakes a bibliometric examination of scholarly work focusing on deepfake technologies within the digital media domain. Drawing on publications indexed in the

Scopus database, the analysis aims to delineate the intellectual contours of the field, while uncovering dominant research patterns, influential contributions, and emerging thematic directions.

Specifically, this study addresses the following research questions:

RQ1. What are the main publication trends in research on deepfakes in digital media?

RQ2. Who are the most influential authors, institutions, and countries contributing to this field?

RQ3. Which journals play the most significant role in disseminating research on deepfake and digital media in terms of productivity and citation impact?

RQ4. What are the main thematic areas and emerging research trends in deepfake and digital media based on keyword analysis?

To answer these questions, the study applies bibliometric techniques to analyse the scientific literature retrieved from Scopus, using specialized tools for scientific mapping and visualization. Through this approach, the research provides an overview of the intellectual structure and development of deepfake research within digital media.

The structure of this paper is as follows. Section 1 outlines the methodological framework, detailing the procedures for data collection and analytical processing. Section 2 reports the findings of the bibliometric analysis, with particular emphasis on publication dynamics, leading contributors, and the underlying thematic configuration of the field. Section 3 interprets these results and considers their implications for future research. The paper concludes in Section 4, which summarizes the key insights and proposes avenues for further scholarly inquiry.

1. Methods

This study adopts a bibliometric approach to explore the evolution and intellectual configuration of research on deepfake technologies within the digital media environment.

1.1 Data Source and Search Strategy:

The dataset was extracted from the Scopus database, selected for its broad coverage of high-quality peer-reviewed publications and its robustness in citation indexing. To ensure topical relevance, the search query was applied to the TITLE-ABS-KEY field, thereby capturing studies in which the core concepts are explicitly reflected in the title, abstract, or keywords.

The search query combined keywords associated with deepfake technologies and digital media platforms. The search string included:

TITLE-ABS-KEY (deepfake* OR "deep fake*" OR "synthetic media" OR "AI-generated media" OR "GAN-generated" OR "AI misinformation") AND TITLE-ABS-KEY ("digital media" OR "social media" OR "online media" OR "digital journalism" OR "media platforms" OR "social networking sites" OR "video sharing platforms") AND PUBYEAR > 2017 AND PUBYEAR < 2026 AND (LIMIT-TO (SUBJAREA , "SOCI") OR LIMIT-TO (SUBJAREA , "ARTS")) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "re")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (LANGUAGE , "English")).

The data extraction process was completed on 19 February 2026.

1.2 Inclusion and Exclusion Criteria:

To enhance the relevance and rigor of the dataset, a set of clearly defined inclusion and exclusion criteria was applied throughout the selection process. The analysis was limited to publications issued between 2018 and 2025, corresponding to the period during which deepfake technologies gained significant scholarly visibility. Furthermore, the scope was restricted to documents classified within the social sciences and arts and humanities, thereby prioritizing research that engages with the societal, cultural, and media-oriented dimensions of the phenomenon.

Furthermore, the dataset was restricted to peer-reviewed articles and review papers, as these document types generally represent the most rigorous forms of scholarly communication. Only final published versions of documents were included, while articles in press were excluded to ensure consistency in citation analysis.

In addition, the study considered only English-language publications. The detailed inclusion and exclusion criteria applied in this study are presented in Table 1.

Table 1 Inclusion and exclusion criteria

Inclusion Criteria	Exclusion Criteria
Publication years: 2018–2025	Publications before 2018 or in 2026
Subject areas: Social Sciences and Arts & Humanities	Publications from other subject areas
Document types: Articles and Review papers	Other document types (e.g., conference papers, book chapters, editorials)
Publication stage: Final publications	Articles in press
Language: English	Publications in other languages

Source: elaborated by authors

1.3 Screening Procedure:

The identification and selection of relevant publications were conducted in accordance with the principles of the PRISMA framework, ensuring a transparent and replicable procedure for literature retrieval and screening. The different stages of the selection process are summarized in the PRISMA flow diagram presented in **Erreur ! Source du renvoi introuvable..**

The initial search retrieved 1,087 records. After restricting the time span to the period 2018–2025, the dataset was reduced to 1,017 records. The application of subject area filters, limited to social sciences and arts and humanities, further narrowed the sample to 231 publications. Subsequently, restricting the document types to articles and review papers reduced the number to 144 records. The exclusion of documents not yet in their final publication stage resulted in 133 records. Finally, applying a language filter to include only English-language publications yielded a final corpus of 128 documents, which served as the basis for the bibliometric analysis.

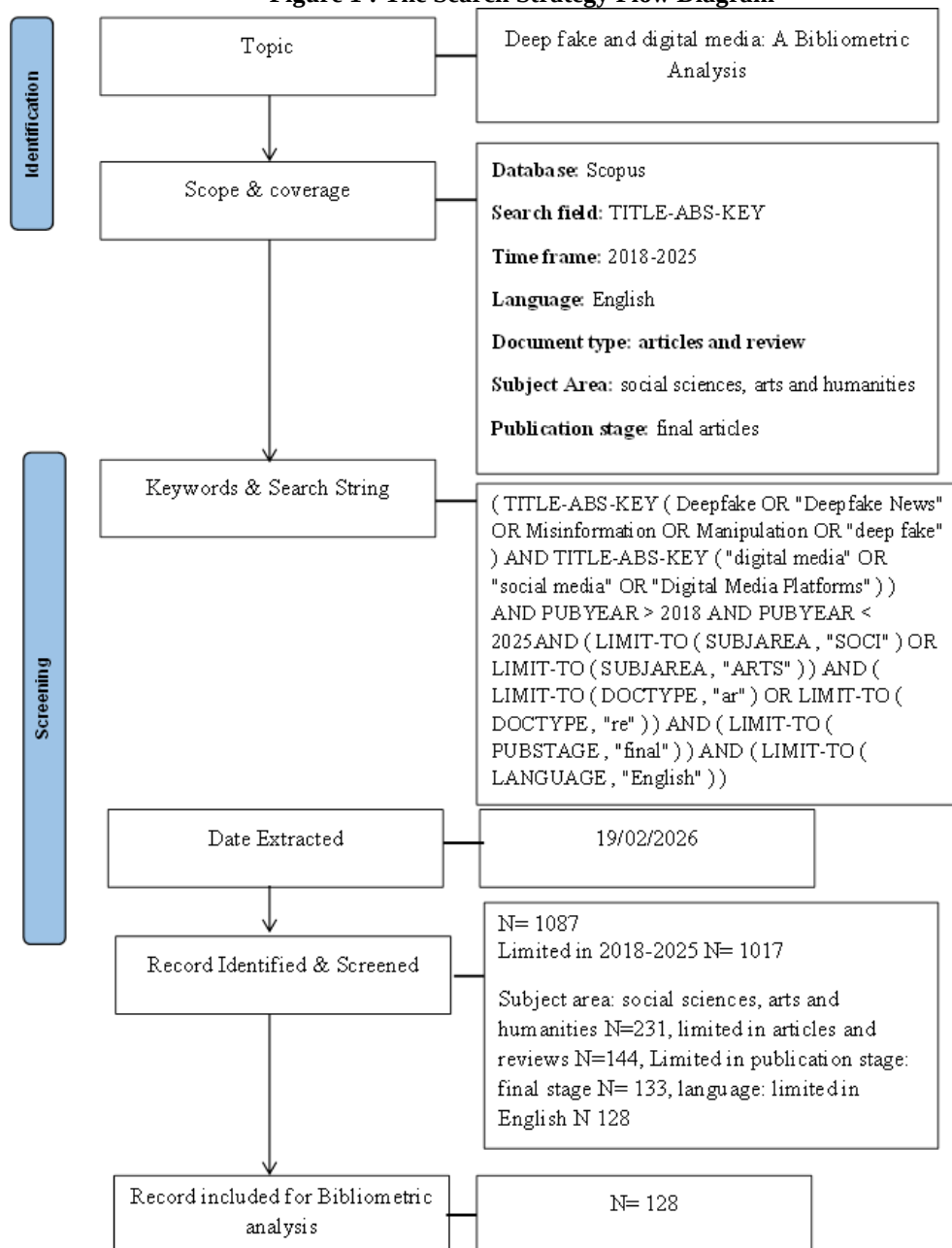
1.4 Data Analysis:

Through the combined use of these analytical tools, the study provides a comprehensive overview of the scientific landscape of deepfake research in digital media and highlights the principal contributors, publication venues, and thematic developments shaping the field.

The selected publications were analysed using standard bibliometric indicators to explore the structure and evolution of deepfake and digital media research. The analysis examined publication trends, leading authors, influential journals, and the geographical and institutional distribution of scientific output. Keyword analysis was also conducted to identify major research themes and emerging topics.

Two tools were employed: Bibliometrix(Aria & Cuccurullo, 2017) for descriptive analysis of production patterns, and VOSviewer(Van Eck & Waltman, 2010) for mapping keyword co-occurrence and thematic clusters, providing a comprehensive overview of the field's development.

Figure 1 : The Search Strategy Flow Diagram



Source: elaborated by authors

2. Results

2.1 Main information about the dataset on deepfake and digital media research:

Figure 1 Main information about the dataset on deepfake and digital media research



Source: elaborated by authors based on scopus and Bibliometrix

Figure 2 presents fundamental facts about the data related to deepfake and digital media studies from 2018 to 2025. There are 128 published documents in 96 different sources, which shows how diverse the scientific publication environment is. This field is growing quickly, with an annual growth rate of 92.57%. This data shows that more and more people are interested in deepfake technology in digital media. The documents are only 2.73 years old on average, which shows how new they are. Each document has an average of 23.32 citations. These articles also have 1035 references, which shows how varied the scientific material is. It has 317 extra keywords (Keywords Plus) and 414 author keywords, which shows that the ideas are different.

The results indicate that 282 authors published their study, with an average of 2.36 co-authors per document, and even if one person wrote 51 of the papers, the data shows that research collaboration is happening. The co-authorship rate is 20.31% worldwide, and the papers are made up of 113 articles and 15 review articles.

2.2 Publication trends on deepfake and digital media research:

Table 2 Publication trends on deepfake and digital media research

Year	CPP	TP	MeanTCperYear	CitableYears
2019	28	1	3,5	8
2020	103,11	9	14,73	7
2021	45,17	23	7,53	6
2022	29,82	11	5,96	5
2023	14,31	13	3,58	4
2024	18,05	20	6,02	3
2025	2,25	51	1,12	2

Source: elaborated by authors based on scopus and Bibliometrix

Note: CPP= citation per paper, TP= total papers, MeanTCperYear= Mean Total Citation per year.

Table 2 illustrates publication trends in deepfake and digital media research in terms of productivity and scientific impact. In 2019, only one paper was published, but the average citations per paper (CPP) reached 28 over 8 years, as it represents the starting point in this field.

In 2020, the number of publications increased to 9, with an average CPP of 103.11 over 7 years and an average of 14.73 annual citations, indicating that this research played a significant role in guiding subsequent studies. In 2021, scientific production saw a significant increase, reaching 23 publications, due to the spread of the COVID-19 pandemic and the lockdown, which provided researchers with more time to produce scientific publications. However, the CPP value (45.19) was lower, indicating a diversity of research trends.

During the period from 2022 to 2023, scientific production decreased to 11–13 publications due to the end of the COVID-19 pandemic and the return to normal life. In 2024, there was a small improvement, with

20 publications, an average CPP citation of 18.05, and an average annual citation of 6.02. This shows that people are once again interested in this field. The qualitative leap in scientific production occurred in 2025, with the number of publications reaching 51, coinciding with a decrease in CPP to 2.25 and an average annual citation rate to 1.12, indicating that this field is experiencing a phase of accelerated scientific output.

2.3 Most cited and productive authors on deepfake and digital media research:

Table 3 Most cited and productive authors on deepfake and digital media research						
Label	cluster	links	Total link strength	Documents	Citations	Avg. Citations
Most cited authors more than 1 documents on deepfake and digital media research						
Chadwick, Andrew	46	1	1	1	619	619
Vaccari, cristian	46	1	1	1	619	619
Ferrara, Emilio	86	0	0	1	163	163
Ahmed, saifuddin	5	6	9	6	144	24
Brennen, j. Scott babwah	42	2	2	1	137	137
Most productive authors more than 1 documents on deepfake and digital media research						
Ahmed, saifuddin	5	6	9	6	144	24
Bee, adeline wei ting	5	5	8	3	27	9
De seta, Gabriele	28	2	2	3	20	6.66
Hameleers, Michael	18	3	4	2	47	23.5
Van der meer, toni g.l.a.	18	3	4	2	47	23.5

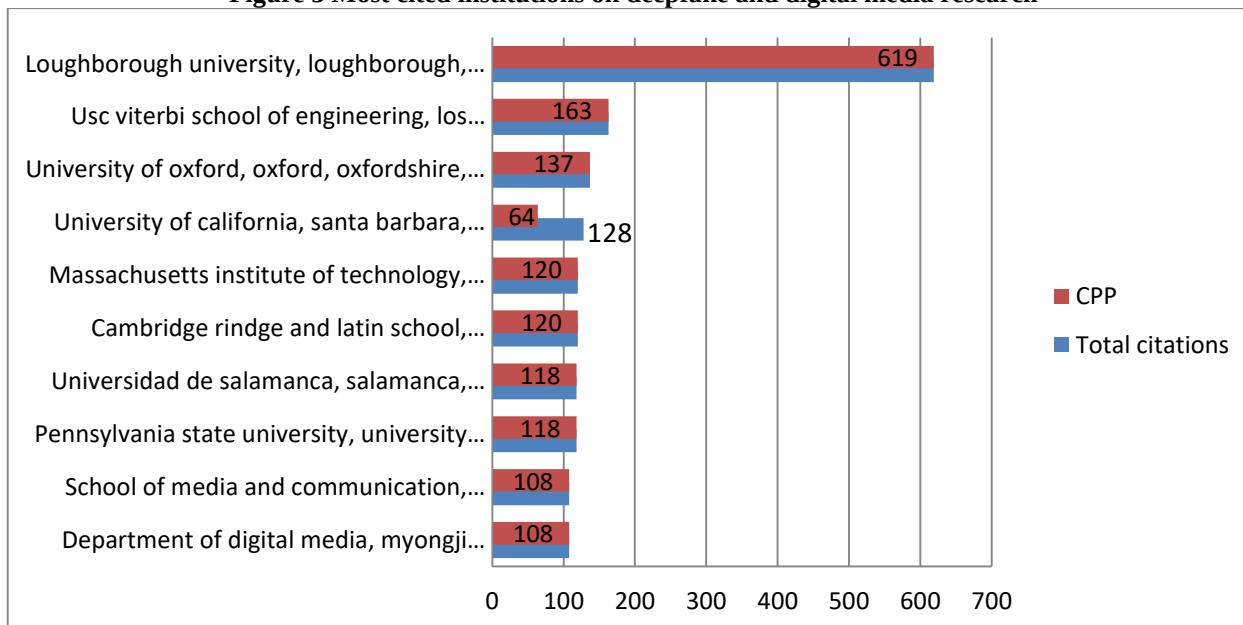
Source: elaborated by authors based on scopus and VOSviewer

Table 3 indicates that Andrew Chadwick and Cristian Vaccari are the most influential, each receiving 619 citations from a single publication, reflecting exceptional impact per document. Emilio Ferrara follows with 163 citations. J. Scott Babwah Brennen shows notable impact (137 citations) with collaborative links. Meanwhile, Saifuddin Ahmed combines influence and collaboration (144 citations; TLS = 9), indicating strong integration within the research network.

In terms of productivity, Saifuddin Ahmed leads with 6 publications and 144 citations, alongside the highest collaboration level (TLS = 9). Adeline Wei Ting Bee and Gabriele de Seta follow with 3 publications each but lower citation impact. Toni G. L. A. van der Meer and Michael Hameleers each contribute 2 publications with relatively high average citations (23.5), indicating efficient scholarly impact despite lower output.

2.4 Most cited institutions on deepfake and digital media research:

Figure 3 Most cited institutions on deepfake and digital media research



Source: elaborated by authors based on scopus and VOSviewer

Figure 3 digital media research, often driven by single publications. Loughborough University leads with 619 citations, followed by USC Viterbi School of Engineering (163) and University of Oxford (137). In contrast, University of California stands out for higher collaboration and productivity. Other American and European institutions show strong citation averages, while emerging Asian contributions reflect increasing research interest in the field.

2.5 Countries scientific production on deepfake and social media research:

Table 4 Countries Scientific Production

Countries	Cluster	Links	TLS	TP	TC	CPP
United States	4	10	14	34	900	26.47
United Kingdom	2	8	10	21	1069	50.90
Singapore	6	3	4	10	155	15.5
Spain	6	3	3	9	284	31.55
Australia	2	1	1	8	157	19.62
India	3	3	3	8	41	5.12
China	1	5	5	6	44	7.33
Canada	5	4	5	4	196	49
Pakistan	1	5	5	4	68	17
South Korea	1	3	3	3	117	39
Saudi Arabia	5	3	3	2	47	23.5

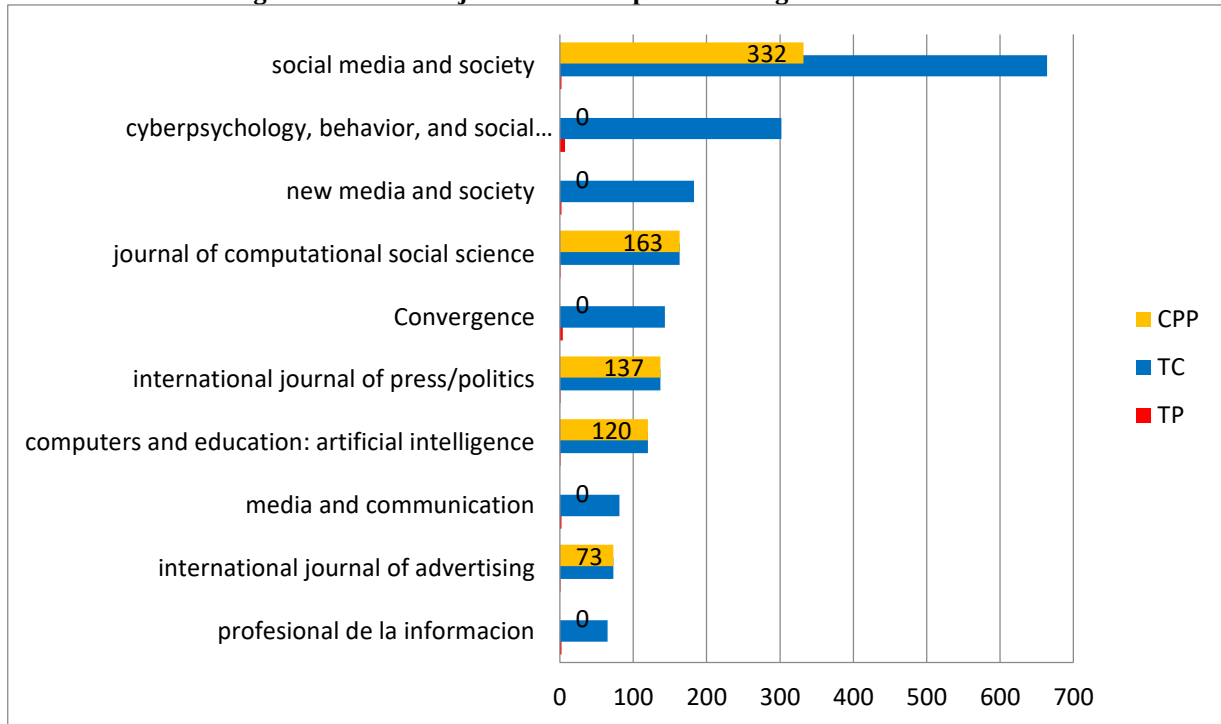
Source: elaborated by authors based on scopus and VOSviewer

Note: TLS= Total Link Strength, TP= total papers, TC= Total Citation, CPP= Citation Per Paper.

Table 4 illustrates that the United States leads in scientific production (TP = 34) and collaboration, with 900 citations (CPP = 26.47). The United Kingdom demonstrates the highest citation impact (CPP = 50.90) despite lower output. Singapore and Spain display balanced performance, with Spain showing higher efficiency. Australia and India have similar productivity but varying impact. China shows moderate output and collaboration but lower citations, while Canada and South Korea achieve strong citation impact despite limited publications.

2.6 Most cited journals on deepfake and digital media research:

Figure 4 Most cited journals on deepfake and digital media research



Source: elaborated by authors based on Scopus and VOSviewer

Figure 4 highlights the most cited journals in deepfake and digital media research. Social Media and Society leads with 664 citations from only two publications (CPP = 332), indicating strong impact. Cyberpsychology, Behavior, and Social Networking is the most productive (TP = 7; TC = 302), reflecting sustained output. New Media and Society also shows high impact (CPP = 91.5). Several journals with single publications, such as Journal of Computational Social Science, achieve high citations, highlighting the influence of key contributions across diverse outlets.

2.7 Most cited documents on deepfake and digital media research:

Table 5 Most cited journals on deepfake and digital media research

Rank	Citation	Title	Journal	Cited by
1	(Vaccari & Chadwick, 2020)	Deepfakes and Disinformation: Exploring the Impact of Synthetic Political Video on Deception, Uncertainty, and Trust in News	Social Media and Society	619
2	(Ferrara, 2024)	GenAI against humanity: nefarious applications of generative artificial intelligence and large language models	Journal of Computational Social Science	163
3	(Brennen et al., 2021)	Beyond (Mis)Representation: Visuals in COVID-19 Misinformation	International Journal of Press/Politics	137
4	(Ali et al., 2021)	Children as creators, thinkers and citizens in an AI-driven future	Computers and Education: Artificial Intelligence	120
5	(Bimber & Gil de Zúñiga, 2020)	The unedited public sphere	New Media and Society	118
6	(Hwang et al., 2021)	Effects of Disinformation Using Deepfake: The Protective Effect of Media Literacy Education	Cyberpsychology, Behavior, and Social Networking	108
7	(Kietzmann et al., 2021)	Deepfakes: perspectives on the future "reality" of advertising and branding	International Journal of Advertising	73
8	(Yadlin-Segal & Oppenheim, 2021)	Whose dystopia is it anyway? Deepfakes and social media regulation	Convergence	70
9	(Ahmed, 2023)	Navigating the maze: Deepfakes, cognitive ability, and social media news scepticism	New Media and Society	65
10	(Karasavva & Noorbhai, 2021)	The Real Threat of Deepfake Pornography: A Review of Canadian Policy	Cyberpsychology, Behavior, and Social Networking	63

Source: elaborated by authors based on Scopus and Excel

Table 5 reveals the most cited studies in deepfake and digital media research. The study by Vaccari & Chadwick (2020) is the most cited, with 619 citations, a number that far exceeds any other study, making it the most important source in the study of deepfakes and misinformation. Followed by the study by Ferrara (2024) with 163 citations, which addressed the use of generative artificial intelligence. The study by Brennen et al. (2021) ranked third with 137 citations, focusing on misinformation related to the COVID-19 pandemic, highlighting the importance of analyzing deepfakes in public health crises. These results show a dual pattern; a limited number of foundational studies have a significant impact on citations, reflecting the role of early research in shaping the conceptual and methodological foundations of this field, while a larger group of studies with moderate citations contribute to expanding the field across multiple disciplines.

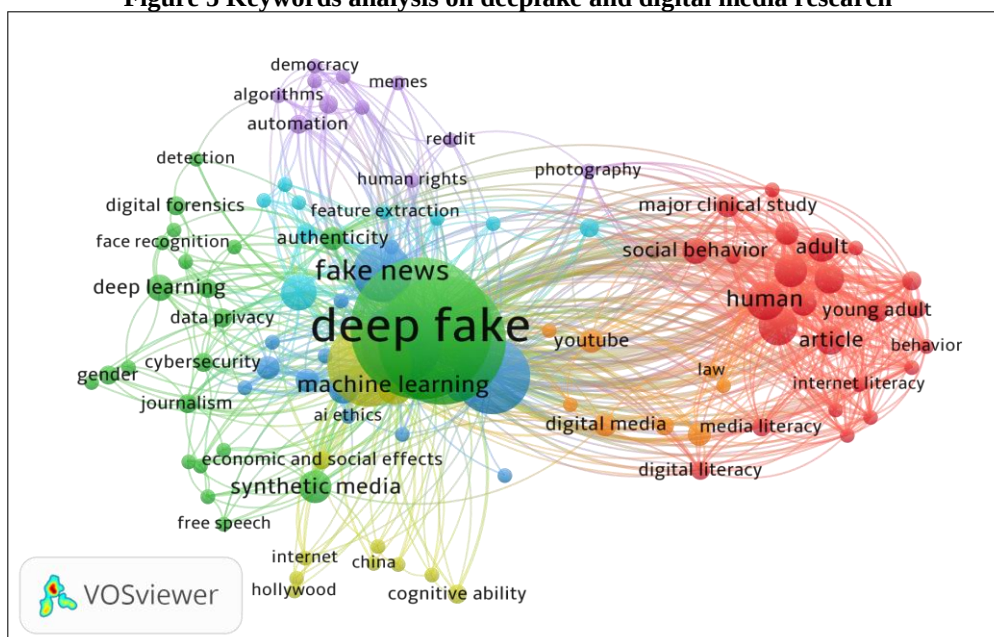
2.8 Keywords analysis more than 5 occurrences on deepfake and digital media research:

Table 6 Keywords analysis more than 5 occurrences on deepfake and digital media research

label	cluster	Links	Total link strength	Occurrences	Avg. Citations
Deepfake	2	89	290	64	23.14
social media platforms	2	87	284	55	23.03
artificial intelligence	4	61	125	29	20.58
disinformation	3	57	123	27	39.44
misinformation	3	51	114	25	48.68
fake news	3	35	78	17	29.88
Human	1	38	113	9	40
video recording	1	38	113	9	40
machine learning	4	28	43	8	31.25
social networking (online)	6	25	44	8	12.12
Deception	1	33	88	7	43.14
synthetic media	2	14	24	7	8.42
Adult	1	32	86	6	53.16
Ai	3	16	25	6	36.16
Article	1	31	81	6	41.33
Female	1	32	86	6	53.16
deep learning	2	13	20	5	25.4
generative ai	3	14	23	5	56.6
Male	1	32	72	5	61
social behavior	1	27	47	5	23.4

Source: elaborated by authors based on scopus and VOSviewer

Figure 5 Keywords analysis on deepfake and digital media research



Source: elaborated by authors based on scopus and VOSviewer

The frequency of keywords (with a threshold greater than 5 occurrences) in deepfake and digital media research is illustrated in Table 8 and Figure 3. The term "deepfake" is the most prominent in cluster 2 (green), with 64 occurrences, 89 links, a total link strength TLS of 290, and an average citation count of 23.14. The term "social media platforms" is closely followed, with 55 occurrences, a TLS of 284, and an average citation count of 23.04. The primary emphasis is on media production and its implications for information integrity, as evidenced by the close interaction between these two terms and other concepts, which are the largest nodes in the group. The foundation of computational methodologies in this field is represented by terms such as artificial intelligence (Occurrences = 29; TLS = 125; average citations = 20.59) and machine learning (Occurrences = 8; average citations = 31.25) in Cluster 4 (yellow). Cluster 3 (the blue color) contains keywords such as disinformation (Occurrences = 27; average citations = 39.44), misinformation (Occurrences = 25; average citations = 48.68), fake news (Occurrences = 17; average citations = 29.88), and AI (Occurrences = 6; average citations = 36.17), which are indicative of the literature's emphasis on the credibility of information and its societal impact. In general, the keyword network demonstrates a multifaceted research environment in which computational methodologies, social media systems, information integrity, and human behavior are in close proximity. This reflects the existence of extensive research fields and the emergence of new trends in the study of digital media and deepfakes.

3. Discussion:

3.1 Publication trends in deepfake and digital media research indicate that this field has grown rapidly since 2018 and is witnessing significant changes in both productivity and impact. Between 2018 and 2025, 128 documents from 96 sources were published at an astonishing annual growth rate of 92.57%, demonstrating that the topic has become a rapidly spreading focal point. The average document age of 2.73 years, combined with a mean of 23.32 citations per publication, suggests that the field is rapidly gaining scholarly attention, reflecting a significant citation impact within a relatively short period of development. The author analysis also shows a moderate collaboration pattern, with an average of 2.36 authors per paper and an international collaboration rate of 20.31%, indicating the beginning of increasing global collaboration.

In 2019, the first year, there was only one publication with an average citation per document (CPP) of 28. In 2020, there were nine publications (CPP = 103.11), which was the highest point. After that, productivity increased between 2020 and 2021 because of the quarantine caused by the corona pandemic, the increased use of social media, and the rise of many fake videos and images about the COVID-19 pandemic, as the study found (Gunawan, Ratmono, Abdullah, et al., 2022). In 2025, the number of publications significantly increased to 51, with a decrease in CPP to 2.25 due to the short citation period, reflecting a phase of accelerated productivity rather than a decline in importance.

3.2 The impact analysis in deepfake and digital media research shows a clear concentration among specific authors, institutions, and countries. At the author level, Andrew Chadwick and Cristian Vaccari top the list with a citation rate of 619 each for one publication, while Saifuddin Ahmed shows the highest productivity with 6 publications and 144 citations, along with a strong collaboration network (TLS = 9).

As for institutions, Loughborough University tops the list in terms of citations (619 from one publication) with no collaboration links, followed by USC Viterbi School of Engineering (TC = 163; links = 0), indicating the presence of significant individual contributions. At the country level, the United States leads in scientific production (TP = 34; TC = 900) and collaboration networks (links = 10), followed by the United Kingdom, which has a higher citation impact despite lower productivity (TP = 21; TC = 1069). As indicated by the study by (Hossain et al.2026) which relied on Scopus and Web of Science data for the period 2019–2024, the leading producing countries in this field are "China, the United States, and India", with Canada, South Korea, and Spain emerging as new strongholds. These results show that a few top

authors and institutions are in charge and the international networks in the field of deepfakes and digital media are slowly growing.

3.3 The analysis of the most cited journals in deepfake and digital media research shows a dual structure in terms of impact and publication. Journals such as Social Media and Society, Journal of Computational Social Science, and International Journal of Press/Politics stand out as high-impact journals despite the small number of articles, highlighting their role in guiding research discussions and establishing foundational concepts. In contrast, more productive journals such as Cyber psychology, Behavior, and Social Networking and Convergence provide continuous contributions with moderate citation impact, while mid-tier journals like New Media & Society and Media & Communication support a diversity of topics and the expansion of research scope. These results indicate that the field of deepfake and digital media research relies on a mix of highly selective, high-impact journals and regularly producing journals, reflecting both the focus on specialized intellectual production and the continuous publishing that supports the growth and development of the field.

3.4 Keyword analysis indicated that deepfake and digital media research primarily focuses on social media and industrial content, with terms like "deepfake" and "social media platforms" emerging as the most influential nodes. The data combines the technical cluster, which includes terms such as "artificial intelligence," "machine learning", and "deep learning", with the informational cluster that encompasses "misinformation", "disinformation", and "fake news". Emerging terms such as "generative AI," "data privacy," "digital literacy," and "cybersecurity" also appear, indicating recent trends toward digital ethics, privacy protection, and enhancing user awareness of technologies. These results reflect a comprehensive and interdisciplinary research structure that combines computational methods, social behavior, and ethical risks, highlighting the complex and evolving nature of this field.

4. Conclusion:

Deepfake research in digital media has experienced rapid growth since 2018, with a notable surge during the COVID-19 period, and is expected to continue expanding toward 2030, reflecting increasing scientific maturity. Scientific production remains concentrated among leading scholars such as Andrew Chadwick, Cristian Vaccari, and Saifuddin Ahmed, alongside key institutions like Loughborough University. At the country level, the United States leads in research productivity and collaboration, while the United Kingdom demonstrates higher citation impact, highlighting a gap between output and influence. Leading journals, including Social Media and Society and Cyber psychology, Behavior, and Social Networking, reflect both high impact and sustained publication activity. Keyword analysis reveals dominant themes such as deepfakes and social media platforms, alongside emerging topics like generative artificial intelligence, misinformation, and digital ethics. Overall, the field is evolving into a dynamic and interdisciplinary research area with growing academic impact and expanding international collaboration.

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