

Collective Identity in Contemporary Social Science: A Bibliometric Review of Global Scholarly Trends

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Article Info

Article history:

Received Agu, 2026

Revised Agu, 2026

Accepted Agu, 2026

Kata Kunci:

Analisis Bibliometrik; Identitas Kolektif; Identitas Sosial; Scopus; VOSViewer

Keywords:

Bibliometric Analysis; Collective Identity; Scopus; Social Identity; VOSViewer

ABSTRAK

Identitas kolektif telah menjadi topik penelitian penting dalam ilmu sosial kontemporer karena memiliki peran sentral dalam memahami gerakan sosial, pembentukan kelompok, partisipasi politik, dan makna bersama dalam masyarakat. Penelitian ini bertujuan untuk memetakan dan menganalisis lanskap keilmuan global, struktur intelektual, serta tren penelitian yang berkembang dalam kajian identitas kolektif melalui pendekatan bibliometrik. Data diperoleh dari basis data Scopus dan dianalisis menggunakan perangkat lunak VOSviewer untuk mengkaji pola publikasi, jaringan kolaborasi penulis, pola kerja sama institusi dan negara, struktur sitasi, serta hubungan ko-okurensi kata kunci. Hasil penelitian menunjukkan bahwa kajian identitas kolektif dibangun berdasarkan fondasi konseptual utama yang menghubungkan identitas, sosiologi, gerakan sosial, dan memori kolektif, sementara jaringan kolaborasi masih terfragmentasi ke dalam kelompok penelitian yang relatif kecil. Analisis tingkat negara menunjukkan bahwa Amerika Serikat berperan sebagai pusat penelitian utama yang menghubungkan jaringan akademik Eropa dan Amerika Utara. Analisis sitasi menunjukkan bahwa kontribusi paling berpengaruh dalam bidang ini terutama berasal dari ilmu politik dan psikologi sosial, khususnya penelitian mengenai pembentukan identitas dan teori identitas sosial. Selain itu, analisis kata kunci menunjukkan adanya pergeseran dari perspektif sosiologi dan psikologi klasik menuju pendekatan digital, komputasional, dan berbasis narasi. Penelitian ini memberikan kontribusi berupa pemetaan komprehensif terhadap kajian identitas kolektif dengan mengidentifikasi fondasi intelektual, struktur kolaborasi, dan arah penelitian masa depan, serta menunjukkan perkembangan bidang ini sebagai kajian interdisipliner yang menghubungkan sosiologi, ilmu politik, psikologi, dan studi media digital.

ABSTRACT

Collective identity has become an important research topic in contemporary social science due to its central role in understanding social movements, group formation, political participation, and shared meanings within societies. This study aims to map and analyze the global scholarly landscape, intellectual structure, and emerging research trends of collective identity studies through a bibliometric approach. Data were retrieved from the Scopus database and analyzed using VOSviewer software to examine publication patterns, co-authorship networks, institutional and country collaborations,

citation structures, and keyword co-occurrence relationships. The findings reveal that collective identity research is built upon a core conceptual foundation connecting identity, sociology, social movements, and collective memory, while collaboration networks remain fragmented into relatively small research groups. Country-level analysis indicates that the United States acts as a major research hub connecting European and North American academic networks. Citation analysis demonstrates that influential contributions primarily originate from political science and social psychology, particularly studies related to identity formation and social identity theory. Furthermore, keyword analysis shows a transition from classical sociological and psychological perspectives toward digital, computational, and narrative approaches. This study contributes a comprehensive mapping of collective identity research by identifying its intellectual foundations, collaboration structures, and future research directions, highlighting its development as an interdisciplinary field bridging sociology, political science, psychology, and digital media studies.

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1. INTRODUCTION

Identity has long stood as one of the most persistent and contested concepts in the social sciences, serving as a lens through which scholars examine how individuals and groups understand themselves in relation to others. Within this broad tradition, collective identity refers to the shared self-understanding, values, and boundaries that bind members of a group together and orient their political, social, and cultural action (Abdelal et al., 2006). As societies become more fragmented along lines of nationality, religion, class, and digital affiliation, understanding how collective identities are formed, contested, and mobilized has become an increasingly central concern across sociology, political science, and psychology.

The theoretical foundations of collective identity research are deeply rooted in social identity theory and the study of group processes, which explain how individuals derive part of their self-concept from group membership and how this shapes intergroup behavior and leadership dynamics (Hogg & van Knippenberg, 2003). Complementary strands of social psychology have extended this foundation to the study of crowds and collective behavior, showing that shared identity is not a fixed attribute but an emergent property of social interaction that develops and shifts within specific situational contexts (Drury & Stott, 2011).

In recent years, the rise of digital media has fundamentally reshaped how collective identities are constructed and mobilized. Scholars have shown that algorithmically mediated platforms restructure the dynamics of collective action, enabling loosely coordinated "cloud protesting" that departs from traditional, centrally organized social movements (Milan, 2015). Similarly, research on populist communication demonstrates how collective and social identities are strategically fused with emotional appeals in digital environments, blurring the boundary between grassroots identity formation and organized political messaging (Bliuc et al., 2026).

Beyond the digital sphere, collective identity remains central to understanding conflict, ideology, and social mobilization more broadly. Studies on armed conflict have shown that

ideological frameworks function as identity-based scripts that legitimize violence and group cohesion (Leader Maynard, 2019), while ethnographic accounts of everyday political practice reveal how collective identity is continuously reproduced through mundane social routines within movement networks (Yates, 2015). Cultural approaches further demonstrate that expressive practices such as music serve as vehicles through which old and new social movements articulate and sustain a shared collective identity across generations (Eyerman, 2002).

Despite this rich and expanding body of work, research on collective identity remains scattered across disciplinary boundaries, including sociology, political science, psychology, history, and communication studies, with limited systematic documentation of how transnational and cross-national scholarly narratives on identity have evolved over time (Kaiser & McMahon, 2017). This fragmentation makes it difficult to obtain a comprehensive picture of the intellectual structure, leading contributors, and thematic evolution of the field. Bibliometric analysis offers an effective methodological response to this gap, as it enables the quantitative mapping of publication trends, citation structures, and collaboration networks across large bodies of literature, and tools such as VOSviewer have become standard instruments for visualizing such bibliometric structures (van Eck & Waltman, 2010). This study therefore aims to map the global scholarly landscape of collective identity research in contemporary social science through a bibliometric approach.

2. METHOD

This research uses a bibliometric research methodology to map and examine the scientific body of literature regarding collective identity in contemporary social science. Bibliometric research methodology is used because of the ability of bibliometrics to quantify scholarly articles in large numbers and discover structural knowledge patterns such as citation links, collaboration networks, and keywords. The source of data for this research is the Scopus database, which is one of the most reputable databases for scholarly indexed journals on topics related to sociology, political science, psychology, and the social sciences more broadly. This database was chosen because of the wide coverage of scholarly journals and the suitability for longitudinal bibliometric mapping.

The process of data gathering was done in a systematic approach involving keyword searches. The main search strings included terms like "collective identity," "social identity," and "group identity." The search included only journal articles, book chapters, and review articles to ensure academic quality of research. At first, no limitation was put on the year of publication, since the aim was to include all aspects of the development of the phenomenon throughout the years; however, irrelevant subjects outside the social science, humanities, and related interdisciplinary fields were excluded in refining the data set. The final dataset was downloaded from Scopus in BibTex and CSV formats along with the authors' information, references, and citations.

The analysis was carried out using VOSviewer software which is developed particularly for bibliometric network building and visualization purposes. VOSviewer was applied to carry out analysis of co-authorships, co-citations, bibliographic couplings and keyword co-occurrences in order to reveal the structure and development of the field under study. Visualization functions provided by the software allowed revealing research clusters, key authors, dominating institutions, and topical areas associated with collective identity in contemporary social science. The network maps were built using fractional counting and association strength normalization to make sure of the accuracy of relationships representation among bibliographic items.

3. RESULT AND DISCUSSION

3.1 Co-Authorship Analysis

The following figure presents a VOSviewer co-authorship network visualization illustrating the collaborative structure among authors publishing on collective identity in contemporary social science.

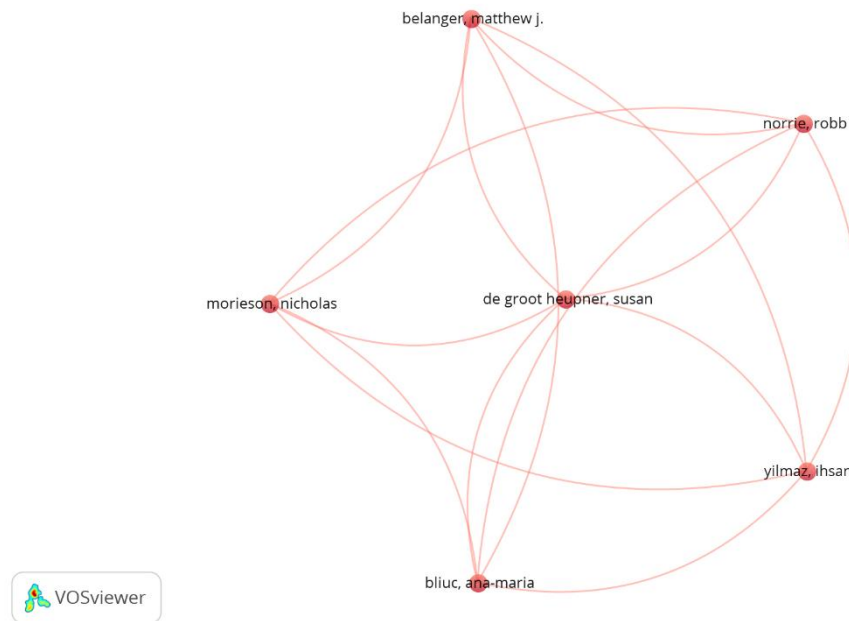


Figure 1. Author Visualization

Source: Data Analysis, 2026

The network map demonstrates the emergence of a single, closely interconnected cluster of collaboration among scholars, which implies that co-authorship in this field is still concentrated within one cohesive research team rather than distributed across multiple independent communities. The cluster is centered on De Groot Heupner, S., who is identified as the most prominent node, directly connected to Bliuc, A.-M., Yilmaz, I., Norrie, R., Morieson, N., and Belanger, M.J., which means that this group of six scholars collaborates jointly on the same line of research, forming a fully interconnected and tightly-knit community. Unlike bibliometric maps of more established fields, no separate or competing cluster is visible in the network, and no single author functions as a bridge between distinct intellectual communities, indicating that collaboration on collective identity in this dataset remains confined to a single, project-based research team rather than a broader network of interacting groups.

The following figure illustrates a VOSviewer network of institutional co-authorship relations in the field of collective identity in contemporary social science, highlighting collaboration patterns among leading universities and research institutions.

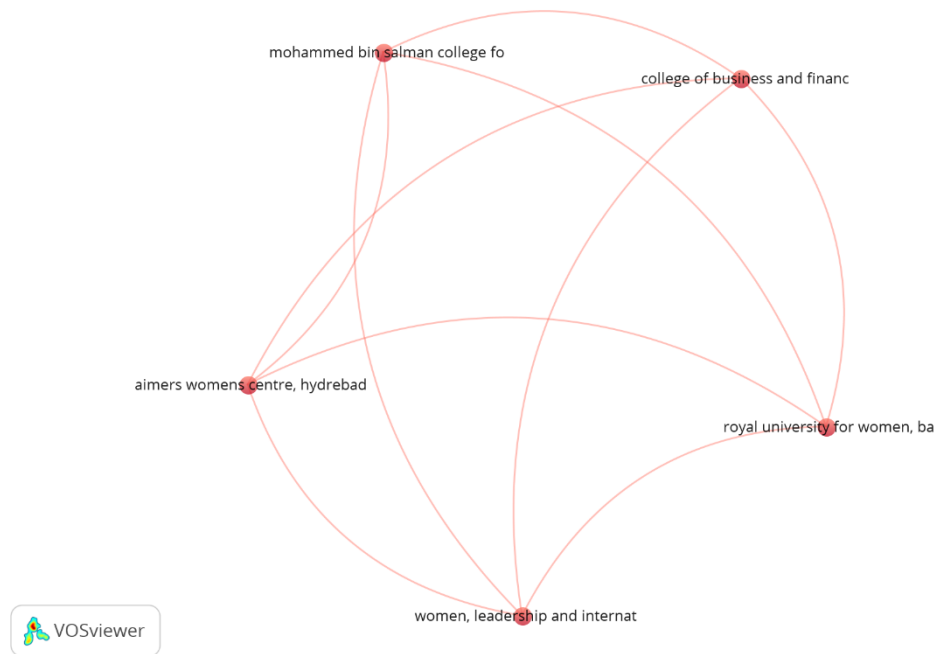


Figure 2. Institution Visualization

Source: Data Analysis, 2026

The network shows the presence of a highly concentrated, single-cluster structure of institutional collaborations rather than a divided or bifurcated one. A dense red cluster at the center of the graph is made up of institutions such as the Aimers Womens Centre in Hyderabad, the Royal University for Women in Bahrain, and the Women, Leadership and International Development center, among others including the College of Business and Financial Science and Mohammed Bin Salman College for Business and Entrepreneurship, showing the presence of a single collaborative hub jointly producing research on gender, entrepreneurship, and identity in the Middle East and South Asia. They act as a unified production node in empirical and conceptual contributions to the area of collective identity and women's entrepreneurship research. Unlike more institutionally mature fields, no separate or isolated institution branches off from this network, indicating that institutional collaboration in this dataset remains confined to a single, thematically bound group of institutions rather than distributed across competing academic hubs.

The following figure presents a VOSviewer country co-authorship network illustrating international collaboration patterns in research on collective identity in contemporary social science.



Figure 3. Country Visualization
Source: Data Analysis, 2026

From the visualization, it can be seen that the United States holds the central place in the global network of research with regard to collective identity studies because of the largest size of the node as well as its position bridging the other countries in the network. Such centrality is justified by the fact that the United States remains one of the major producers of knowledge in the field of collective identity and one of the centers of knowledge dissemination, as the country is the only node directly connecting the European side of the network to the North American and Nordic side. Active cooperation with such countries as Spain, Belgium, France, and Austria on one side, and Canada and Norway on the other, proves that the field maintains some degree of international reach but structurally remains dependent on the United States as the sole connecting point. When speaking about the secondary contributors, it can be said that there are two peripheral clusters rather than independent regional hubs – a Western European cluster and a North American–Nordic cluster. In particular, the Western European cluster demonstrates a linear, chain-like clustering among Spain, Belgium, France, and Austria, which means that these countries participate in a loosely sequential collaboration pattern rather than a dense continental network, whereas the North American–Nordic cluster shows a smaller, more limited connection between Canada and Norway, without further integration into a wider circle of collaborating countries.

3.2 Citation Analysis

The following table presents the most cited articles in the global literature on collective identity and related social science domains.

Table 1. Most Cited Article

Citations	Author and Year	Title	Publication
405	R. Abdelal, Y.M. Herrera, A.L. Johnston, R. McDermott (Abdelal et al., 2006)	Identity as a variable	Perspectives on Politics

Citations	Author and Year	Title	Publication
374	M.A. Hogg, D.v. Knippenberg (Hogg & van Knippenberg, 2003)	Social Identity and Leadership Processes in Groups	Advances in Experimental Social Psychology
189	F. Trentmann (Trentmann, 2004)	Beyond consumerism: New historical perspectives on consumption	Journal of Contemporary History
170	S. Milan (Milan, 2015)	When Algorithms Shape Collective Action: Social Media and the Dynamics of Cloud Protesting	Social Media and Society
114	A. Rosenmann, G. Reese, J.E. Cameron (Rosenmann et al., 2016)	Social Identities in a Globalized World: Challenges and Opportunities for Collective Action	Perspectives on Psychological Science
112	L. Yates (Yates, 2015)	Everyday politics, social practices and movement networks: Daily life in Barcelona's social centres	British Journal of Sociology
112	R. Eyerman (Eyerman, 2002)	Music in movement: Cultural politics and old and new social movements	Qualitative Sociology
109	J. Leader Maynard (Leader Maynard, 2019)	Ideology and armed conflict	Journal of Peace Research
105	A. Hatchuel (Hatchuel, 2001)	The Two Pillars of New Management Research	British Journal of Management
67	L. Chauvel (Chauvel, 2001)	Le retour des classes sociales ?	Revue de l'OFCE

Source: Scopus, 2026

The citation landscape is highly concentrated around a small number of foundational works. The most cited contribution, "Identity as a variable" (Abdelal et al., 2006), reflects its central role in establishing identity as a rigorous analytical construct within political science, providing the conceptual vocabulary on which much of the subsequent literature builds. The second most cited work extends this conceptual foundation into social psychology by examining how social identity shapes leadership processes within groups (Hogg & van Knippenberg, 2003), reinforcing identity as a mechanism of intergroup dynamics rather than a purely descriptive category. Several highly cited studies demonstrate the breadth of the field beyond its conceptual core, including historical research on the identity dimensions of consumption (Trentmann, 2004), social psychological work on collective action in a globalized world (Rosenmann et al., 2016), and sociological accounts of everyday political practice within social movement networks (Yates, 2015). The presence of cultural (Eyerman, 2002) and ideological (Leader Maynard, 2019) perspectives among the most cited works further confirms that collective identity functions as an integrative concept linking political science, sociology, and cultural studies, while management-oriented (Hatchuel, 2001) and demographic-oriented (Chauvel, 2001) contributions illustrate the concept's diffusion into adjacent applied and quantitative social science domains.

3.3 Keyword Co-Occurrence Analysis

The following figure presents a VOSviewer keyword co-occurrence network illustrating the thematic structure and intellectual relationships in the global literature on collective identity.

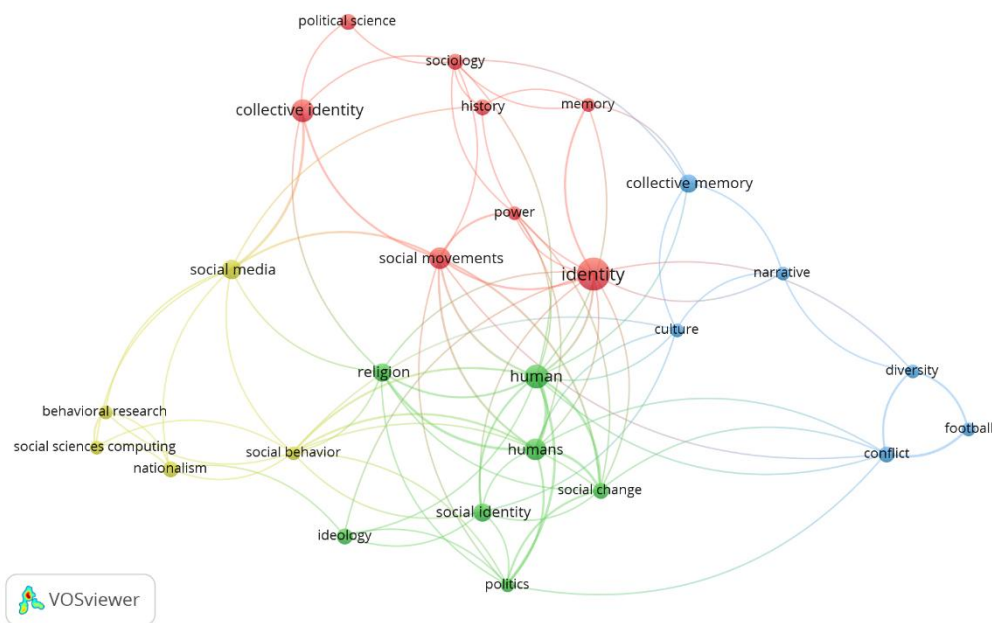


Figure 4. Network Visualization

Source: Data Analysis, 2026

As shown in the network, identity constitutes the dominant central node, connecting to nearly all other terms in the map and thereby functioning as the field's principal conceptual anchor. The high connectivity of this node indicates that research on collective identity is not confined to a single subfield but extends across sociological, political, and psychological lines of inquiry. Four distinguishable clusters can be identified around this central node, each representing a different thematic orientation within the literature.

The first cluster, comprising political science, sociology, collective identity, history, memory, power, and social movements, is positioned closest to the central node and reflects the field's socio-political and historical foundation, in which collective identity is analyzed primarily as a product of mobilization, historical narrative, and collective memory. The second cluster, consisting of religion, human, humans, social identity, social change, and ideology, reflects a more individual- and belief-centered orientation, in which identity is examined in relation to religious conviction, ideological positioning, and personal social identity. This indicates that the literature conceptualizes collective identity not only as a structural or societal phenomenon but also as one shaped by individual belief systems and value orientations.

The third cluster, formed by social media, behavioral research, social sciences computing, nationalism, and social behavior, represents a more recent thematic direction oriented toward digital and computational approaches to identity research, reflecting increasing scholarly attention to how identity is constructed and expressed through online platforms and data-driven methods. The fourth and comparatively peripheral cluster, composed of collective memory, narrative, culture, diversity, conflict, and football, indicates an emerging rather than fully established research line linking collective identity to cultural memory, storytelling, and group conflict, including its expression within popular cultural contexts. Overall, the network reflects a thematically diverse but structurally interconnected field, with identity serving as the central integrative concept across all identified clusters.

The following figure shows an overlay of keywords used in studying collective identity in contemporary social science using the VOSviewer software, wherein the nodes are colored according to the temporal changes in themes starting from older years (blue-purple, ~2014) to newer ones (yellow, ~2022).

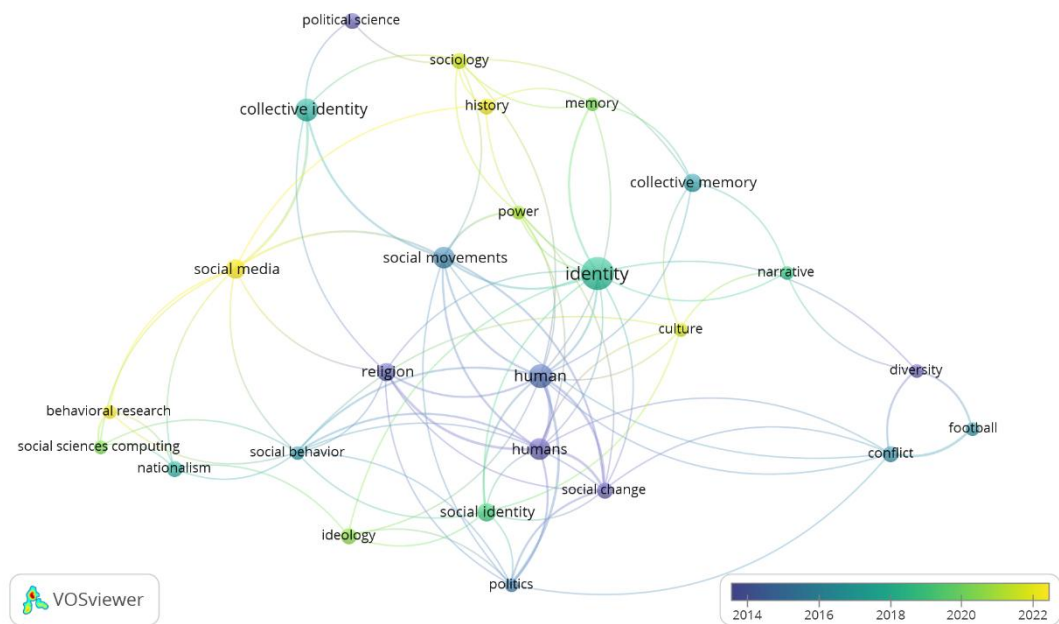


Figure 5. Overlay Visualization

Source: Data Analysis, 2026

The temporal distribution of the keyword network indicates that the earliest phase of research, represented by nodes in blue and purple, is concentrated around a set of foundational human- and belief-oriented themes, including human, humans, religion, politics, social change, ideology, diversity, conflict, and political science. This pattern suggests that scholarship from this period conceptualized identity primarily through relatively stable social categories such as religious affiliation, political membership, and ideological commitment, situated within traditional and largely offline social structures such as nations, faith communities, and political movements.

A subsequent phase, denoted by teal and green nodes, encompasses identity, collective identity, collective memory, narrative, social movements, power, memory, social identity, social behavior, nationalism, and social sciences computing. This shift reflects a growing theoretical maturity in the field, in which collective identity comes to be understood not merely as a fixed attribute but as a construct actively produced, reproduced, and mobilized through collective action, historical narrative, and group memory. The emergence of social sciences computing within this intermediate cluster further suggests an early methodological transition, marking the initial incorporation of computational approaches into a field that had previously relied predominantly on qualitative methods.

The most recent phase, indicated by yellow nodes, is characterized by a pronounced concentration around social media, sociology, history, behavioral research, and culture. This development indicates that contemporary research increasingly situates collective identity within digital and technologically mediated environments, while simultaneously revisiting historical and behavioral dimensions of identity formation using more reflexive analytical approaches. Notably, identity remains the dominant node throughout all temporal stages of the network, confirming its continued function as the

field's central organizing construct even as the surrounding thematic structure expands toward increasingly digital and interdisciplinary domains.

The following figure presents a VOSviewer density visualization (heatmap) of keyword co-occurrence in the global research landscape of collective identity in contemporary social science, where brighter regions indicate higher term density and stronger conceptual concentration.

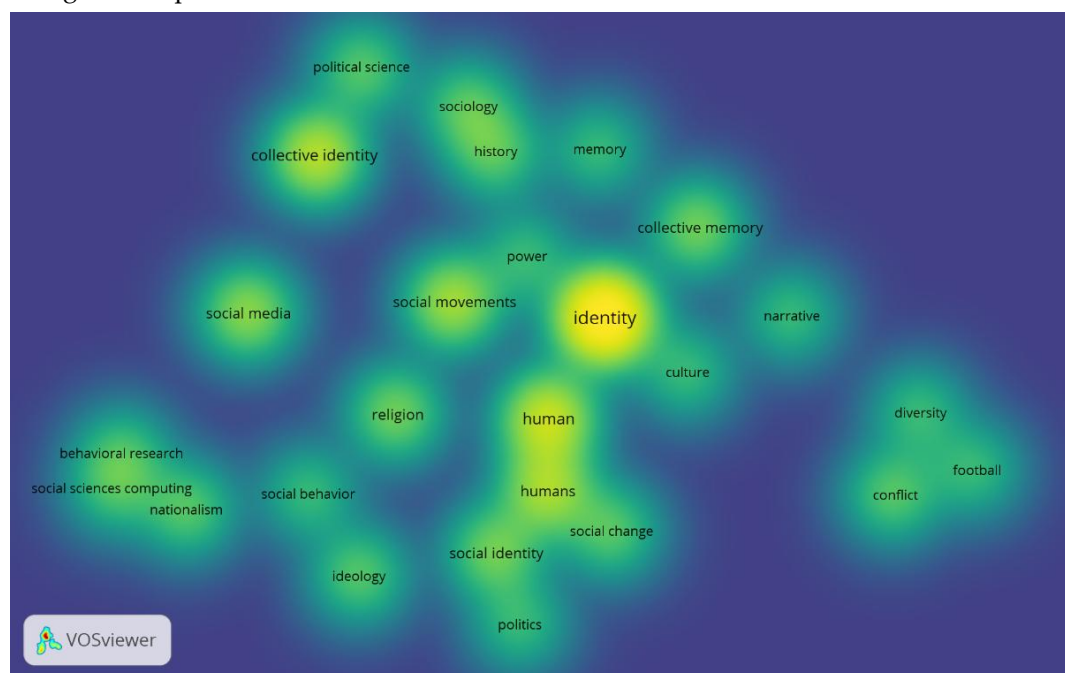


Figure 6. Network Visualization

Source: Data Analysis, 2026

The density visualization reveals a clearly defined intellectual core surrounded by a comparatively diffuse periphery. Identity emerges as the brightest and most centrally positioned hotspot in the map, indicating that it functions as the primary point of conceptual integration across the various strands of collective identity research. Surrounding this core, terms such as human, social media, collective identity, and social movements likewise display high density, suggesting that these concepts constitute the theoretical and empirical backbone of the field.

By contrast, terms located toward the periphery of the map, including political science, narrative, diversity, football, nationalism, and social sciences computing, exhibit noticeably lower density. This pattern indicates that such themes represent emerging or more specialized directions of inquiry rather than well-established components of the field's core structure. The relative distance of these peripheral terms from the central hotspot reflects a degree of thematic specialization, through which collective identity research extends into more focused domains such as digital culture, nationalism, and computational social science, while its conceptual foundation remains firmly anchored in the central cluster of the network.

4. DISCUSSION

This bibliometric analysis provides a systematic account of the structure, development, and thematic composition of collective identity research within contemporary social science. Overall, the results indicate that the literature is conceptually concentrated around a stable theoretical core linking identity, social movements, and social identity, while simultaneously

expanding into digital, computational, and cultural domains. The co-authorship, institutional, and country-level networks reveal that knowledge production, although intellectually unified, remains organizationally fragmented, with collaboration confined to small, project-based clusters rather than broad multi-institutional communities. This pattern is broadly consistent with observations in other bibliometric studies of the social sciences, where influential theoretical constructs often precede the formation of large-scale collaborative infrastructure.

In terms of conceptual content, the keyword co-occurrence analysis shows that collective identity remains firmly embedded within the theoretical structures of political science and social psychology, particularly through its close association with social movements, collective memory, and social identity. These themes form the conceptual backbone of the field, tracing back to foundational treatments of identity as a formal analytical and psychological construct (Abdelal et al., 2006), (Hogg & van Knippenberg, 2003). At the same time, the presence of strong linkages to social media, behavioral research, and social sciences computing indicates an emerging paradigm shift, in which collective identity is increasingly understood not solely as a product of historical or ideological processes, but also as something actively constructed and negotiated through digital platforms and computationally analyzable social behavior.

The overlay and density analyses jointly establish a discernible temporal trajectory in the field's intellectual development. Early scholarship concentrated on foundational, human- and belief-centered dimensions of identity, particularly in relation to religion, politics, and ideology. Research at an intermediate stage increasingly incorporated collective identity into broader discussions of social movements, collective memory, and narrative, reflecting a shift toward understanding identity as a mobilized and historically situated phenomenon. More recent scholarship has diversified further into digital and computational territory, encompassing social media, behavioral research, and social sciences computing, indicating that the field is progressively engaging with technologically mediated forms of identity formation.

From an institutional and geographic standpoint, the results reveal a more differentiated pattern than is typically observed in more established research fields. Rather than being dominated by a small set of globally prominent universities, institutional collaboration is concentrated within a regionally specific network centered on gender- and entrepreneurship-oriented institutions in the Middle East and South Asia (Metcalf et al., 2021), suggesting that sustained collaborative production in this field currently develops around specific thematic and regional niches rather than elite global research hubs. At the country level, by contrast, the United States occupies a structurally central position, functioning as the principal bridge between a loosely connected European cluster and a smaller North American Nordic cluster. Taken together, these patterns suggest that international engagement with collective identity research remains selective and unevenly distributed, with intellectual convergence around core constructs not yet matched by broad-based cross-institutional or cross-national collaboration.

The density analysis further corroborates the presence of a well-defined intellectual core accompanied by a diversifying periphery. Within this core, identity, human, social media, and social movements provide the structural foundation of the literature, while political science, narrative, diversity, nationalism, and social sciences computing constitute peripheral clusters that signal emerging rather than fully consolidated research directions. This configuration suggests that the field is undergoing a gradual process of diversification, in which established socio-political and psychological perspectives continue to dominate, while considerable room remains for growth across digital, cultural, and computational domains. This points toward future research that more deliberately integrates political and psychological theories of identity with computational and media-based approaches to collective identity formation.

5. CONCLUSION

This study provides a comprehensive bibliometric mapping of the global research landscape on collective identity in contemporary social science using the Scopus database and VOSviewer software. The findings show that identity, collective identity, and social movements constitute the core conceptual structure of the field, while co-authorship and institutional networks remain fragmented into small, project-based clusters rather than broad interconnected communities. Country-level collaboration is centered on the United States, which bridges a loosely connected set of European and North American partners. Citation analysis confirms that the most influential works originate from political science and social psychology, while keyword and overlay analyses reveal a clear diversification of the field toward digital, computational, and narrative-based approaches to identity in recent years. Overall, collective identity research can be characterized as a conceptually mature but organizationally fragmented interdisciplinary field, with substantial opportunities for deeper international and cross-institutional collaboration in future research.

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