

## A Bibliometric Analysis on Filter Bubble

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**Abstract :** This analysis charts the introduction and expansion of research into the filter bubble phenomena over the last 10 years using a large dataset of academic publications. This bibliometric study demonstrates how interdisciplinary filter bubble research is. The identification of key authors and organizations leading the filter bubble study sheds information on collaborative networks and knowledge transfer. Relevant papers are organized based on themes including algorithmic bias, polarisation, social media, and ethical implications through a systematic examination of the literature. In order to shed light on how these patterns have changed over time, the study plots their historical history. The study also looks at how research is distributed globally, showing geographic patterns and discrepancies in scholarly output. The results of this bibliometric analysis let us fully comprehend the development and reach of filter bubble research. This study offers insights into the ongoing discussion surrounding information personalization and its implications for societal discourse, democratic participation, and the potential risks to an informed citizenry by exposing dominant themes, interdisciplinary collaborations, and geographic patterns. In order to solve the problems caused by filter bubbles and to advance a more diverse and inclusive information environment, this analysis is essential for scholars and researchers.

**Keywords :** bibliometric analysis, social media, social networking, algorithmic personalization, self-selection, content moderation policies and limited access to information, recommender system and polarization

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