

Research Trends and Hotspots in Chinese Culture from 2022 to 2025: A Comprehensive Visual Analysis

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Abstract:

This study focuses on the research trends and key issues in Chinese culture from 2022 to 2025. In terms of research methodology, this study employs bibliometric analysis using VOSviewer 1.6.20 to comprehensively illustrate the academic landscape of Chinese culture. The research findings indicate that over the past four years, there has been an overall upward trend in the popularity of research on Chinese culture. Scholars like Zou G., recognized for their high publication frequency and extensive academic influence, have played a leading role in the field of Chinese culture research. Research institutions like Minzu University of China have achieved fruitful results and become a key force in promoting the development of this field. The Journal of South-Central University for Nationalities has made significant contributions to the study of Chinese culture. The primary research themes encompass the inheritance of Chinese culture and the cultivation of cultural confidence. The current emphasis on exceptional traditional Chinese culture and Xi Jinping's cultural thought is expected to guide the future development of Chinese culture research. By systematically organizing and analyzing the academic achievements, it aims to present a comprehensive overview of Chinese culture, accurately identify the research hotspots and development trends in this field, and provide a clear academic context along with forward-looking guidance for future research.

Keywords: Chinese Culture; Bibliometric Analysis; Research Hotspots; Research Trends

Introduction:

Chinese culture has a unique charm and appeal. Promoting its prosperity and globalization is essential for achieving the great rejuvenation of the Chinese nation (Zhuang, 2024). As the historical process of the great rejuvenation of the Chinese nation advances, the international dissemination power and influence of Chinese culture have significantly in-

creased. However, strengthening exchanges and mutual learning among civilizations, as well as enhancing international communication capabilities, remains a long-term and arduous systematic endeavor (Feng & Huang, 2025; Wang & Ren, 2024). This not only requires continuous deepening of the exploration and interpretation of cultural This requires not only a continuous deepening of the exploration and interpretation of cultural connotations

but also collaborative efforts from the government, academia, and all sectors of society (Wu & Wu, 2025; Zhang, 2025). Against this backdrop, understanding the latest trends and hotspots in Chinese culture research has significant theoretical and practical implications for optimizing cultural communication strategies and enhancing communication effectiveness.

Bibliometrics analysis not only objectively reveals the overall development trends and research hotspots of the discipline but also effectively identifies core scholars, key journals, and important research institutions within the field (Ren & Abdullah, 2024). This big data-based analytical approach facilitates understanding of discipline evolution patterns at the macro level and accurately identifies cutting-edge research directions at the micro level, thereby providing a scientific foundation for predicting academic trends and making decisions in scientific research (Wen et al., 2025; Wang et al., 2025).

Currently, there is a surge in the number of studies on Chinese culture. However, the distribution of research topics is uneven, methodologies are limited, and there is a lack of systematic organization, making it difficult to comprehensively grasp the development trends in this field. Therefore, applying bibliometric analysis to perform a visual study of Chinese culture research from 2022 to 2025 not only clarifies academic hotspots and frontiers but also offers data support for cultural inheritance and innovation, thereby facilitating the international dissemination and contemporary transformation of Chinese culture.

This paper offers a comprehensive review of relevant studies on Chinese culture, emphasizing five key aspects: trends in annual publication volume, highly productive authors, high-contributing institutions, highly productive journals, and keyword co-occurrence. By examining these five dimensions,

researchers can gain a deeper understanding of the academic landscape of Chinese cultural studies. This provides significant insights to the academic community and fosters the holistic development of research on Chinese culture.

Research Methods and Data Collection:

VOSviewer, a professional bibliometric analysis tool, efficiently processes large-scale scientific research data, including literature citations, co-citations, co-words, and co-authors. It also effectively reveals the associations and mutual influence mechanisms among literature by emphasizing the visualization of network structures (Wu & Yue, 2025). This study employs bibliometric analysis, utilizing the visualization capabilities of the VOSviewer 1.6.20 knowledge mapping analysis software tools.

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The research data for this study were collected from CSSCI journals available on the CNKI (China National Knowledge Infrastructure) platform. The screening criteria for the research data were as follows: topic (Chinese culture) and publication year (2022-2025). Through a rigorous screening process, researchers selected 2,792 articles as the research data sample and conducted a comprehensive visualization presentation and analysis of these samples.

Figure 1 illustrates the CNKI subject classification of published literature with over 100 articles. The cultural domain boasts as many as 1,547 published articles, surpassing other thematic areas. The number of articles in this field accounts for approximately 55% of all published articles. Among all fields, the second-highest number of published articles is in the field of public administration and national administrative management, with 594 articles, representing about 21% of the total number of arti-

cles. The field of Chinese politics and international politics ranks third in terms of the number of published articles, with 506 articles, accounting for

about 18% of the total. The field of journalism and media ranks fourth, with 349 published articles, representing approximately 14% of the total

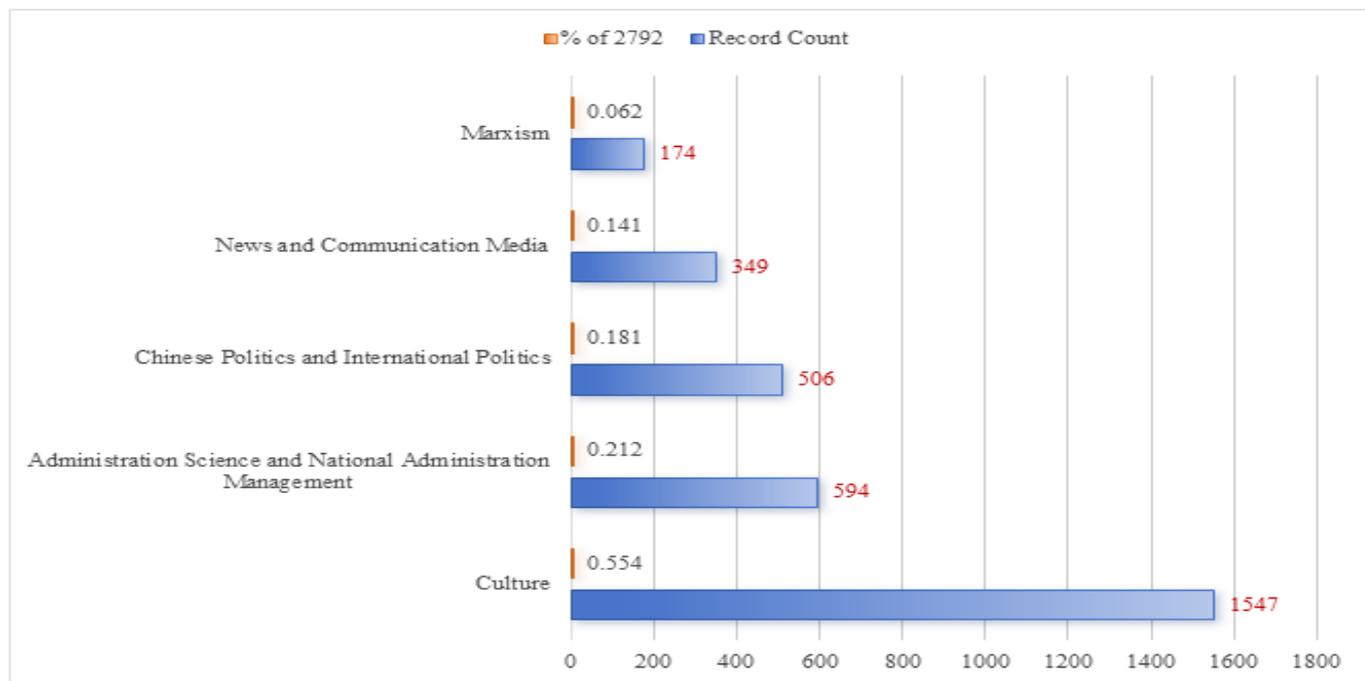


Figure 1. CNKI Categories

Result and Discussion:

● Annual Publication Volume Trend

Figure 2 shows that the annual literature publication volume in the field of Chinese culture studies exhibited a significant growth trend from 2022 to 2025. In 2022, there were 857 articles published, which increased to 1,080 in 2023, reached 1,289 in 2024, and approached 1,400 by mid-2025 (2025.5), with an average annual growth rate of approxi-

mately 65%. This ongoing upward trend suggests that enthusiasm for Chinese culture studies has been growing each year, particularly accelerating from 2024 to 2025, potentially influenced by policy initiatives, enhanced international cultural exchanges, or the advancement of interdisciplinary research. Additionally, the explosive growth following 2022, with that year as the base, further emphasizes the rapid expansion of research activity and academic interest in this field.

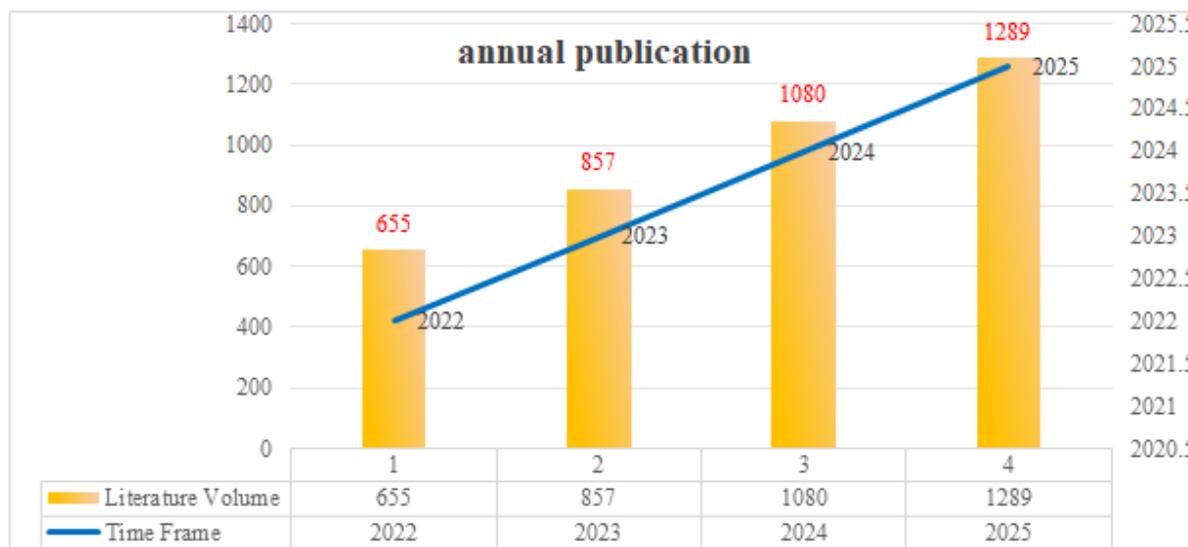


Figure 2. The trend of the annual publication volume of Chinese culture research

● **Analysis of High-Contributing Authors**

Figure 3 presents authors who have made significant contributions in the field of Chinese culture studies by publishing eight or more relevant papers. Zou G., a scholar, has published 13 articles related to the theme of Chinese culture; Fan Y. has pub-

lished a total of 12 relevant articles, and Qi W. has contributed 10 related papers in total. Qing J. and Wang Y. have each published 8 papers. Thus, Zou G., Fan Y., and Qi W. have demonstrated a strong interest in Chinese culture studies, reflecting their sustained activity and influence in this field.

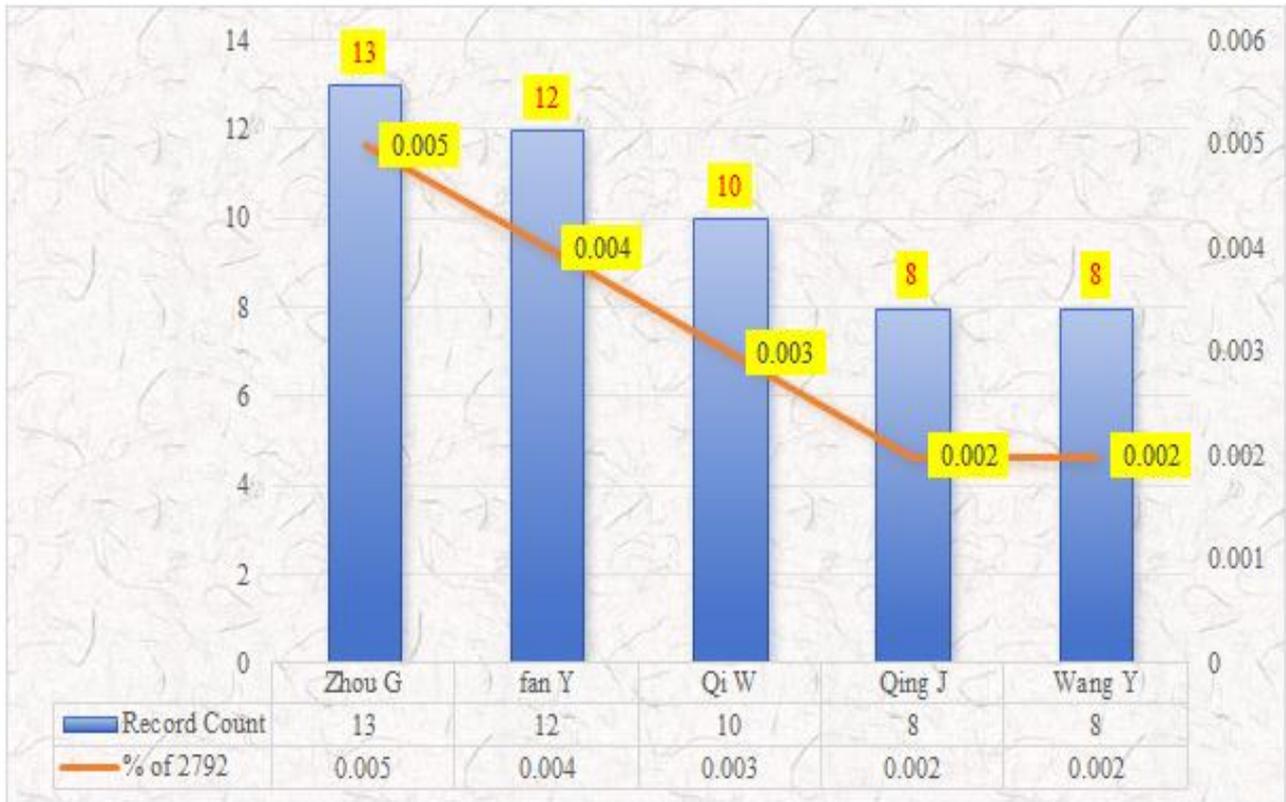


Figure 3. Authors and Contributions to Chinese Culture Study

● **Author Co-occurrence Analysis**

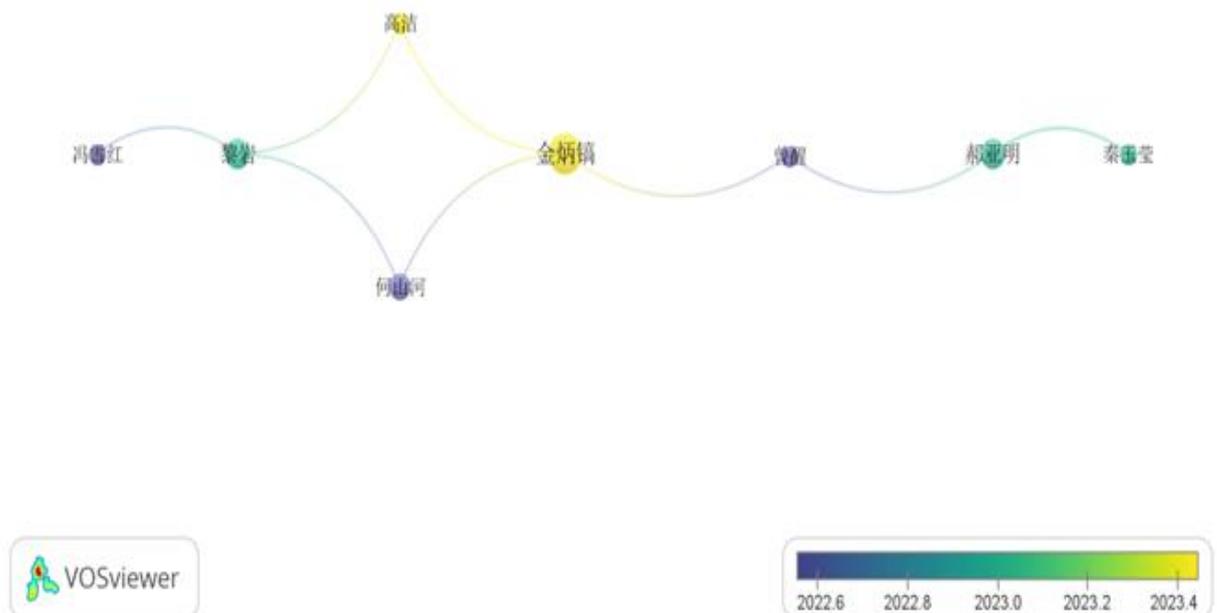


Figure 4 illustrates that in the academic research on Chinese culture, the collaborative ties among Chinese scholars exhibit a notably loose state, with low network density and a lack of prominent cross-institutional cooperation clusters. Analyzing the reasons, in the current academic evaluation system, sole-authored publications are often considered to better reflect scholars' independent research capabilities, leading some researchers to prefer independent publishing. Based on this, it is suggested that the academic evaluation mechanism should appropriately enhance the recognition of interdisciplinary collaborative research outcomes, promote in-depth dialogue among scholars from different fields, and inject new theoretical paradigms and methodological innovations into Chinese culture studies through the collision of diverse perspectives. This transformation in the collaboration model not only can improve research quality but also help build an academic community for Chinese culture studies with greater international influence.

Figure 4. Author co-occurrence in the research network of Chinese culture

● **Analysis of High-Contributing Institutions**

Figure 5 visually presents high-contributing institutions in the field of Chinese culture studies that have published more than 50 documents, whose research outputs significantly support the academic development in this field. According to the results

of bibliometric visualization analysis, high-contributing institutions in the field of Chinese culture studies from 2022 to 2025 exhibit a clear echelon distribution characteristic. As shown in the figure, Minzu University of China tops the list with 100 published documents, accounting for 3.5% of the total sample (2,792 documents), demonstrating its significant advantage in the field of ethnic culture studies. Renmin University of China (80 documents, 2.8%) and Shandong University (75 documents, 2.6%) constitute the second echelon, reflecting their academic accumulation in cultural theory and regional cultural studies, respectively. It is worth noting that although Beijing Normal University (65 articles, 2.3%), Tsinghua University (59 documents, 2.1%) and Chinese Academy of Social Sciences, CASS (51 documents, 1.8%) have relatively fewer published documents, their research often possesses high theoretical depth and international influence. This institutional distribution pattern not only reflects the dominant position of traditional strongholds in liberal arts in the field of cultural studies but also reveals the unique value of comprehensive universities and research institutes in interdisciplinary research. In particular, the high contribution of Minzu University of China highlights the important position of ethnic culture studies in the contemporary academic landscape of Chinese culture.

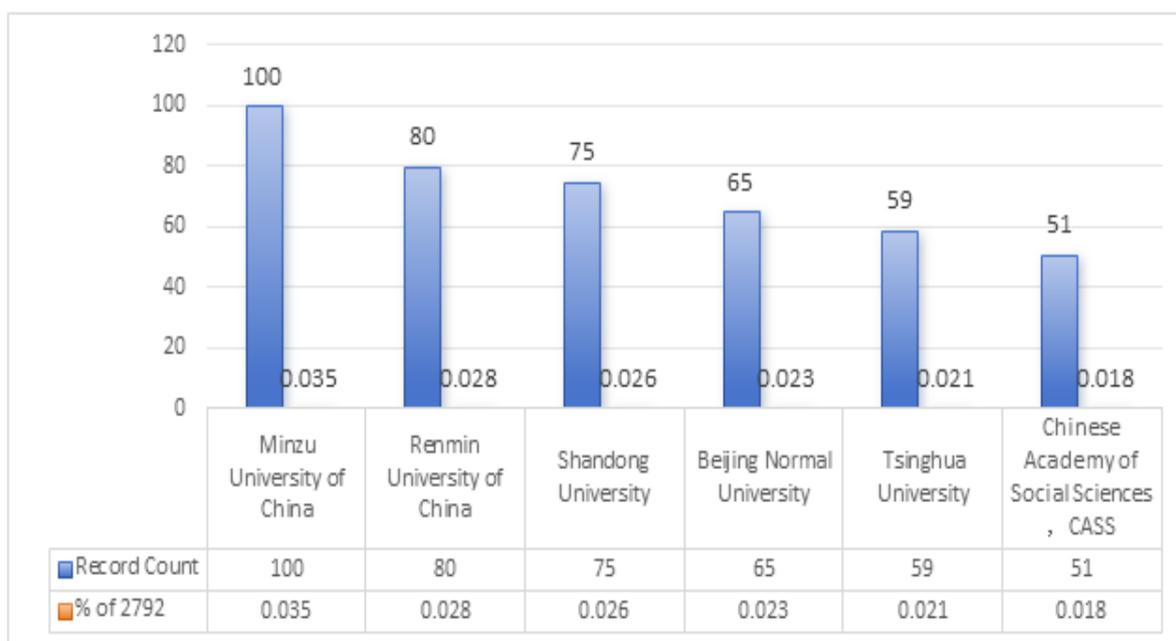


Figure 5. Analysis of High-contributing Institutions in the Research Network of Chinese culture

● **Analysis of High-Contributing Journals**

Table 1 displays journals in the field of Chinese culture studies that have published more than 50 articles. As can be seen from the table, the Journal of South-Central University for Nationalities ranks first with 69 articles (2.5%), making it the journal with the most published research outcomes on Chinese culture and contributing significantly. The Party Building and Ideological Education in Schools has published 63 articles (2.3%), and China

Religion has published 61 articles (2.2%), both also having high outputs in the field of Chinese culture studies. These journals have made substantial contributions to the publication of research outcomes on Chinese culture in the past four years. This journal distribution pattern not only reflects the disciplinary continuity in the field of traditional cultural studies but also mirrors the deep interaction characteristics between cultural research and social development in the context of the new era.

Table 1. Analysis of Journals with High - contribution to Chinese culture Research

Journal	Record Count	% of 2792
Journal of South-Central University for Nationalities	69	0.025
The Party Building and Ideological Education in Schools	63	0.023
China Religion	61	0.022
Journal of Ethnology	59	0.021
Media Journal	57	0.020
Guangxi Ethnic Studies	50	0.017

● **Keyword Co-occurrence Analysis**

Figure 6 presents the co-occurrence network of keywords in the study of Chinese culture. Researchers set the minimum co-occurrence frequency of keywords at 16 times, ultimately selecting 35 keywords that meet the criteria. The figure displays seven clusters identified by different colors: The first cluster, marked in red, contains 11 keywords, with the core keywords being "fostering a strong sense of community for the Chinese nation" (total line strength = 83, occurrences = 152), "cultural identity" (total line strength = 47, occurrences = 77), and "Chinese cultural identity" (total line strength = 13, occurrences = 40). The second cluster, marked in green, contains 7 keywords, with the core keywords being "Xi Jinping's cultural thought" (total

line strength = 156, occurrences = 152), "cultural confidence" (total line strength = 106, occurrences = 103), and "cultural subjectivity" (total line strength = 54, occurrences = 48). The third cluster, marked in blue, contains 6 keywords, with the core keywords being "excellent traditional Chinese culture" (total line strength = 333, occurrences = 429) and "basic principles of Marxism" (total line strength = 66, occurrences = 41). The fourth cluster, marked in yellow, contains 4 keywords, with the core keywords being "Chinese-style modernization" (total line strength = 110, occurrences = 86) and "modern civilization of the Chinese nation" (total line strength = 97, occurrences = 76). The fifth cluster, marked in purple, contains 4 keywords, with the core keywords being "Chinese culture" (total line strength = 135, occurrences = 215) and "inter-

national communication" (total line strength = 63, occurrences = 87). The sixth cluster, marked in cyan (blue-green), contains 2 keywords, with the core keyword being "creative transformation" (total line strength = 66, occurrences = 40). The seventh cluster, marked in orange, contains 1 keyword, with the core keyword being "cultural inheritance" (total line strength = 20, occurrences = 27).

By analyzing the core keywords of each cluster, it can be seen that the first cluster focuses on the exploration of the tradition and inheritance of Chinese culture; the second cluster centers on research around cultural confidence and cultural construction;

the third cluster focuses on the application and development of Marxism in China; the fourth cluster is related to research on higher education and the cultivation of a sense of community for the Chinese nation; the fifth cluster mainly revolves around research on the cultural communication strategies of the Communist Party of China in the new era; the sixth cluster explores new forms of human civilization and the international communication of culture; and the seventh cluster primarily focuses on the protection and inheritance of culture in ethnic regions.

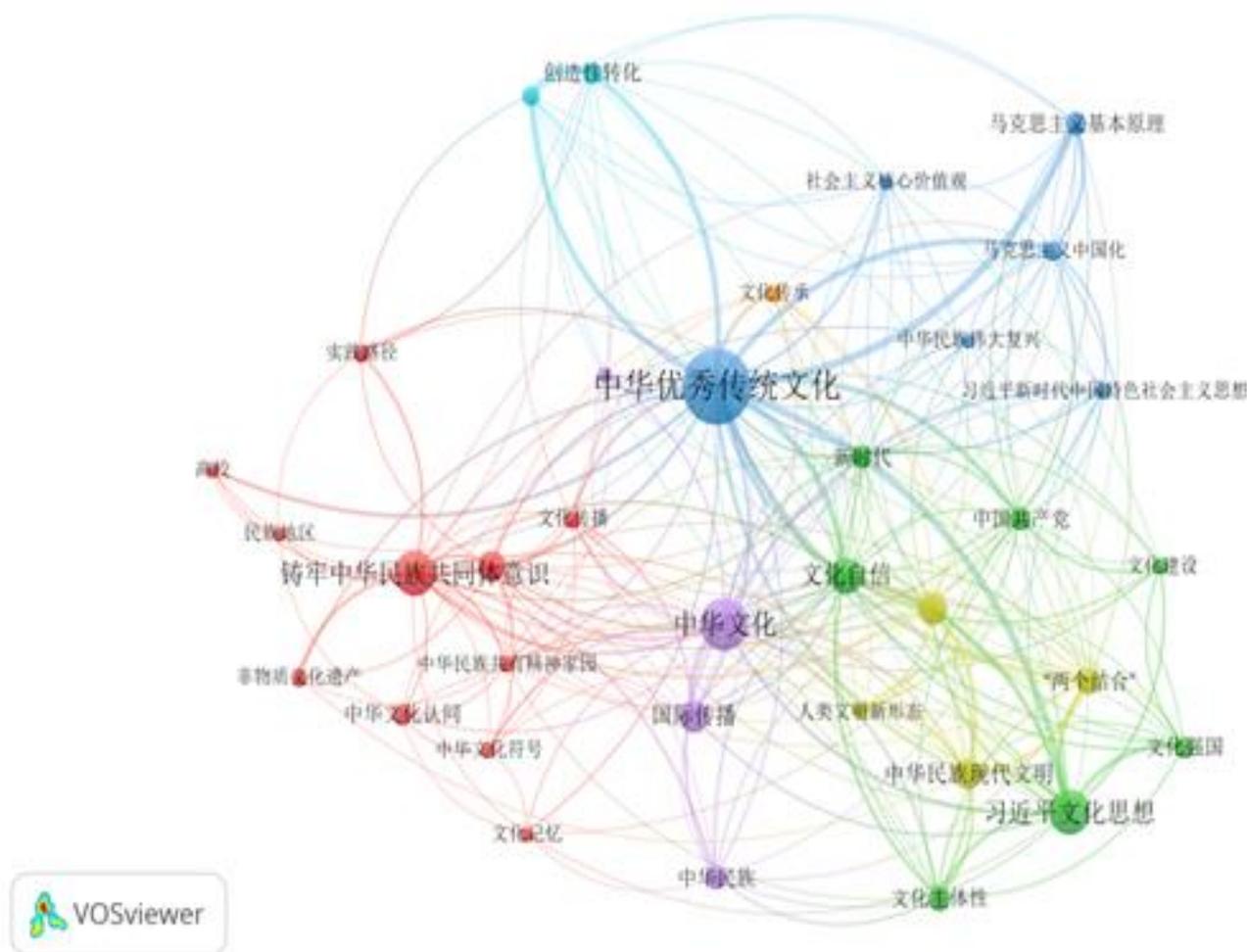


Figure 6. Keyword Co-occurrence in the Network of Chinese culture Studies

Figure 7 displays the co-occurrence overlay network in the study of Chinese culture. Through this overlay network, researchers have identified five recently popular terms: excellent traditional Chinese culture (occurrences = 429, Avg. pub. year:

2023.22), Chinese culture (occurrences = 215, Avg. pub.year: 2023.09), Xi Jinping's cultural thought(occurrences = 152, Avg. pub. year: 2023.94), fostering a strong sense of community for the Chinese nation(occurrences = 152, Avg. pub.

year: 2023.28), and cultural confidence(occurrences = 103, Avg. pub. year: 2023.11). Based on the analysis of the latest trend keywords in Figure 6, it can be inferred that the current focus areas of Chinese culture research are concentrated on themes

such as excellent traditional Chinese culture, Chinese culture, and Xi Jinping's cultural thought. These themes are expected to become significant trends in research in the coming years.

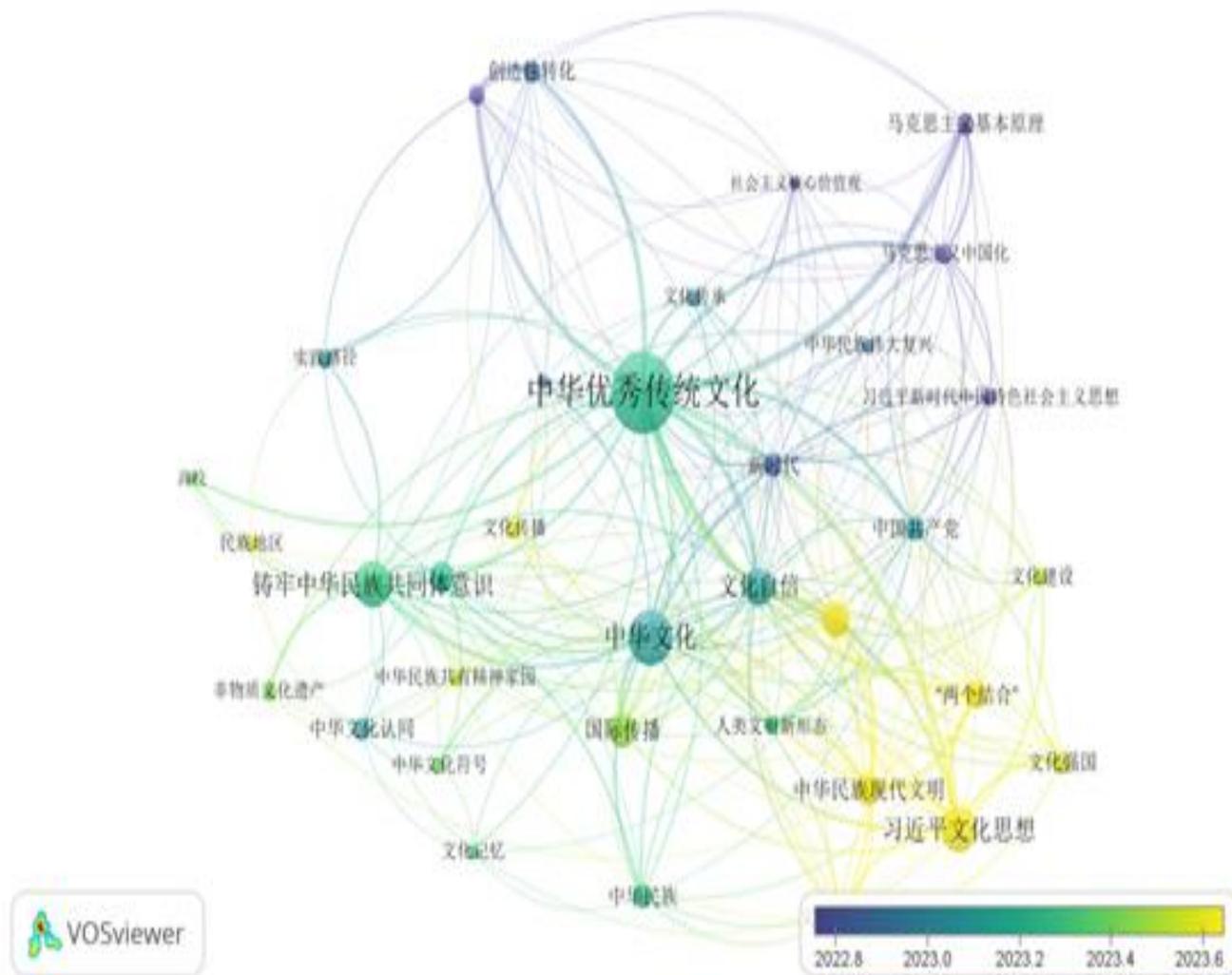


Figure 7. Keyword Co-occurrence in the Overlay Network of Chinese Culture Studies

Conclusion:

From 2022 to 2025, there has been a remarkable upward trend in the annual volume of published literature on Chinese culture research, indicating a rapid increase in research activity and academic attention within this domain. Scholars like Zou G., Fan Y., and Qi We. have produced a large number of influential articles, becoming key figures in the field. However, there is a lack of collaboration among Chinese authors, and it is recommended that

the academic evaluation system be adjusted to enhance the recognition of interdisciplinary collaborative research achievements. Research institutions such as Minzu University of China, Renmin University of China, and Shandong University have yielded abundant results, showcasing their respective strengths in ethnic culture, cultural theory, and regional culture studies, highlighting the significant role played by traditional strongholds in the liberal arts, comprehensive universities, and research insti-

tutes in cultural research. Journals like the Journal of South-Central University for Nationalities (Humanities and Social Sciences Edition), School Party Building and Ideological Education, and China Religion have made outstanding contributions to Chinese culture research, demonstrating the disciplinary continuity in the field of cultural studies and its close interaction with social development. The current research primarily revolves around topics such as the inheritance of Chinese culture, cultural confidence, and the sense of community for the Chinese nation, with Chinese excellent traditional culture and Xi Jinping's cultural thoughts emerging as research focuses, which are expected to guide future research directions.

In terms of research methodology, interdisciplinary research methods will become more prevalent. Given the complexity of Chinese culture research, single-disciplinary approaches are difficult in comprehensively and deeply analyzing relevant issues. In the future, interdisciplinary research will integrate theories and methods from multiple disciplines such as history, sociology, psychology, communication studies, and computer science to interpret Chinese cultural phenomena from different perspectives and construct more explanatory theoretical frameworks.

From the perspective of academic collaboration, strengthening cooperation and exchanges between scholars at home and abroad will become an inevitable trend. By organizing international academic conferences and conducting joint research projects, knowledge sharing and ideological collisions will be promoted, common challenges in Chinese culture research will be jointly tackled, and an academic community with international influence will be built. Furthermore, the academic evaluation system is expected to be further optimized, placing greater emphasis on the quality, innovation, and practical contributions to the inheritance and development of Chinese culture in research outcomes,

motivating scholars to conduct more in-depth and extensive research work.

This study has limitations in using only CNKI (China National Knowledge Infrastructure) as the data source. Subsequent research should broaden the scope of data collection, integrate domestic and international achievements, strengthen interdisciplinary collaboration, and further expand the depth and breadth of research to assist in the inheritance, innovation, international dissemination, and contemporary transformation of Chinese culture.

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Informed Consent Statement: Informed consent was obtained from all subjects involved in the study. For studies not involving humans, please exclude this statement.

Conflicts of Interest: The authors declare no conflict of interest.

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