A Study on the Knowledge Map of Beijing City Image

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Abstract: This present paper examines the relevant Chinese and international literature on Image of Beijing from the perspective of bibliometrics. After conducting the research, the author finds that the existing literature is not perfectly in line with strategic positioning of Beijing's Four Centers (also known as Political Center, Cultural Center, International Exchange Center, Science and Technology Innovation Center), capital city of China and old downtown area and is lagging behind to a certain degree. Research dimensions of the existing literature are scattered and diversified with no clear sign of logical research approaches. The corresponding researchers are conducting researches or surveys on their own, failing to form a distinct research theme and a unified research framework. Against this background, the study of Beijing's city image needs to build a three-dimensional research model with multi-country/regions, multi-lingual, multi-channel characteristics.

1. Introduction

As the capital city of a great power, Beijing plays an important role in the international public opinions and news coverage all over the world. In the wake of China enters a new period of reform and opening up, China's overall national strength has been drastically boosted and improved. As a result, the image of Beijing continues to attract the attention of various countries around the world. In recent years, major China-centered diplomatic activities such as the Belt and Road international cooperation forum, the Asian Civilization Dialogue Conference, the World Horticultural Exposition, and the 70th anniversary of the founding of the People 's Republic of China hosed in the city of Beijing one another in the year of 2019. Therefore, Beijing, as a miniature of China naturally evolves into a major focus of global media and constantly drawing international attention.[1] Since the year of 2017, Beijing started to made continuous progress in the implementation of strategies of the four centers, *capital city of China and old downtown area*, and the image of Beijing has grown into an independent research area that is heterogeneous with the overall China's image. In this context, it is of practical significance and academic reference value to extract the image of Beijing from the macro image of China and examine its status and position in the academic research.

In this light, this paper mainly focusses on Beijing's city image and attempt to explore it form both Chinese and international literature by means of bibliometrics. To make it clear, the literature is basically based on Chinese journal articles and other academic work conducted by Chinese scholars. Therefore, Chinese words appears in the figures of this paper every now and then, the author present them all without any translation in order to preserve the original and authentic results of bibliometrics.

2. Knowledge Map of Researches on Beijing Image

2.1 Chinese Knowledge Maps

With the aim to accurately analyze Chinese research trends in China's domestic academic context, the author searches on the China Knowledge Network Infrastructure (CNKI) with the keywords of *Beijing Image* (including synonym expansion), and a total of 525 related articles

comes out as the search result. After manual deleting non-academic articles such as the image of Beijing ambassador, the literary image of Beijing people, Beijing corporate image, Beijing industry image, media memo and the opening words, 198 valid papers are obtained by the author. The literature effective rate is 37.7%, and the timespan of these academic papers begin from 2000 and lasting to 2020. As for the bibliometrics processing, all the effective papers with titles, keywords and abstracts are exported to the software of Citespace for data processing according to the requirements of bibliometrics, while VOSviewer is also employed for visual processing. In this way, a systematic set of knowledge maps of the image of Beijing is thus formed.

By analyzing the co-words of Citespace-processed keywords, the results (shown in Figure 1) shows that the research dimensions of Beijing's city image are diversified but scattered, and a unified research theme has not yet been formed. Up to now, the researches of Beijing's image mainly focus on the image of Beijing as the Olympic Games hosting place, the regional image of tourist destinations and the media image of literature, film and television. In terms of keyword distribution, the existing literature differs significantly from overall Beijing's strategic planning issued by Beijng municipal committee. It can also be seen that the current academic research has been disconnected from the status quo of Beijing's urban development and strategic enhancement, and the researches are lagged slightly behind as well.

Fig.1 Clustering Diagram of Beijing Image Keywords

Source: made by the author
(since the literature is all Chinese papers, the figure remains unchanged and untranslated. basically this figure shows that Beijing image is closely related to Olympics, truism and media images)

In the meantime, the keyword analysis also sheds light upon that Beijing's image has not yet formed an all-round research system. Keywords like *People's Republic of China* and *China's National Image* are clustered into a research dimension in the Beijing image research (see Figure 2). That is to say, the research on the image of Beijing is limited of amount, and a large majority of the relevant literature is scattered and intertwined in the study of China's national image in the existing literature. Until around the year of 2016, the study of Beijing's urban cultural symbols and brand image represented by *Hutong* began to appear on the forestage of its corresponding academic study.
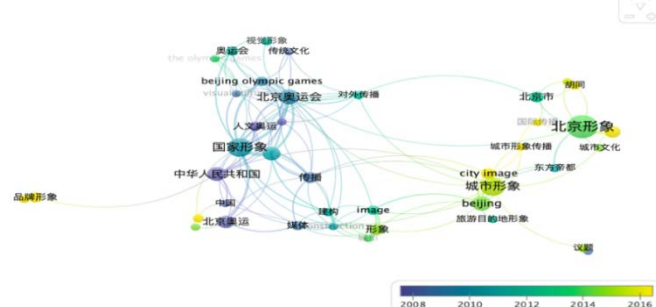

Fig.2 Co-Occurrence and Evolution of Beijing Image Keywords

(remarkably resemble figure 1, this figure is also shown in Chinese.it shows that China's national image is a key element and Hutong is the latest research trends)

Since national image is of great importance, the author conducts an interactive analysis of the image of Beijing and the image of China (see Figure 3), and find that the research on Beijing image as a research topic takes off in 2000 and experiences an upward trend in fluctuations. Compared with China's national image, it is in a weak position in terms of both the total amount of literature and the increasing on a year-on-year base. It can be seen that the research theme of Beijing's image is still in its infancy period and owns a good potential for future exploration. In terms of literature dissemination, Beijing's image first appeared in a research boom from 2007 to 2009. After a short period of decrease, Chinese scholars has resumed to focus on this research field since 2014 and maintain a steady increasing trend up to now. Nowadays, Beijing's image is becoming a trending research area, but the overall scale is still having a long way to go to match its urban development.

Fig.3 Interactive Analysis of China's National Image and Beijing Image

Source: CNKI (the blue one represents Beijing's image and the green one represents China's national image)

In order to clarify the research period of Beijing's image, the author sorts out 23 burst words via Citespace. (see figure 4) Among them, words serving as period-dividing nodes include communication, world cities, Chinese movies, urban brand image and Olympic-related word clusters. According to the interactive analysis of the literature and the changes of burst words, the author believes that the academic research of Beijing's image can be briefly divided into the following four periods: the initial budding period (2000-2005), rapid development period (2006-2009), The period of rising and falling (2010-2014) and the period of revival (2015-present). In addition, journalism and communication research has become one of the key areas for exploring Beijing's image.

Fig.4 Burst Words in Beijing Image   Source: Made by the Author

The author employs CNKI clustering map and VOSviewer to obtain a co-occurrence map of keywords and a map of the author's cooperation network from the perspective of communication studies (see Figure 5). Tourism image, promotional movies, urban media image and international communication turn out to be the research focus of existing literature, and Beijing culture becomes the central factor of Beijing's city image. The image of Beijing gradually departs from the overall communication process of the national image. Beijing evolves towards a multidimensional

construction of *soft communication* [2] enabled by soft powers. However, the total research literature for new media communication channels and audiences (users) is relatively small and insufficient.
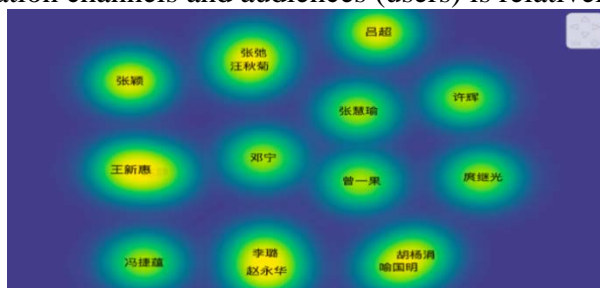

Fig.5 Clustering Density Map of Authors

Source: made by the author
(all the Chinese words are the names of Chinese researchers)

Due to the volume of the existing literature, the cluster analysis of the scholar's relationship network is simple and clear. It shows that the researchers are generally scattered, and they are independently conducting researches with different themes. As a result, no academic consensus has been reached, nor has a unified theoretical framework been formed to judge the influence of core scholars and their academic communities, and a systematic study of Beijing's image has yet to be established.

2.2 International Knowledge Maps

The author searches and analyzes international databases such as Web of Science and EBSCO with keywords *Beijing image* and *international image of Beijing* and find that the overall stock of relevant literature is far from satisfying, only 43 literatures were representative and relevant. After clustering, the results are shown in the following figure (see Figure 6).
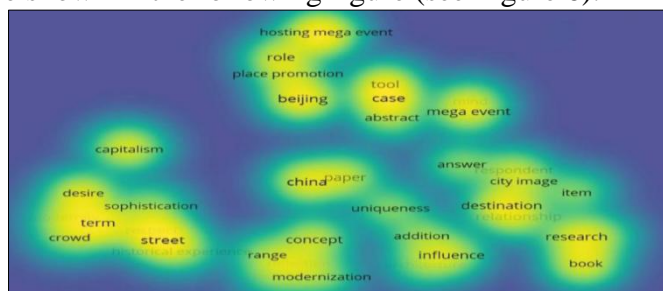

Fig.6 Source: Made by the Author

Limited by database barriers and overall volume, international literature data can hardly support data processing. International literature is mainly focus on Beijing's image from the standpoint of tourism destination, large-scale events holding place, modernization city, and influential capital. [3] After reviewing the literature map, most international scholars' research has focused on the image of Beijing in the eyes of English as a communication medium, via mainstream media in major Western countries.

3. Conclusion

From the foregoing statement, Beijing's current city image is closely entwined with the new positioning of four centers, capital city of China and old downtown area at the practical level. [4] In this sense, the image of new Beijing in a new era needs to be studied out of fragmentation research of Beijing image. City image is an intangible asset. [5] Researches on the city image of Beijing in the future needs to build a multi-country, multilingual and multi-channel research model. Only in this way, a well-rounded Beijing image can be realized among both domestic and international studies.

Acknowledgment

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