

Digital Culture in Information Science Studies: A Systematic Literature Review

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Abstract: This paper aims to provide a systematic literature review covering the field of digital culture in the information science study. Digital culture studies have been used in various fields, including but not limited to humanities, education, information technologies, human resources, and counseling. However, the amount of research that discusses the digital culture in information science study remains limited. This paper will provide a comprehensive insight into the studies that have been conducted related to digital culture based on various publications that have been deposited in the selected databases. Based on findings, previous scholars define the concept of digital culture as associated with people as well as technology. The behavior of people interacting, behaving, thinking, and communicating as human beings will create the digital culture environment within current communication settings. Besides that, the development of digital culture research began within the 21st century when the digital and industrial revolutions were introduced. The findings also present the limited number of digital culture research trends within information science. Thus, it is significantly important to explore digital culture research, particularly within information science studies. The information provided in this current study will be greatly beneficial to the research community to discover which database is the most relevant to digital culture studies. This will further assist the researchers to select and target the high-indexed journals in the respective databases.

Keywords: *Library and information science, digital culture, digital technology, digitalization.*

1. Introduction and Background

The digital revolution also known, also known as the third industrial revolution, emerged in the year 1969 until 2009. With the introduction and widespread use of digital computers and digital record-keeping in the late 1950s, the Digital Revolution got underway and is still going strong today (Itigatti, 2020). During the late 1980s, digital technology started to rise with less than 1% of the technology information stored in the digital format (Hilbert, 2020). According to Technopedia (2017), the digital revolution began to spread to developing countries in the 2000s, causing the number of mobile phones and internet users to rapidly increase. During this period, analog television was replaced by digital signal, reaching 94% of usage in the year 2007. In 2014, 99% of technology information was stored in digital format. The development of hardware and software began, creating fierce competition among well-known developer companies. Microsoft and Apple are among the top performer companies which continuously upgrading their technologies and keep soaring until today at a top-notch level.

Each of the Industrial Revolution phases has changed the way we live, work, and interact with each other (Shahroom & Hussin, 2018). Nowadays, digital technology has become a part of human ways to think, behave, and interact within the community as well as within an organization. Allen (2019) stated that technology brought new methods of electronic communication. Digital technology has created an online environment called digital culture. The revolution in the advancement of technology shows that digital culture has been present since then. Technology, hardware, software, and systems are the tools that not only create and build a digital culture among people but also significantly connect one person with another. Mahmood and Hussin (2018) reported that internet development and mobile technology have also changed the way people gain contact and information, their technology style and preference, and influence their decision-making in selecting and purchasing related services. Smartphones are a technology that provides various range of services including the internet and advanced computing skills that help users stay involved and connected in their everyday lives (Kirvan, 2023). Internet and mobile technology eventually become vital platforms that build and shape the digital culture environment among people worldwide.

In Malaysia's context, digital technology has shaped the community or society to accept and emerge with the technology in their daily lives, known as digital culture. According to Kemp (2024), the internet user in January 2024 is 33.59 million out of 34.49 million of the Malaysian population. The data revealed that the penetration of the Internet within the community and society in Malaysia has covered almost the entire population of Malaysia. According to MCMC (2022) show that the number of internet users in 2022 is a 92.7% increase of 4% than in 2020 with 88.7%, while the percentage of non-internet users is 7.3%. The data revealed by MCMC (2022) state that the online activities of Malaysians are communicating by text (98.3%), visiting social networks (94.1%) and watching and downloading video or online television (89.6%). The data show that Malaysians have begun to absorb the digital lifestyle in their daily life. Internet, social media and smartphones have become significant tools to connect with the technologies in their life. This scenario shows that digital culture exists, and the urban and rural communities have begun to adapt to this digital culture environment and lifestyle in their daily lives. Therefore, that is significantly important to explore and investigate the digital culture status of society to embrace Society 5.0.

The concept of digital culture can describe the idea that technology and the internet significantly shape the way we interact, behave, think, and communicate as human beings in a societal setting (d'Arnault, 2015). This concept has been described by Clayton d'Arnault (2015) in the Digital Culturist website. Meanwhile, GDS Insight (n.d) also defines digital culture as a concept that describes how technology and the internet shape the way we interact as human beings. Miller (2011) describes the digital culture as a culture shaped by the emergence and usage of digital technology. Digital culture is regarded as a key component of the current digital transformation of society. However, at the same time, it also can be seen as an epistemological obstacle to the sociological analysis of the same phenomenon (Guy, 2019). The emergence of technology has created the "digital culture" in which knowledge and information have emerged, centering on the organization, recording, and distribution within society (Sobandi, 2021). This current study will expand the literature review by covering both the Google search tool and the published articles in the EBSCO Host, ScienceDirect, and Emerald Insight databases. A systematic literature review will be performed to dig out more on the definition of digital culture from the multiple perspectives of various disciplines, including in the area of information science study. This study has come out with the following research question to construct the systematic literature review:

- *What is the definition of digital culture based on the previous literature review?*
- *Which areas have been developed on the digital culture within the previous literature review?*
- *How have digital culture research trends evolved over the years?*
- *How many publications have been published in information science studies?*

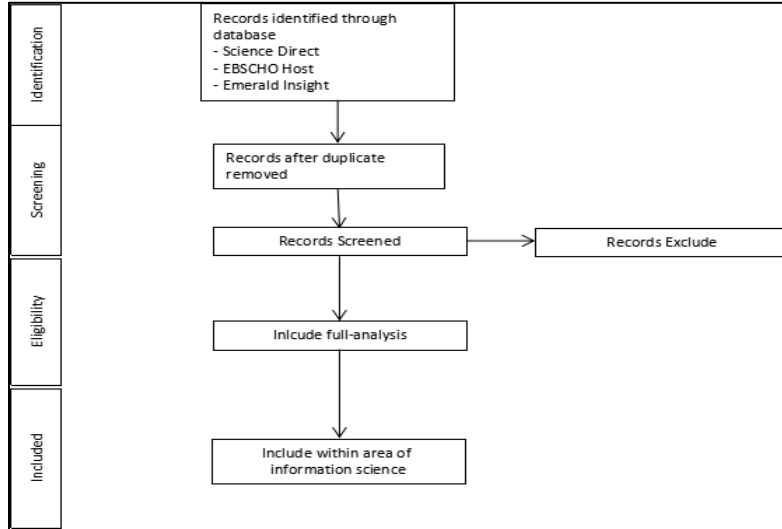
This report will also describe the methodology that has been adopted for the systematic literature review. Then, the findings generated from the search against the targeted databases will be further discussed comprehensively. The discussion will be based on previous studies to identify which area related to digital culture was the most explored by previous scholars.

2. Methodology

In constructing a systematic literature review, this study has articulated a series of steps that allow the construction of the literature review based on all the selection parameters in the databases (EBSCO Host, ScienceDirect, and Emerald Insight). These databases have been selected because database like EBSCO Host provides a large number of databases that cover a diverse range of subjects in the social sciences (National College of Ireland Library 2021). Emerald Insight focuses on academic journals or books in the fields of management including accounting & finance, economics, human resource & organizational behavior, management science & operations, marketing, and strategy (National College of Ireland Library, 2021) while Science Direct provides free access on to their most cited research which covering on physical science and engineering, life science, health science as well as social science and humanities (Elsevier, 2021). The digital culture studies within the social science fields, thus this database has been selected by the author of the paper. Besides that, a flow diagram for the reporting of systematic literature review based on Moher et al. (2009) called PRISMA was used as a guide to provide the complete picture to understand the digital culture definition from the view of information science study and other disciplines. This PRISMA-P will facilitate in preparation and reporting of a robust protocol in systematic review (Moher et al, 2015). Figure 1 displays a systematic

literature review development, addressing the entire selection process of the targeted publications.

Figure 1: Flow diagram of the systematic literature review (Moher et. al, 2009)



H1: Different customer age groups experience mobile network operators differently.

Selection of topic: Digital Culture

The systematic literature review was conducted on the digital culture topic, focusing on the information science study field. In the library and information science studies, EBSCO Host, ScienceDirect, and Emerald Insight databases are identified as the most highly referred databases among academicians, including students and researchers within the field of information science. This study presents the publications that were captured and retrieved using the search keyword “Digital Culture” from these popular databases. Multiple databases were considered and analyzed to perform this empirical study and to ensure the originality of the results.

Records identified through the database: EBSCO Host, Science Direct & Emerald Insight.

Table 1 shows the search results related to the “Digital Culture” keywords that were extracted from EBSCO Host, ScienceDirect, and Emerald Insight databases. This result displays the overall search result on the databases regardless of the inclusion and exclusion criteria. However, the limitation of the publications year and the language filter were applied to the searching process. The search strategy during searching the title with “digital culture” is field searching. According to Iowa State University (2021), field searching is a technique that lets you search for information that you know will be in a specific field of an item record, such as the title or author. The data summarized in Table 1 indicates the publications from the year 2011 until 2020, involving numerous journals that cover the research area of interest.

Table 1: Search results generated from the keyword “digital culture”

No.	Database	Search Query	Search Result	Date of Search
1.	ScienceDirect	Find an article with this term: “digital culture”	546 results	31 December 2022
2.	EBSCO Host	Searching: <“digital culture”><Select a Field (optional)><TX All Text><language:english>	2,714 results	31 December 2022
3.	Emerald Insight	“Digital Culture”	336 results	31 December 2022

Then, the results obtained were classified based on the source type as shown in Table 2.

Table 2: Search results are sorted based on the source type in the databases (31 December 2020)

Database	Source Type	Total
ScienceDirect	Review article (23), research article (375), encyclopedia (15), book chapters (69), book review (14), news (18), editorial (9), others (23)	546 results
EBSCO Host	Academic journals (1,561), book reviews (501), magazines (481), trade publications (120), and newspapers (51)	2,714 results
Emerald Insight	Article (279), book part (33), and early cite article (24)	336 results

Removal of Duplicated Publication & Records Screening

The number of the search results was further reduced by removing the duplicated articles. The articles were also filtered by a screening of the abstract title. This process is essential in finding the right articles and ensuring the selected article fits the requirements of the literature review, where the research topic must be highly related to the digital culture. Several criteria have been excluded and some others were included via the advanced search option available in the databases. The selected criteria were tabulated in Table 3 below.

Table 3: Results and the selection criteria extracted from the keyword “digital culture”.

No.	Database	Selection Criteria	Search Result
1.	EBSCO Host	<u>Include</u> Year: 2011 - 2020 Source Type: Academic Journal Language: English only Limit to: Full text only	19 results
		<u>Exclude</u> Subject Company Publisher	
2.	ScienceDirect	<u>Include</u> Year: 2011 - 2020 Source type: Research Article Include: Open Access only Limit to: Full text only	4 results
3.	Emerald Insight	<u>Exclude</u> Open archive	3 results
		<u>Include</u> Year: 2011 - 2020 Type: Article Only open access	
		<u>Exclude</u> The article, Book part, Early cite article	

Based on Table 3, the keyword “digital culture” was most frequently used in the EBSCO Host database. The data revealed that 19 articles have been published related to digital culture topics in this database. Meanwhile, ScienceDirect and Emerald Insight showed a relatively low number of published articles related to the same research topic. Referring to this number, academicians, including the students and researchers could use the EBSCO Host database as the main reference to look for the articles related to digital culture and subsequently to find the relevant information. Table 4 below shows the list of journals that were primarily discussed in the digital culture studies found in the EBSCO Host, Science Direct, and Emerald Insight databases.

Table 4: Most relevant journals for the keyword “digital culture”

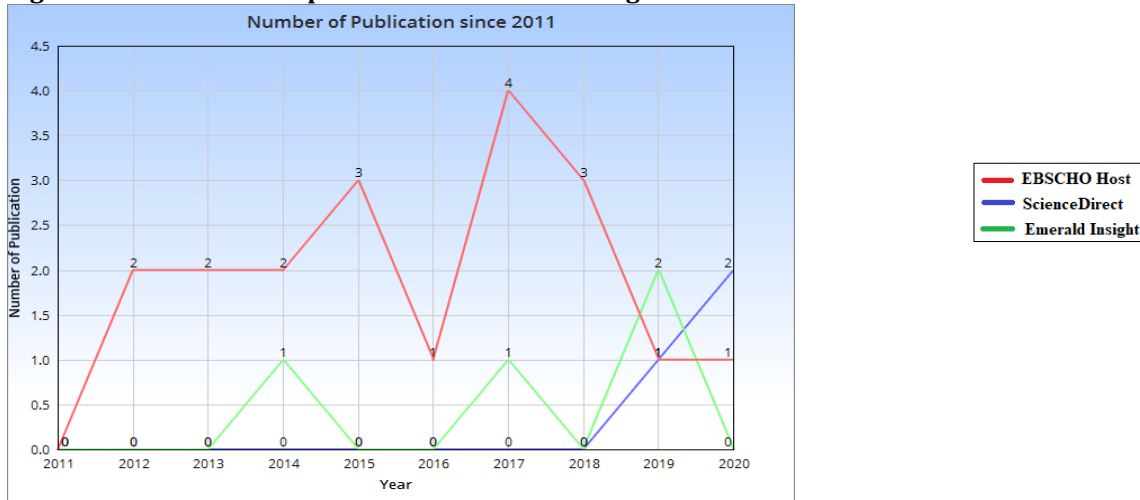
Database	Journal	No of Article
EBSCO Host	Grey Room	1
	Mission Studies	1
	Leonardo	1
	International Journal of Humanities & Art Computing	1
	Radical History Review	1
	Distance Education	1
	Atlantic Journal of Communication	1
	HTS Theologies Studies/ Theological Studies	1
	Critical Art	2
	British Journal of Guidance & Counselling	1
	Sign System Studies	1
	The Journal of Arts Management, Law and Society	3
	International Journal of Children's Spirituality	1
	Education & Reality	1
	Journal of Gender Studies	1
	Gender, Work & Organization	1
The Art in Psychotherapy	1	
ScienceDirect	Discourse, Context, and Media	1
	Technological Forecasting, Social Change	1
	Computers and Education	1
Emerald Insight	Library Hi Tech	1
	Strategic HR Review	2

Based on Table 4, digital culture has been discussed and published in various fields of study. EBSCO Host database displays the highest number of journals and articles (16 journals, 19 articles) that have discussed digital culture studies compared to ScienceDirect (four journals, four articles) and Emerald Insight (two journals, three articles). The Journal of Arts Management, Law and Society published the highest number of related articles, while is three articles, followed by Critical Art (two articles) and Strategic Human Resource Review (two articles). The low number of publications indicates that the digital culture field has not been explored much until now, answering why there is no firm theoretical research done on this field of study.

3. Revolution of Digital Culture Research Trend

Based on the literature survey conducted, the publications trend related to the digital culture fluctuated from 2011 through 2020. The EBSCO Host database showed that the digital culture research increased to four publications in 2017. Meanwhile, the number of publications increased from one to two in the ScienceDirect and Emerald Insight databases in the year 2019 and 2020, respectively. The data shows that the research publications in the digital culture field are highly lacking and limited. This suggests that more research should be conducted, especially in this current digital environment to explore and theorize the digital culture research academically.

Figure 2: The number of publications related to “digital culture” from 2011 - 2020



Digital Culture on Information Science Studies

Information science study is composed of theoretical and applied efforts to define the word information, explain how the information is processed by the computer and related technologies (for example, information system), and how this information and system may interact with specific human practices such as business, culture, library science, and philosophy (Ess, 2003, 2004; Tavani, 2004). Zins (2007) has identified the components and the conception of information science. The journals associated with this component were identified in this systematic literature review. Figure 2 shows the conception map of information science.

Figure 2: The conception map of information science (Zins, 2007)

		Explored Phenomena			
		Data	Information	Knowledge	Message
Characteristics	Mediating	Model (1) Hi-Tech	(Focusing on the mediating aspects of D-I-K-M as they are implemented in computer-based technologies)		
		Model (2) Technology	(Focusing on the mediating aspects of D-I-K-M as they are implemented in all types of technologies)		
		Model (3) Culture/Society	(Focusing on the mediating aspects of D-I-K-M as they are implemented in human societies)		
	Inclusive (all aspects)	Model (4) Human World	(Focusing on all aspects of D-I-K-M as they are implemented in the human realm)		
		Model (5) Living World	(Focusing on all aspects of D-I-K-M as they are implemented in the living world)		
		Model (6) Living & Physical Worlds	(Focusing on all aspects of D-I-K-M as they are implemented in all types of biological organisms, human and non-human, and all types of physical objects)		

A series of steps to explore digital culture studies was designed in this systematic literature review. The research topic was specified to be within the keyword of “digital culture” in the information science field. Table 5 shows the identified journals and articles that fall within this search category. The research result was filtered based on the conception map of information science developed by Zins (2007).

Table 5: List of journals and published articles related to the keyword “digital culture” in information science study

Database	Journal	Title of Article	Author	
EBSCO Host	International Journal of Humanities & Art Computing	A data infrastructure for digital cultural heritage: Characteristics, requirements, and priority services	Fresa (2013)	
	Distance Education	Digital culture clash: “massive” education in the E-learning and Digital Cultures MOOC	Knox (2014)	
	Atlantic Journal of Communication	Toward a Media Literate Model for Civic Engagement in Digital Culture: Exploring the Civic Habits and Dispositions of College Students on Facebook	Mihailidis, Fincham, & Cohen (2014)	
	British Journal of Guidance & Counselling	Training therapists to work effectively online and offline within digital culture	Anthony (2015)	
	Sign System Studies	Internet memes as Internet signs: A semiotic view of digital culture	Cannizzaro (2016)	
	The Journal of Arts Management, Law and Society		[1] Who Needs a Plan Anyway? Digital Cultural Policymaking is the Art of Navigating through Uncertainties	[1] Roberge, Nantel & Rousseau (2017)
			[2] The Promised Land of Comparative Digital Cultural Policy Studies	[2] Roberge & Chantepie (2017)
			[3] The Shaping of France’s Digital Cultural Policy	[3] Chantepie (2017)
	Education & Reality	Brazil, Argentina and Uruguay: Public Relations education in digital culture	Rhoden & Oliveira (2018)	
	Science Direct	Technological Forecasting, Social Change	Digital technology, digital culture, and the metric/nonmetric distinction	Guy (2019)
Computers and Education		The digital culture of students of pedagogy specializing in the humanities in Santiago de Chile	Ayala-Perez & Joo-Nagata (2019)	
Emerald Insight	Library Hi Tech	How to provide public digital cultural services in China?	Wanyan & Hu (2019)	
	Strategic HR Review	[1] Cultivating digital cultures	[1] Kavanaugh (2019)	
		[2] How to nurture a transformative digital culture in the workplace	[2] William (2019)	

Based on Table 5, digital culture has been discussed in various fields of study. However, some of the articles are not associated with the information science study. From the articles selected based on the conception of information science by Zins (2007), our findings show that digital culture has been discussed in humanities, education, information technologies, human resources, and counseling. The interdisciplinary study of the digital culture has been discussed widely in academic journals nowadays. The academicians, such as researchers and students can access the EBSCO Host database if they want to explore the articles related to the digital culture study. Other than that, digital culture researchers can target the journals listed in Table 5 to publish their articles related to the digital culture study. This will contribute to the development of a body of knowledge, especially in the areas of digital culture, cultural studies, as well as social and human behavior. Meanwhile, the articles extracted from the ScienceDirect database were primarily discussed in the study field of media, technology, and education. Emerald Insight only published three articles in two journals, namely

Library Hi Tech and Strategic Human Resource Review. These findings also reveal that the academicians within the field of Library and Information Science have the opportunity to publish their work in the Library Hi Tech journal in the Emerald Insight database. Thus, this study suggests that this journal could be the most suitable for the scholars to publish their research work related to the information science study.

4. Discussion

The first insight that can be drawn from the previous literature review is, the digital culture topic has been applied in various disciplines, This topic also has influenced the other disciplines of study and is recognized as an interdisciplinary knowledge, On top of that, development of the systematic literature review based on the publications in the EBSCO Host, ScienceDirect and Emerald Insight databases brings out the richness of ideas of digital culture in diverse disciplines, including computer science, applied science, communication, art, and humanities.

Defining Digital Culture

Based on the search results for the publications against the EBSCO Host, ScienceDirect, and Emerald Insight databases, various definitions of digital culture have been obtained. The “digital culture” keyword has been applied in multiple disciplines, giving out a diverse definition of this term. To gain a more in-depth understanding of the digital culture, this systematic literature review has addressed the following research question:

“What is the definition of digital culture based on a previous literature review?”

The definition of digital culture is still being debated over time. Each definition that has been reported by previous studies is mostly specific to individual fields of study and expertise. Deuze (2006) stated that digital culture is seen as an emerging set of values, practices, and expectations regarding the ways people (should) act and interact within the contemporary network society. Digital culture is also recognized as a participatory culture where people not only gain information from it but also contribute in a variety of ways (Uzelac, 2008). Meanwhile, Miller (2011) stated that the digital culture represents the culture shaped by the emergence and the use of digital technology. d'Arnault (2015) further elaborated that the digital culture describes the idea that technology and the internet significantly shape the way we interact, behave, think, and communicate as human beings in a societal setting. Digital culture represents an integration and adaption of the comprehensiveness of utilizing computer technologies for practical, creative, and connective platforms and practices (Carlton, 2014). Similarly, Ayala-Perez & Joo-Nagata (2019) referred the digital culture as a concept that focuses the technology, that is, the collection of knowledge and uses of digital technology (devices, software, media, etc.), which encodes its data in binary code. Digital culture can be a component of the current digital transformation in society. However, it also can be an epistemological obstacle to the sociological analysis of the same phenomenon (Guy, 2019). The digital technology encompassing our daily lives makes our membership in digital culture grow (López, 2012). On the other hand, this study concludes that the digital culture represents the culture shaped by the emergence and use the technology among the society itself. This definition has been adopted from Vincent Miller in a book entitled “Understanding the Digital Culture”, published in 2011. The combination of cultural components which includes individual and behavioural factors should be assessed in creating and building a digital culture in the society.

Development of Digital Culture Studies

Interestingly, based on the systematic literature review conducted, it was revealed that digital culture has been assessed in various disciplines, including but not limited to humanities, information technologies, human resources, counseling, library and information science, computing, and education. This indicates that the digital culture is not only applied to information technology (IT), but other disciplines have already started to explore this area of study according to their context and perspective. The second question that is addressed in this systematic literature review is:

“Which areas have been developed on the digital culture within the previous literature review?”

Digital culture studies started to be generally well-known in the 21st century, particularly during the Industrial

Revolution 4.0. Based on the various definitions discussed previously, it can be concluded that digital culture has been discussed from various perspectives. The previous study describes communication and interaction as the mediums in the application of technology in the world of digital culture, either in the organization or the local community as a whole. The Pew Study (Purcell, Rainie, Mitchell, Rosenstiel, & Olmstead, 2010) revealed that more individual within the community and political group participates in online technologies nowadays. Different areas of study have different understandings covering a broad spectrum and high dimension of digital culture. However, it all directed to similar primary contents which are the components of technology such as digital technology, media, internet, information technology, social network, as well as information, communication, and technology (ICT).

In educational studies, digital culture is developed and practiced in ICT among students and educators. Besides that, digital culture also has engaged with media literacy. Media literacy abilities possessed by youth in identifying the type of media allow them to access, evaluate, and manipulate the media. Adults should monitor the youth's daily activities on the social media platform to ensure that they display good digital behavior. It is also important to make sure that social media culture does not affect their life negatively. Previous studies also explored the reason why social media platforms redefined civic voice, engagement, and the participation of youth, especially in this 21st century. Scholars also took a glance at cyberculture, usage of software, technological, devices, and digital skills of students in embracing the digital culture. Digital culture has created an environment for students and educators that enables them to fully utilize the technologies by focusing on their daily practices. The experience gained from using ICT has enhanced the digital skills of students and youth within the community. As a result, ICT has been regarded as one of the significant platforms that are essential in embracing the digital culture in today's world.

In art management, scholars have been discussing the advancement of technology in the concept of performing art, visual, and media arts. The technology that going to be adapted into media and art studies must be relevant, considering that technology keeps on changing and evolving at a faster rate over time. The advancement of technology created new challenges for policy-makers in producing cultural policies through the adaption of technologies into the field of practice. The future of the digital culture also has been explored to make sure that their practice is relevant and up with the advancement of digitalization.

Among the various fields related to digital culture that have been discovered in this systematic literature review, the primary areas of study were identified to be (1) education and (2) art management. The compatibility of the digital culture with the field of study becomes a global challenge in this current era of globalization. No matter how big the challenges are, they must be overcome because technology will influence human behavior and daily life practices. Without technology, workers could not operate systematically which would limit efficiency. Taking the example of the current global situation due to the COVID-19 pandemic, students and teachers cannot communicate with each other without digital devices. Thus, education and learning cannot be carried out as usual. Moreover, without technology, the exhibition of arts (including artifacts and work in galleries, museums, or any cultural organization) could not be presented to the public. These examples show the importance of technologies, the enabler of human functions in today's world.

Revolution of Digital Culture Research in Technologies Study

The topic of digital culture has been discussed since 1997 in the academic arena. However, the definition of digital culture has only been properly defined nine years later, which was in 2006 by Deuze. Based on the literature survey, the number of publications related to digital culture research is low, particularly from 1997 until 2010. Then, from 2011 until the present, the number of publications in digital culture research has increased but remains at a considerably low number. The highest number of publications was reported in 2015 from the ScienceDirect database. Digital culture research is still not well-known among scholars within the information science study. According to Creeber and Martin (2008), new media and the digital revolution are parts of cultural transformation and most likely affect the world due to the development of the printing press or electrification. In the '90s, scholars have been discussing the barriers that surfaced in dealing with the digital culture. They were also concerned about how to deal with the diversity of digital content. In the '20s, a higher number of scholars coming from various disciplines have explored the digital culture within their respective fields of study. Scholars in the education field, particularly students and teachers tried to deal with the skill and media literature. Meanwhile, in the art management field, scholars have been discussing and exploring the

entanglement between digital technologies, culture, media, and public policy-making. Next, in the “21s, digital culture arose from various disciplinary, especially following the emergence of digital transformation and industrial revolution 4.0. The increased number of publications related to digital culture shows that this topic is closely associated with the digital world and technology plays an important role in the successful implementation of digital culture within an organization, as well as in the community.

With the emergence of the Industrial Revolution 4.0, researchers realized the importance of digital culture and started to take more interest in this topic. Moreover, they also realize that the digital world has monopolized the current global environment especially the Covid-19 pandemic that requires people to keep their social distance from other people. When people need to isolate themselves from other people, technology comes in handy to communicate and connect with their family and friends. Most organizations started to embrace digital technology. This situation highlights the importance of digitalization and its culture. Digital technology must be fully utilized by an organization to create a good digital culture. Digital culture can be developed from the utilization of technologies through associated platforms such as social media that allow people to communicate, interact, and share information regardless of distance. This area of digital culture should be explored more intensively by researchers in the future.

Digital Culture within Information Science Study

This systematic literature review also narrowed down the search on digital culture within information science study. According to Zins (2007), information science consists of humanities, information technologies, human resources, library and information science, computing, and education. The publications related to information science that was generated from the databases were matched with the keyword “digital culture”. However, this classification of the areas of study is based on the author’s point of view rather than other expert perspectives. The following research question is addressed:

“How many publications have been published within information science studies?”

Based on the data revealed, only a small number of publications was found to be related to the digital culture research within the information science study. A total of 26 articles were discovered from the targeted databases (EBSCO Host, ScienceDirect, and Emerald Insight), published throughout the year of 2011 until 2020. In summary, the research area of digital culture within information science study is yet to be explored extensively. Researchers should conduct more studies and publish more data and findings regarding this area to contribute to the development of the body of knowledge. The relationship between technology and human factors should be studied more to gain more understanding of digital culture in the context of information science study, Human and technology forms an interaction in digital culture, either within a small organization or the whole community.

5. Conclusion

This study presents a systematic literature review in the area of digital culture within the information science study. The methodology performed to overcome the complexity of searching for relevant information can be a guide to assist researchers in capturing the right information within their field. “Digital culture” has been used as a keyword to examine the existing literature review in the targeted databases. The use of suitable keywords is essential to prepare a systematic literature review in facilitating researchers to identify the most suitable journal and article based on their preferred topic. This study has discovered that most of the publications related to digital culture have been published in the EBSCO Host compared to the ScienceDirect and Emerald Insight databases. In the future, researchers who want to explore digital culture study can use EBSCO Host as the primary database and use the keyword “digital culture” to search for related publications. This systematic literature review also has shown how the digital culture topic has evolved over the years (2011 - 2020). Apart from that, a systematic literature review will give an overview of how far a particular field of study has been explored. This knowledge is important for the development of research theory or model in that respective field. Hence, it can be a powerful tool in exploring a certain field and will be a strong basis of knowledge for researchers before starting to go deeper into a particular field of study.

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