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TITLE:

The multidisciplinary of media and CCI clusters – A structured literature review

Research Background

The CCI and media cluster research field:

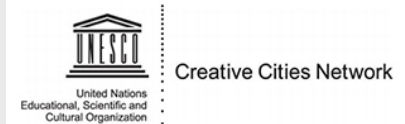
- Multidisciplinarity
- Diverging concepts
- Still in infancy
- increasingly popular topic for researchers
- And policy makers

Focus of this study:

Agglomerated CCI and media activities as these are the most prominent research topics in the field, here-after referred to as CCI and media cluster literature.



MediaCityUK



Research Background

For future research, it is important to understand **what ideas unite the CCI and media cluster literature** and **what different approaches** can be taken within the different emerged concepts.

There is a need to understand **how the research field is evolving** to pave a future research agenda.



**STRUCTURED LITERATURE REVIEW
(SLR)**

METHODOLOGY (SLR)

INSPIRATION:

1. **Industry cluster research studies** (Lazzeretti, Sedita and Caloffi, 2014 / Cruz and Teixeira, 2010)
2. **SLR (structured literature review methodology)** (Massaro, John and James, 2016)

BENEFITS OF SLR METHOD:

- ✓ Alternative to more traditional literature review methods
- ✓ More “defensible” outcomes
- ✓ Fitting for considerable amount of literature
- ✓ Able to develop research paths



6 STEPS OF THE STRUCTURED LITERATURE REVIEW FOR CCI AND MEDIA LITERATURE:

1. Define the **questions** that the literature review is setting out to answer.
2. Write a literature review **protocol** and define an analytical framework.
3. Determine the type of studies and carry out a comprehensive **literature search** and test the validity.
4. Start **coding and analysing** data using the developed framework.
5. Develop **insights and critiques**.
6. Develop **future research paths** and questions.

STEP 1-2

THE GOAL IS TO LOOK AT SIMILARITIES, DIFFERENCES AND FUTURE RESEARCH PATHS IN CCI AND MEDIA LITERATURE:

RESEARCH QUESTIONS:

1. How is the field of CCI and media cluster literature evolving?
2. What are the research approaches in the field?
3. What are the implications for academics and practitioners?

ENLARGE AND EXTEND EXISTING LITERATURE STUDY FRAMEWORKS AND EXISTING STUDIES ON INDUSTRY CLUSTER RESEARCH:

PROTOCOL OF NODES:

1. Reference information of articles: Author(s), journal, citations, title, etc.
2. Content coded: affiliation and country of research, focus of article, studied place, sector focus, keywords, main arguments, additional themes, methods, influential authors, policy advice, etc.

STEP 3-4

THE SELECTION OF THE LITERATURE TO BE STUDIED: PEER-REVIEWED ARTICLES IN INTERNATIONAL JOURNALS

LITERATURE STUDY SEARCH WORDS:

1. Search words related to the relevant sectors:
“media”, “creative industries”, “cultural industries”, “new media” “audio-visual”, “print”, etc.
2. Search words related to the idea of agglomeration:
“agglomeration”, “clustering”, “city”, “metropolis”, “space”, etc.

Screening of Web of Science and Google Scholar



164 Articles

DATA ENRICHMENT AND USED SOFTWARE:

CODING AND ANALYSIS:

1. Google Scholar Refman Downloads and Web of Science Core collection database (Data Sources)
2. Zotero Reference Management Software (Cleaning and enrichment and pdf attachment)
3. Tableau (statistical analysis, geomapping, visualizations)
4. Nvivo (word frequency analysis, manual coding, cluster analysis, visualizations)

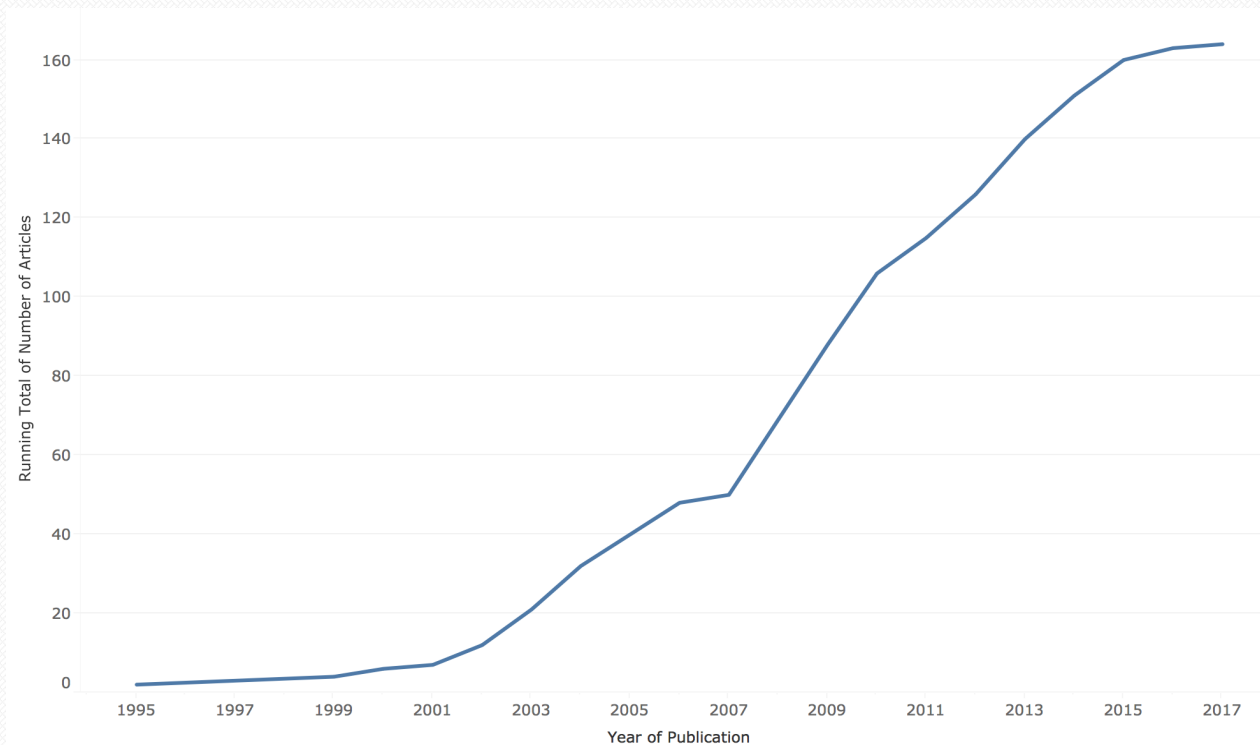
STEP 5-6

THE FINDINGS

EVOLUTION

THE CCI AND MEDIA RESEARCH FIELD IS STILL IN ITS INFANCY BUT HAS BECOME MORE AND MORE PROMINENT IN THE SCIENTIFIC COMMUNITY OVER THE LAST 20 YEARS.

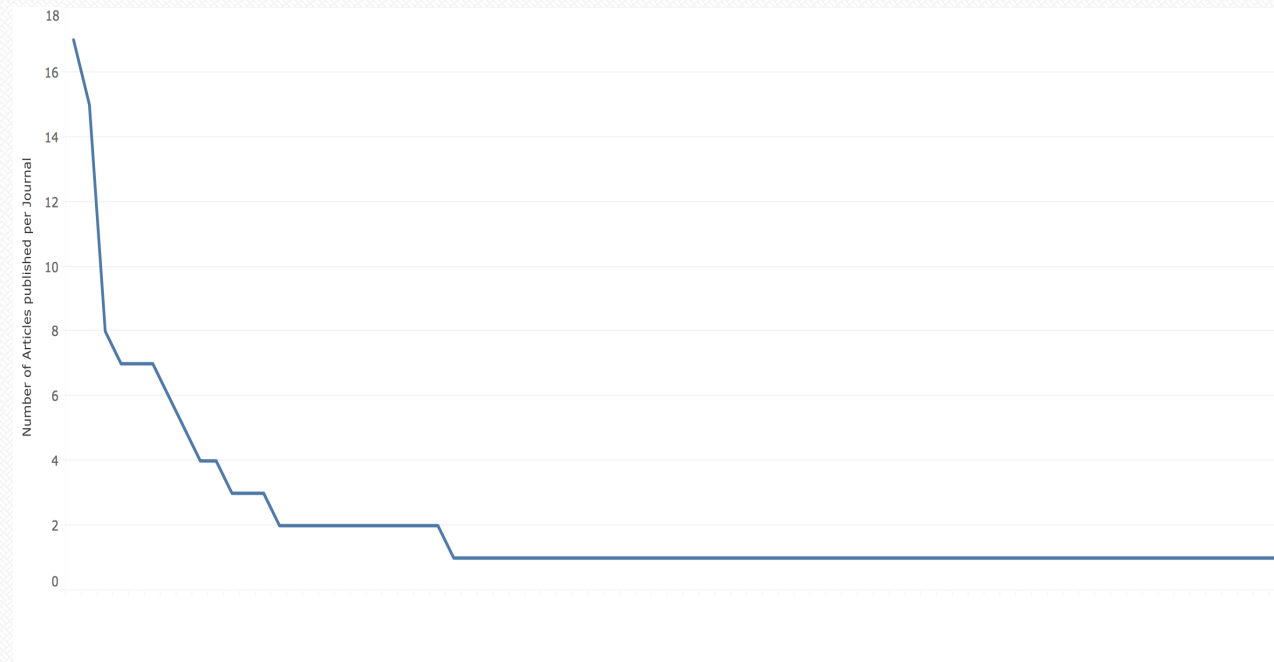
- **164** scientific journal articles
- First publication in **1995**
- On average **8** articles per year
- Most publications in **2008/09**
- Represents less than **5%** of industry cluster research (cluster research reaches up to 200 articles per year in 2010)



JOURNALS

THE VARIETY OF DIFFERENT JOURNALS INTERESTED IN PUBLISHING ON THE CONCEPT CONFIRMS HOW MULTIDISCIPLINARY THE RESEARCH FIELD IS.

- **77** different journals
- **"LONG TAIL"** of journals (a few dominating and a lot of different journals)
- **20%** of all articles in "European Planning Studies" and "Urban Studies"
- Highest impact factor with **3,4** has "Journal of Economic Geography"
- **1,5** is the average impact factor of the journals



JOURNALS

URBAN AND GEOGRAPHY STUDIES ARE THE LEADING FIELDS BUT IN THE LAST COUPLE OF YEARS, JOURNALS ON COMMUNICATION AND MEDIA STUDIES BECOME MORE PROMINENT.

- On average journals cover **2** JCR Categories
- **50%** of articles in field of "Geography" and "Urban Studies"
- **4** research fields:
 - (1) geography and urban studies
 - (2) business and management studies
 - (3) general studies on sociological issues
 - (4) media and communication studies

No of articles	Most prominent journals 1995-2007	Impact Factor 2015	No of articles	Most prominent journals 2008-2017	Impact Factor 2015
9	European Planning Studies	1,056	11	Urban Studies	1,934
4	Urban Studies	1,934	8	European Planning Studies	1,056
3	Geoforum	2,397	7	City, Culture and Society	0,389
3	International Journal of Urban and Regional Research	1,868	6	Cities	2,051

AUTHORS

THE CCI AND MEDIA RESEARCH FIELD IS SPEARHEADED BY ONLY A COUPLE OF LEADING AUTHORS. AUTHORS OFTEN STICK TO THE TOPIC FOR A LONGER TIME.

- **220** authors in the field
- Around **25%** of all authors publish or co-author more than 1 article on the topic

	NAME	Publications as First Author	Average Citations per Year	Number of Total Citations
1	Scott, Allen J	5	280	3958
2	Pratt, Andy C	10	208	1902
3	Peck, Jamie	1	175	2105
4	Hutton, Thomas A	3 (1 as 2 nd)	100	403
5	Markusen, Ann	1	78	860
6	Evans, Graeme	1	72	579
7	Florida, Richard	1	62	870
8	Krätke, Stefan	5	57	652
9	Mommaas, Hans	1	50	648
10	Bathelt, Harald	4	44	563

ARTICLES

SIMILAR, THE RESEARCH FIELD IS SPEARHEADED BY ONLY A COUPLE OF LEADING ARTICLES THAT ARE CONTINUOUSLY CITED.

- **12** articles accumulate around 50% of all citations (total 21.790) - Google Scholar effect?!

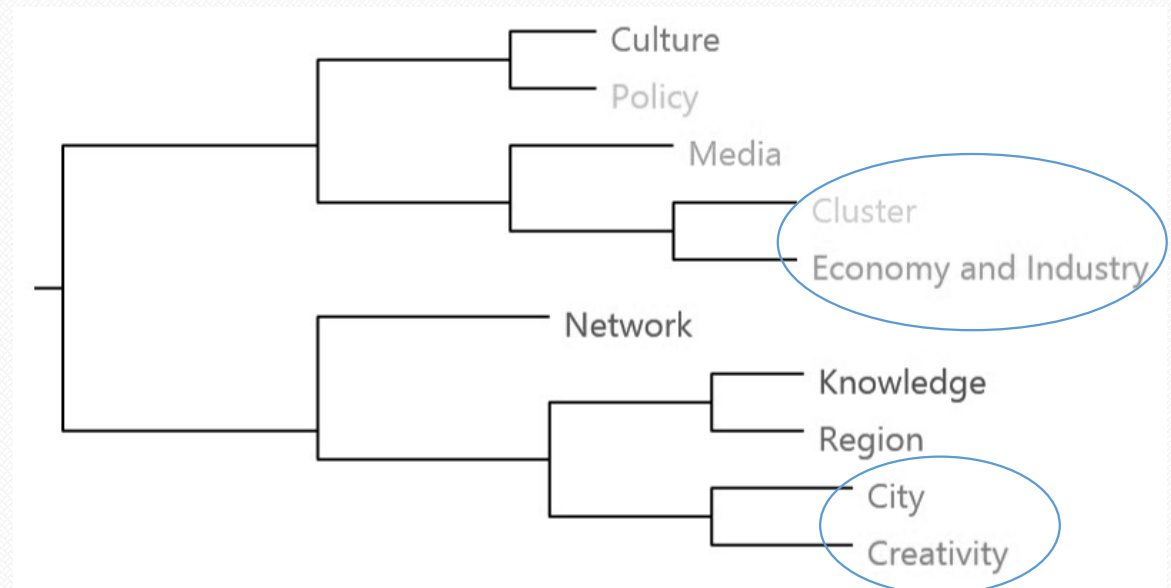
Title	Author	Average Citations per Year	Citations Total
Struggling with the creative class	Peck, 2005	175	2.105
Creative cities: Conceptual issues and policy questions	Scott, 2006	102	1.117
The cultural economy of cities	Scott, 1997	90	1.807
Urban development and the politics of a creative class: evidence from a study of artists	Markusen, 2006	78	860
Creative cities, creative spaces and urban policy	Evans, 2009	72	579
Cities and the Creative Class	R. Florida, 2003	62	870
Creative cities: the cultural industries and the creative class	Pratt, 2008	58	524
Cultural clusters and the post-industrial city: towards the remapping of urban cultural policy	Mommaas, 2004	50	648

APPROACHES (preliminary findings)

THE LITERATURE FIELD IS DETERMINED BY TWO MAIN APPROACHES, THE INDUSTRY CLUSTER APPROACH AND THE CREATIVE CITY APPROACH.

Cluster analysis of Key Words:

- There are **2** main approaches:
- (1) The industry cluster approach that mostly deals with the media sector and cultural and political issues.
- (2) The creative city approach that mainly deals with regional aspects, knowledge and network issues.



APPROACHES (preliminary findings)

THE MOST FREQUENT KEY WORDS SHOW THAT THE RESEARCH FIELD IS DETERMINED MAINLY BY DISCUSSIONS ON LOCATION, ECONOMICS AND SECTORS.

Based on Key Words Analysis:

- **4** main considerations are determining the research field: (1) spatial, (2) economical, (3) sectoral and (4) others.

Most frequent words in Key Words	Count
Creativity	32
Industries	30
Culture	18
Economy	18
Cluster	15
City	12
Development	10
Media	10
Policy	7
Knowledge	6
Networks	6
Region	6

APPROACHES (preliminary findings)

THIS IS SUPPORTED BY THE WORD FREQUENCY ANALYSIS. DURING RECENT YEARS THERE IS A NEW FOCUS ON ISSUES REGARDING CLUSTERING, POLICY, ART AND INNOVATION.

Based on Word Frequency Analysis:

- During the recent years, there is a stronger focus on **4** issues: the clustering concept, policy, art and innovation.

Most frequent words 1995-2007	Count
City	3.201
Economy	2.798
Creativity	2.742
Culture	2.678
Industry	2.648
Production	2.071
Local	1.689
Region	1.633
Media	1.532
Urban	1.530
Cluster	1.353
Market	993
Social	953
Place	947
Network	925
Knowledge	858
London	812
Activity	755
Policy	753
Global	746

Most frequent words 2008-2017	Count
Creativity	13.788
City	10.490
Industry	8.875
Culture	7.697
Economy	6.954
Cluster	4.680
Urban	4.271
Media	3.886
Policy	3.744
Region	3.609
Production	3.540
Local	3.001
Art	2.459
Sector	2.160
Social	2.122
Network	2.080
Place	2.065
Knowledge	2.007
Activity	1.987
Innovation	1.816

CONCLUSION (preliminary findings)

ANALYSIS ON CONTENT AND METHODS STILL IN PROGRESS, BUT SOME PRELIMINARY CONCLUSIONS CAN BE DRAWN:

- 1. Literature on CCI and media agglomeration is still highly fragmented with few specialised authors. But the interest in the topic is growing.**
 - There is a need for more unity in the field to streamline and make research more comparable across studies.
- 2. The research field taps more and more into disciplines related to media and communication studies. More disciplines will join the field in the future.**
 - Different view points on the issue will enrich the research field and new angles can be found and will be acknowledged in the field.
- 3. The two main approaches in the field share a lot and have a lot of concepts in common. Still, they seem to be used separately by the academic community.**
 - Bringing these two main approaches together will benefit the research field and enlarge the body of knowledge for both approaches.

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Any questions?

Research findings and more information can be found at

www.medioclusters.brussels

Recent Publications:

Komorowski, M. (2017) "A Novel Typology of Media Clusters", European Planning Studies (online ahead of print).
DOI: 10.1080/09654313.2017.1303823

Komorowski, M. (2016) "The seven parameters of media clusters - An integrated approach for local cluster analysis", International Journal of Media and Cultural Politics, 12 (2), pp. 171-191.