

A Bibliometric Analysis of Burnout in the Creative Industries

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ABSTRACT

Burnout in the world of work is inevitable due to the workload and responsibilities that must be completed, especially in the creative industry, which is physically and mentally draining due to the expectations of many related actors. This study used bibliometric analysis to investigate the literature on burnout in the creative industries, aiming to understand the existing research landscape and identify its practical implications. The analysis uncovered key risk factors, effective intervention strategies, and the most vulnerable groups of workers. The findings provide vital information for policymakers, managers, and practitioners to develop effective strategies to prevent and address burnout in the creative industries.

Keywords: Bibliometric Analysis, Burnout, Creative Industries, VOSViewer, Literature

1. INTRODUCTION

Working conditions significantly impact employee health and well-being. A supportive and positive work environment can enhance productivity, job satisfaction, and health. In contrast, unfavorable working conditions—marked by high pressure, excessive demands, and insufficient social support—can lead to various health issues, including burnout syndrome.

Professional burnout has become an important issue. Several factors contribute to its rise, including higher job demands, increased work pace, remote working, high expectations of employees, and the changing nature of work, which is now more technology-based and dynamic. The instability of the social environment also adds to the constant pressure of "life transformation." Psychological research has extensively addressed professional burnout, including research on the historical development of burnout, general trends of burnout, the relationship between burnout and work engagement, and models that can trigger or prevent burnout [1].

Burnout is a state that arises from prolonged stress in the workplace. It is characterized by extreme fatigue that surpasses typical physical tiredness. Employees suffering from burnout often feel emotionally drained and demoralized and experience declining energy levels. This condition can severely affect not only the professional lives of employees but also their personal lives and social relationships. Family members and friends may also be adversely affected by the burnout experienced by their loved ones. Therefore, it is crucial to comprehend the mechanisms and factors that contribute to burnout to develop effective prevention and intervention strategies [2].

One of the proven consequences of job stress is the emergence of burnout, which generally includes three main dimensions: emotional exhaustion (EE), characterized by feelings of emotional drain and fatigue; depersonalization (DP), which describes a cynical and callous attitude towards others; and a decreased sense of personal accomplishment (PA), which is a feeling of incompetence and ineffectiveness at work. These three dimensions are interrelated and contribute to the overall experience of burnout [3].

Burnout in creative professionals can inhibit inventiveness and increase turnover. Fatigue is a psychological syndrome that is an ongoing reaction to chronic interpersonal stress in the workplace. In contrast, creative burnout is defined as losing the ability to generate new ideas and

solutions that benefit everyday problems, work confidently as a productive member of an innovative team, and maintain faith in personal creative processes [4].

Creative industries drive economic growth and employment while serving as innovation hubs. The rapid advancement of this sector, driven by factors such as flexible work schedules and increasing incomes, has resulted in a heightened demand for creative products and services. However, this rising demand and constant pressure to innovate can contribute to burnout. Consequently, research on burnout within the creative industries is essential for understanding its effects on worker well-being and sustainability [5].

While research on burnout in creative industries is gaining traction, it remains relatively limited and incomplete. Our knowledge of risk factors, consequences, and effective intervention strategies is still lacking. Thus, this study aims to serve as an initial step toward bridging this gap, significantly contributing to our understanding of burnout among creative workers and informing the development of more focused interventions.

This paper intends to create a biometric profile of burnout in creative workers by identifying distinct patterns in biometric indicators linked to varying levels of burnout. This profile is anticipated to be an early screening tool for detecting burnout risk and guiding more targeted interventions.

2. METHODS

This study employed bibliometric analysis, a quantitative approach for examining academic publications, to map and gain a comprehensive understanding of research on burnout within the creative industries. The analysis uncovered trends in publication activity, key research themes, and collaborative efforts within the field [6].

2.1 Data Collection

The primary data source for this research consisted of online databases selected for their extensive coverage of academic literature and ease of access. A systematic search used the keywords "Burnout" and "Creative" to identify relevant scientific publications. The study focused on the time frame from 1981 to 2024 to analyze historical research developments while keeping the volume of publications manageable. Although this limitation restricted the temporal scope, it enabled a more detailed examination and precise interpretation of the findings. Future studies could extend this time frame to understand the topic better [6].

2.2 Bibliometric Indicators

This study aims to fill the research gap on government innovation in various publications (journal articles, books, conference papers, etc.). Since no comprehensive analysis has been conducted within the specified time frame, this research utilized the global body of literature on burnout and creative industries, accessed through the Scopus database with the support of Publish or Perish and Mendeley software. The data, formatted in RIS, was subsequently processed using Microsoft Excel and VOSviewer for visual analysis, incorporating elements such as abstracts, author keywords, and full-text content [6].

2.3 Data Visualization

Bibliometric data analysis is visually represented to enhance the comprehension of intricate patterns. The visualizations include line graphs illustrating publication trends, bar charts ranking authors and institutions based on productivity, and network maps showcasing collaborative relationships among researchers and institutions. These diagrams offer a more transparent and

accessible overview of research advancements in the field, including identifying significant trends, leading research centers, and meaningful collaborations [6].

2.4 Interpretation and Implications

The trend analysis of academic publications on burnout in the creative industries highlights periods of heightened interest, indicating well-researched areas and those that still need further exploration. Recognizing these gaps is crucial for guiding future research initiatives. Additionally, examining prominent publication platforms reveals the most effective distribution channels, offering valuable insights for researchers aiming to disseminate their findings widely. The geographical distribution of publications uncovers patterns of international collaboration, identifying countries that make significant contributions to the field and those that may need additional support. Lastly, the thematic analysis pinpoints key research topics, illustrating areas of interdisciplinary collaboration and potential avenues for further investigation. The findings from this analysis present a comprehensive overview of the current research landscape and help steer future research endeavors [6].

2.5 Stages of bibliometric analysis

The bibliometric analysis of scholarly articles on "Burnout and Creative Industries" began by establishing data criteria, explicitly using "Burnout and Creative Industries" to identify relevant documents. Google Scholar, known for its broad coverage of scholarly literature, was then selected as the database, yielding 63 papers. To ensure a focused and manageable analysis, the research was refined to include publications from 1981 to 2024, resulting in a final dataset of 62 papers. The documents were then analyzed based on several parameters: year, source, document type, subject area, country, affiliation, and author. For visualization and in-depth analysis, VOSviewer 1.6.19, software commonly used in bibliometric studies for creating network visualizations, was employed. The final step involved visualizing and analyzing the data to identify key research areas, collaborations, and trends [6].

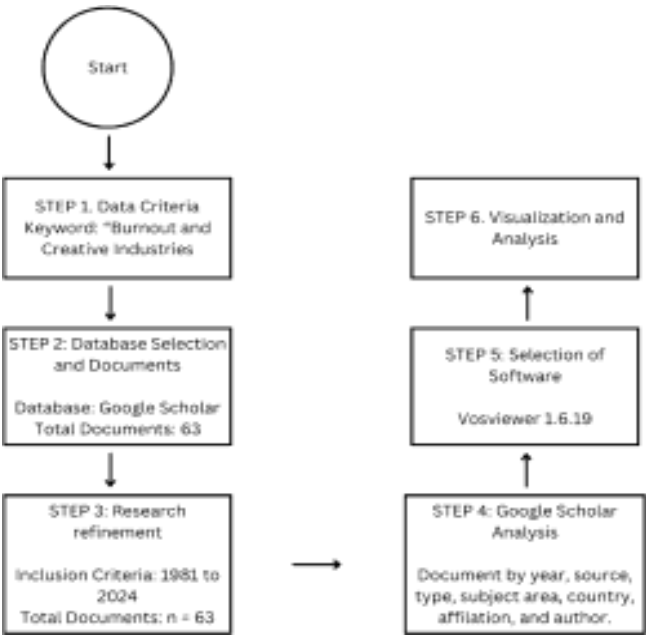


Figure 1. Stages of Bibliometric Analysis

3. RESULTS AND DISCUSSION

3.1 Publication Trends Analysis

The Google Scholar database records 62 documents related to “Burnout in the Creative Industries,” published between 1981 and 2024, showing increased research interest in this topic over time. Table 1 summarizes the last five years of these publications, including purpose, location, methodology, and previous research findings, providing a comprehensive overview of current trends in burnout research in the creative sector.

No	Author (s)	Research Objectives	Location	Methodology	Findings
1	[7]	To understand the effectiveness of Creative Arts Therapy (CAT) in mitigating Healthcare professional (HCP) burnout Exacerbated by the COVID-19 pandemic, to explore the impact of CAT on HCP experiences of burnout and long-term resiliency, and to investigate how resilience impacts CAT interventions.	The study was conducted at several metropolitan hospitals across the denver area.	This study was a randomized controlled trial of healthcare professionals recruited from Denver hospitals with Burnout symptoms. The intervention Used was standardized CAT, and post-intervention focus groups were conducted to collect Qualitative data, which was analyzed by content analysis.	This study found that the CAT program can reduce burnout in healthcare workers exacerbated by the COVID-19 pandemic. The program supported healing and resilience by building a sense of community, which was influenced by the diversity of participants' disciplines, roles, and geographic locations, as well as the physical separation between program delivery and their primary workplace. Participants also recommended continuing the CAT intervention beyond the 12-week program to build long-term resilience.
2	[8]	To form and determine the main ways to reduce creative burnout among employees of educational institutions.	The research focuses on employees of the educational service in Ukraine.	This research used analysis and synthesis of scientific and Practical literature to identify three methods of assessing creative burnout: the neuropsychic strain assessment and anxiety self-assessment methodologies (Spielberger, 1972; Nemchin, 1983), the innovative and psychological burnout determination	The study concluded That the three methods that should be used to assess creative fatigue are the neuropsychic strain assessment and anxiety self-assessment methodologies, the imaginative and psychological fatigue determination methodology, and the innovative and professional stress assessment methodology. The IDEF0 method was also applied to identify key ways to reduce creative

				methodology (Rukavishnikov, 2002), and the creative and professional stress assessment methodology (Vodop'yanova & Starchenkova, 2017). In addition, this study also applied the IDEF0 methods to identify key ways to reduce creative burnout.	fatigue; the results showed a reduction in creative fatigue in several respondents. However, this study has limitations, mainly related to the need for additional methods in future research.
3	[2]	This study examines the relationships between stress, coping styles, and burnout among designers engaged in creative work and explores selected risk factors for occupational burnout among designers.	The study was conducted with a group of designers in Poland.	This study used the Fatigue Questionnaire (LBQ), the Coping with Stressful Situations Questionnaire (CISS), and the Subjective Work Appraisal Questionnaire (KSOP). Data were analyzed with SPSS Statistics version 26, where descriptive statistics and the Shapiro-Wilk test were used to check for normal distribution. Student's t-test was conducted to check for significant differences between groups with a significance threshold of $p < .05$. Pearson's correlation coefficient r was used to analyze the strength and direction of correlation between the variables under study	The study found moderate levels of stress and burnout among designers, which increased due to lack of rewards, job uncertainty, high responsibility, and social interaction. Social interaction was the main stress factor for women, who were more likely to use avoidant and emotion-focused coping mechanisms, while men preferred task-focused strategies. There was a moderate association between avoidant coping mechanisms and decreased professional effectiveness and a weak association with job insecurity and social stress. Stress due to lack of job control decreased as the use of avoidant coping mechanisms increased.
4	[9]	To better understand creative burnout and its effects on creative individuals, gain insight on how to prevent, cope, and eliminate it, and Further evaluate and	The study Was conducted at Kansas State University.	This study used an online survey of 22 questions distributed via Anonymous email and link to collect data from 90 participants. In addition, three semi-	Participants experienced symptoms of burnout such as low motivation, anxiety, and irritability due to work and personal expectations. Preventive measures

		implement changes within creative professions.		structured interviews were conducted in person and online via Zoom, with participants selected based on their design experience level. The data from the survey and interviews were analyzed using thematic analysis.	included family gatherings, physical activity, and listening to music. Despite enjoying the creativity of design, they felt burdened by unrealistic expectations. Research shows that using avoidant coping styles reduces stress from lack of control. Fatigue was felt more significantly among college students. This research encourages further exploration of effective burnout prevention methods.
5	[10]	To examine the impact of burnout on employee creative performance and counterproductive work behavior. To investigate the moderating role of psychological capital in the relationship between burnout and employee creative performance and counterproductive work behavior.	The study was conducted in Pakistan's IT industry.	This study used a self-administered questionnaire to collect data from 274 employees. Partial least square structure equation modeling (PLS-SEM) was used to analyze the data.	Burnout significantly impacts employee creative performance and counterproductive work behavior, and psychological capital does not moderate this relationship.

Figure 2 shows the trend of the number of documents yearly. The X-axis represents the year, and the Y-axis indicates the number of records. The data shows fluctuations in the number of documents over time, with a significant peak.

Analyzing the figure reveals distinct was first addressed in 1981, followed by a gap until 1982, with only one publication recorded. Between 1982 and 1997, no publications were documented. A notable surge occurred in 2020, with ten publications reflecting a significant increase in interest in "Burnout in Creative Industries." However, this was followed by a sharp decline in 2021, with only two journals published. In 2022, there was a rapid rise to 12 publications. This upward trend continued from 2022 to 2024 [16] [17] [18] [19] [20], with one, three, and five publications recorded annually.

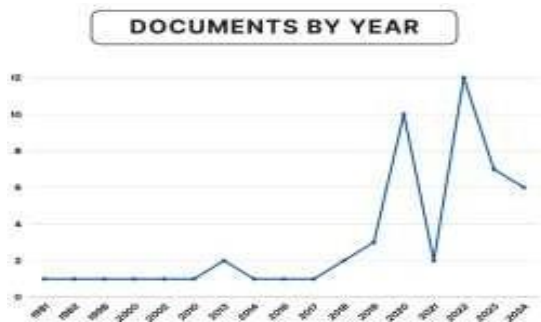


Figure 2. Publication trend by year.

Figure 2 depicts the publication trends of "Burnout in Creative Industries" documents over the specified time frame. Analyzing the figure reveals distinct patterns in publication frequency. The topic was first addressed in 1981, followed by a gap until 1982, with only one publication recorded. Between 1982 and 1997, no publications were documented. A notable surge occurred in 2020, with ten publications reflecting a significant increase in interest in "Burnout in Creative Industries."

The publication trend demonstrates irregular periods of activity, with spikes of interest observed in specific years. The fluctuating nature of this pattern suggests dynamic changes in research focus or external factors that may influence attention to "Burnout in Creative Industries." Extended gaps in publication activity, such as between 1982–1998 and 2002–2010, raise questions about the sustained interest and focus on the topic during these intervals. Investigating the causes behind these gaps could offer valuable insights into shifts in research priorities.

Sudden increases in publication activity, such as those seen in 2020 and 2023, might signify pivotal moments when the importance of "Burnout in Creative Industries" regained prominence within the academic community. The steady number of publications in recent years (2022–2024) indicates ongoing interest in the subject. Further exploration of the content within these recent publications could uncover emerging themes and contemporary challenges within this field.

3.2 Dominance of publication types

The image will display a pie chart showing the percentage distribution of different document types. This provides a visual representation of the relative proportion of each document type to the overall total. Each slice on the pie chart represents one document type, with the size of the slice reflecting the percentage of that document type to the overall total. The label on each slice will show the name of the document type and the percentage to which it belongs.

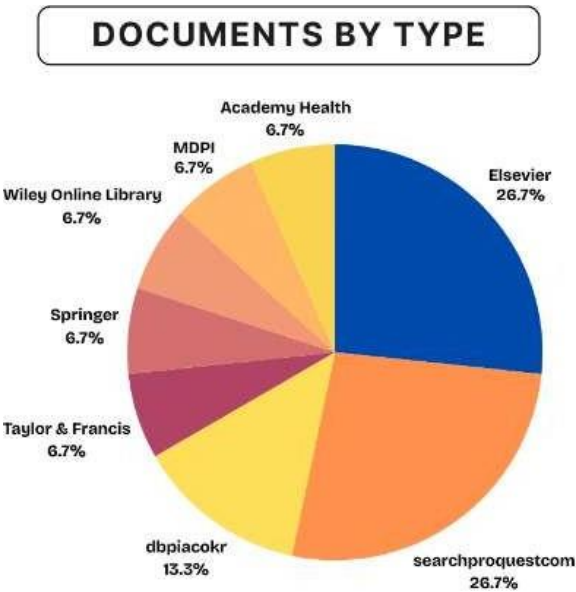


Figure. 3 Publications by affiliation

Figure 3 shows the distribution of documents by publication type. The two largest providers are Elsevier and searchproquestcom, each contributing 26.7% of the total documents. Other providers, such as Academy Health, MDPI, Wiley Online Library, Springer, Taylor & Francis, and dbpiacokr, have much smaller contributions, ranging from 6.7% to 13.3%. This diagram clearly shows the dominance of Elsevier and searchproquestcom in this document dataset and that most documents come from these two primary sources. This unbalanced proportion may reflect various factors, such as platform popularity, open access policies, or research focus.

while those in yellows were more prevalent later. This allows for analysis of how the relationships between these concepts have evolved within the creative industry.

Figure 7. presents a density visualization from VOSviewer. It shows the density of keywords related to the creative industry. The brighter the color, the higher the density of the associated keywords in the dataset. "Creative industry" is the central and densest cluster, indicating its importance as a core topic. Other keywords, such as "mental health," "relationship," "influence," "job burnout," "productivity," "analysis," "practice," "cultural industry," and "experience," are less dense and positioned around the central cluster, indicating their connection to the core topic but with varying degrees of association. The visualization helps to understand the relative importance and relationships between these keywords within the context of the creative industry. The color gradient suggests a possible clustering algorithm was used, grouping similar terms based on their co- occurrence in the underlying data.

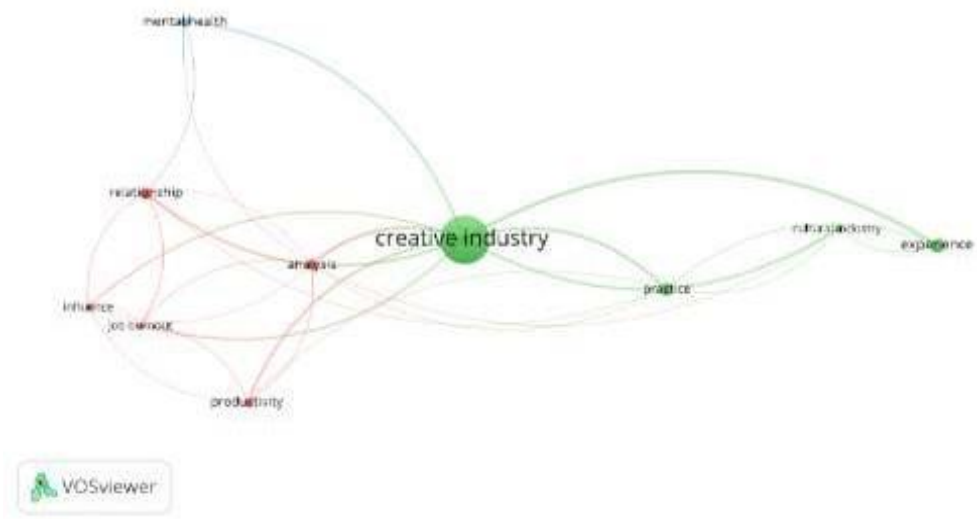


Figure. 5 Network Visualization

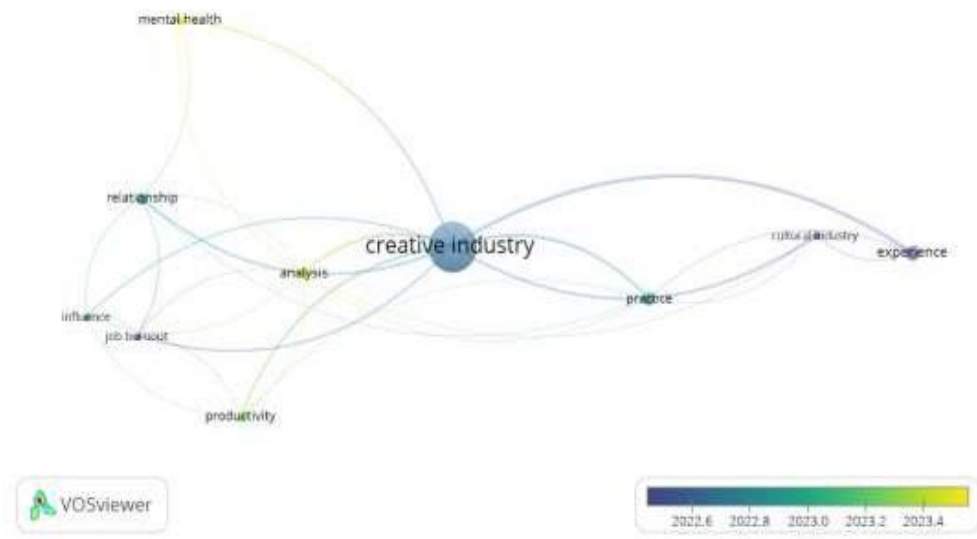


Figure. 6 Overlay Visualization

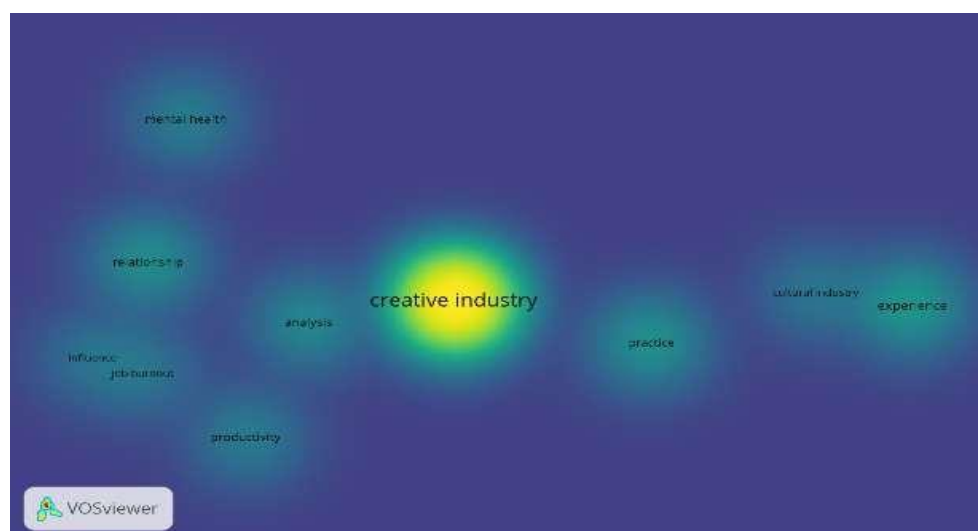


Figure 7. Density Visualization


CONCLUSION

This study reviews current research on burnout in the creative industries, demonstrating increased attention to this critical issue. Bibliometric analysis reveals trends, research themes, and collaboration networks, providing valuable insights for future research. Key findings: 1) Increased research on burnout in the creative industries; 2) Gaps in understanding of risk factors, long-term impacts, and intervention strategies remain; 3) Burnout in the creative industries has complex impacts on productivity, mental health, relationships, and the cultural industry at large; 4) More research is needed on early detection, prevention, intervention strategies, and the impact of burnout on organizational performance. This research is the first step in filling the knowledge gap on burnout in the creative industries, providing valuable insights for future research efforts.

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