Review of: "A Comparative Analysis of Advertising in the 2020 Presidential Elections & Phoenix Mayoral Elections using Natural Language Processing"

Biswapati Jana[1]

1 Vidyasagar University

Thank the authors for the submission of the manuscript entitled "*A Comparative Analysis of Advertising in the 2020 Presidential Elections & Phoenix Mayoral Elections using Natural Language Processing*". This paper analyzes the implications of their findings in the 2020 Phoenix mayoral election, how city elections differ from a presidential election, and how micro-targeted advertisements might affect voter behavior.

The paper needs more work to achieve a publishable level due to the following reasons.

1. Rewrite the abstract mentioning the Necessity, Novelty, and Findings of the research paper.
2. **In Necessity,** explain the motivation behind the research. Why is this study important? What problem or gap in the existing literature does it address?
3. **In Novelty,** highlight what makes this study unique or innovative. What new approach, methodology, or perspective does this research bring to the field?
4. In **Findings,** summarize the key results or conclusions of the study. What are the main contributions of this research, and what implications do they have for the field?
5. Provide a critical analysis of the cited works, discussing their strengths (achievements) and weaknesses (limitations). This will help establish the necessity of your research.
6. The methodology section lacks detail. Provide a step-by-step description of your methods to ensure reproducibility.
7. Provide a detailed interpretation of the results, discussing their implications and relevance to the research question.
8. Compare your findings with those of similar studies. Highlight any differences or similarities and discuss their implications.
9. In some pages, it has been written as "Project," but it should be "Paper." Ensure consistency in terminology, notation, and formatting throughout the paper.

10. Ensure the conclusion is clear and concise, leaving the reader with a strong understanding of the study's outcomes.

Concluding Remarks: I cannot recommend the paper for journal publication in the present form. I would like to review the revised version.