

Peer Review

Review of: "Social Media on Election Campaigns: Bibliometric Analysis of Global Research Trends and Future Directions"

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It is instructive and well-structured overall, although there are a few places that might need more clarification or enhancement.

Excessive Dependency on One Database (Scopus Only): The Scopus database is the only source of bibliometric data used in the study. Despite Scopus's reputation, this method restricts the study's breadth:

- a. Relevant material from other significant databases, including Web of Science, PubMed, Dimensions, and regional databases, is not included.
- b. It diminishes global representativeness, especially from developing nations in Latin America, Africa, and Asia.

Recommendation: To enhance research coverage and prevent selection bias, integrate several databases.

Insufficient Regional and Contextual Depth: Although the study does a good job of mapping global patterns, it falls short in its examination of particular political or sociocultural contexts:

1. The way social media operates under authoritarian or hybrid regimes is not covered.
2. The regional variations in digital political culture are not discussed.

Recommendation: To improve the comprehension of bibliometric patterns, incorporate qualitative contextual analysis.

Limited Keyword Semantic Variability: The keyword analysis reveals that general terms like "social media," "Facebook," and "election" are overused without being expanded into terms that are semantically related or emerging:

Synonyms and new terms like "cyberpolitics," "digital campaigning," and "netizen engagement" are not examined in the work.

Recommendation: To find more complex semantic networks, apply sophisticated text-mining techniques or natural language processing (NLP).

Inadequate Qualitative Analysis of Bibliometric Results: Despite providing quantifiable statistics (such as top authors, keyword frequency, and document counts), the study is deficient in:

1. a narrative synthesis of significant studies.
2. a qualitative investigation of the ways in which foundational papers influence methodological and theoretical approaches.

Recommendation: Incorporate content analysis of foundational works to spot paradigm shifts or ongoing discussions in the field.

Disparities in Gender and Geographic Representation: Table 3 shows that the majority of top authors are from Western nations, particularly the United States and Norway:

1. There are no featured writers from Asia, Latin America, or Africa.
2. The gender diversity of authorship is not examined.

Recommendation: Stress inclusivity and provide a demographic breakdown in academic works.

Ignorance of Regulatory and Ethical Aspects: Despite being essential to the profession, ethical issues including algorithmic bias, data privacy, and microtargeting are little discussed:

The policy and governance aspects of digital campaigning are not discussed in the manuscript.

Recommendation: Include a section discussing the moral ramifications and legal difficulties associated with using political social media.

Visualization Interpretation Is Understudied: Although the document contains educational visuals (such as network overlays and VOSviewer maps), it offers:

Minimal examination of changing topic trajectories throughout time, and just broad descriptions of keyword clusters.

Recommendation: Expand on the visual data interpretation by elucidating theme shifts and the interaction between term clusters.

Declarations

Potential competing interests: No potential competing interests to declare.