

# Review of: "Methodological principles of research of social communication processes"

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**Potential competing interests:** No potential competing interests to declare.

The author has set himself a very ambitious and useful goal for the scientific community, however I believe his effort is only partially successful due to a lack of organic and systematic organization of the paper. In fact, as it stands, the paper seems more like a talk or a lesson on the subject than a structured contribution.

The review of methods in social communication is extensive and impressive and covers many fields of knowledge. However, this is precisely the main limitation of this proposal: the examples are drawn from various disciplines and it is not always clear why the author decides to focus on an example, often dwelling on technical issues such as the scales used in a research.

There is also some conceptual and terminological confusion when dealing with methods and techniques of which the author himself is aware and to which, however, he does not provide an effective solution.

Furthermore, in my opinion, it would be appropriate to provide a precise definition of social communication and perhaps also a better review of the literature on the subject, considering the centrality of this topic in the paper.