

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

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Potential competing interests: No potential competing interests to declare.

I read the paper, "A Comparative Analysis of Advertising in the 2020 Presidential Elections & Phoenix Mayoral Elections using Natural Language Processing," with great interest. However, I did not find it rigorous enough, nor engaging, nor suitable as an academic submission.

1. Insufficient study from the Introduction to references.

2. For example, the Introduction itself does not draw me to read the paper because of poor storytelling.

The authors can consider writing the Introduction on these lines-

a. Backdrop on Microtargeting

- Explain microtargeting with reference to political advertising.
- Elucidate its origin as a strategy for targeting specific voter groups.

• b. Significance of Political Advertising

- Highlight the importance of political advertising in electoral campaigns.
- Discuss its role in contributing to public opinion and influencing voter behavior.

◦ c. The Evolution of Political Campaigns:

- Provide an overview of how political campaigning has evolved, particularly with the advent of digital media.
- Discuss the shift towards targeted advertising and its implications.

◦ d. Scope of the Study:

- Introduce the specific focus of the investigation, which is comparing microtargeting usage in the 2020 US presidential campaign and the Phoenix 2020 mayoral election.
- Highlight the reasons for selecting these campaigns and the significance of studying microtargeting at the local level.

◦ e. Research Question and Objectives:

- Clearly state the research question: "How extensively is microtargeting used for political advertisement in the city of Phoenix 2020 mayoral election compared to the 2020 US presidential campaign?"
- State a framework that aims/objectives of the research, such as analyzing patterns in microtargeting usage and assessing its impact on voter engagement in both campaigns.

- **f.Potential Contributions:**

- Discuss the potential merits of the study to the existing body of knowledge on political advertising and campaign strategies.
- Accentuate how the findings could inform future electoral campaigns and academic research in this field.

- **g.Structure of the Paper:**

- Provide the flow of the paper along with the sections that follow.

3. There is no Discussion mentioning the studies that refute or align with this investigation.

4.Managerial, Theoretical, Societal implications should be considered.

5. Conclusion should be presented along with Limitations and future directions.

The topic of study is interesting and can be considered after a major revision.