

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.

The study has several shortcomings:

1. The screenshots presented cannot be understood.
2. The sources and explanations for the screenshots are missing.
3. Comparative graphs are missing.
4. The bibliography is insufficient.
5. There is no discussion of the specialized literature on the topic addressed in the study.

I recommend improving the study according to the recommendations.