

Peer Review

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

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The paper titled "Social Media on Election Campaigns: Bibliometric Analysis of Global Research Trends and Future Directions" is valuable in presenting an overview of literature trends. However, several improvements could enhance its academic rigor, practical utility, and reader engagement. Here's a structured critique with actionable suggestions:

- Clearly define inclusion and exclusion criteria for literature selection.
- Justify the exclusive use of Scopus for bibliometric analysis.
- Specify bibliometric tools and their configuration parameters.
- Add a PRISMA-style diagram to visualize the screening process.
- Include temporal analysis to track theme evolution over time.
- Perform thematic clustering to identify emerging research areas.
- Compare publication trends across key countries or regions.
- Link findings to established political communication theories.
- Frame future research directions using theoretical models.
- Create tables for top authors, institutions, and cited papers.
- Add interpretive captions to all figures and graphs.
- Use visual tools like timelines or keyword heatmaps.
- How can the authors better justify the use of Scopus compared to other databases like Web of Science?
- What specific political communication theories should the authors consider linking their findings to?

Declarations

Potential competing interests: No potential competing interests to declare.