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.

This is an excellent study that provides valuable insights into political advertising during the 2020 election cycle. The authors' use of natural language processing techniques to analyze advertising content across different races is both novel and impactful.

The comparative approach, examining both the 2020 presidential election and the Phoenix mayoral race, allows the paper to draw meaningful conclusions about how advertising strategies may vary based on the type of political contest. The analysis of sentiment, topic modeling, and other linguistic features gives a nuanced understanding of how candidates sought to persuade and mobilize voters.

The findings around differences in negativity, issue focus, and messaging between the national and local races are particularly interesting and raise important questions about how political communication evolves across contexts. The authors do a great job of situating their results within the broader literature on political advertising and campaign dynamics.

Overall, this is a well-designed, rigorously executed study that makes a substantive contribution to our knowledge of modern campaigning. The methodological approach is sound, the writing is clear, and the implications of the findings are thoughtfully discussed. I believe this paper will be of great interest to scholars of American politics, political communication, and data science.