

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

Pallavi Pallavi

Potential competing interests: No potential competing interests to declare.

Abstract - The abstract should begin with the problem definition (the problem you are focusing on), then talk about your study. It should be a summary of all the sections of your research paper—the introduction, objectives, materials and methods, results, and conclusion. The abstract should be precise enough, between 100-150 words only.

Introduction - The introduction must be structured as research background that is necessary for the reader to understand the topic and aim of the study, problem definition, research gaps (how existing studies are limited to address the problem), research questions, and sections of your research paper. (Word limit 300-500)

Related Work - It's better to conduct a comparative analysis of the existing studies. Use a table instead of paragraphs. Compare how the existing researchers resolved your problem with different methodologies and include their achieved level of accuracy. Include literature gaps as well.

Such as -

TABLE 1. Comparison of contributions of reviewed studies

Peer-reviewed Paper	Contribution
(Paul, Monica & Trishanka, 2017) [9]	Social Media Analytics for Data-Driven Decision Making
(Shaikh, Rangrez, Khan & Shaikh, 2017) [10]	Social Media Analytics for opinion mining
(Wamba, Akter, Kang, Bhattacharya & Upal, 2016) [11]	Social Media Analytics using informatics tool for sentimental analysis
(Balan & Rege, 2017) [3]	Social Media Analytics using NLP and computational analysis to identify subjective information from sourced data
(Kolajo & Daramola, 2017) [7]	Social Media Analytics using Apache Spark for opinion mining and sentimental analysis with the real-time data
(Arpınar, Kursuncu & Achilov, 2016) [1]	Social Media Analytics for counter terrorism and to counter extremism by finding suspect using NLP
(Chitrakar, Zhang, Warner & Liao, 2016) [2]	Social Media Analytics for counter terrorism using CNN (Convolution Neural Network) to classify and retrieve the images through probability score
(Tundis & Muhlhauser, 2017) [12]	Social Media Analytics for counter terrorism using Multi-language framework and web translation services

Process and methodology - Describe which methodology you followed (qualitative, quantitative, or mixed one). Explain it step by step (how you performed this research).

Add a section for data collection - Mention the source of the dataset, for example, a Kaggle link from where you collected the data. This data is about what, it consists of how many rows and columns, etc. Your sample size used for this research.

Data analysis - Focus more on your algorithm, what you followed for this research, and how it is better than existing approaches. (Remove generic advantages and disadvantages -paras). Add appropriate mathematical equations related to the chosen algos.

Such as-

**6.4. Data classification.** In this stage, regression mechanism is used for the data classification for finding and describing data classes and concepts. For predicting higher accuracy, it is integrated with the cross validation. Equation for data structure formation:

$$\sigma y = nb + m\sigma x,$$

$$\sigma y^2 = b\sigma x + m\sigma x^2.$$

Formation of matrix for cross validation:

$$\sigma y = n\sigma x,$$

$$\sigma y^2 = \sigma x\sigma x^2.$$

Results and findings - In the results section, add screenshots related to the achieved accuracy in comparison to your base paper, and data visualizations (such as a confusion matrix generated by your code). Discuss how many accurate predictions it made. (You can add screenshots for that).

Such as-

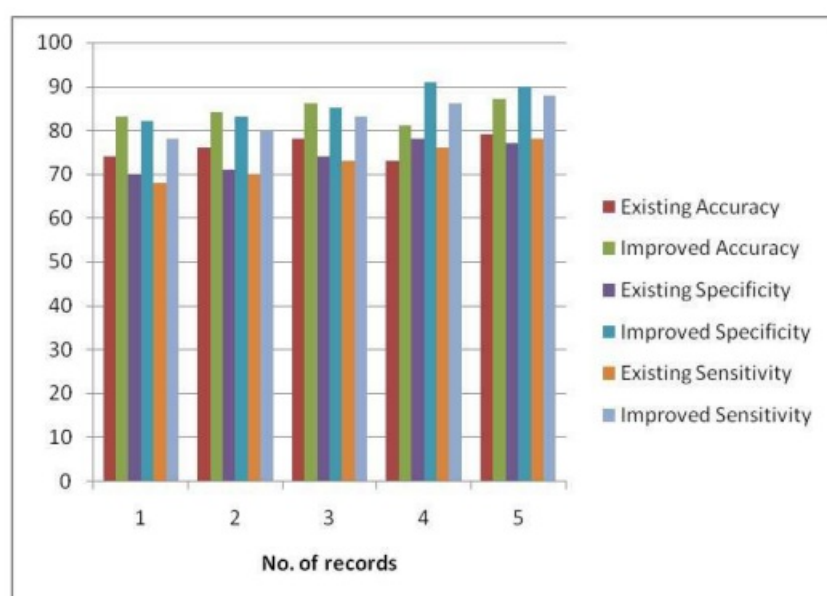


FIGURE 1. Comparison between accuracy, specificity and sensitivity of existing system (regression) and proposed system (regression with nominal conversion)

No need to add code in the paper (instead of that, maintain your code in the GitHub). Don't use screenshots of the dataset or code editor. It reduces the readability of the research paper.

