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

Despoina Antonakaki[1]

1 Technical University of Crete

Potential competing interests: No potential competing interests to declare.

1_The dataset seems to be limited in Phoenix, and there is no reference to the volume of the instances. How was the dataset acquired?

2_ Literature review: Important, highly cited studies missing (e.g., "Senator, We Sell Ads": Analysis of the 2016 Russian Facebook Ads Campaign, R. Dutt, A. Deb, E. Ferrara)

3_There are missing important references to alternate methodologies to support the authors' arguments, like in subchapter: "Using NLP Models for Analysis".

4_ In subchapter Data Classification and Labeling, there is upset/very limited information on the actual methodology for classification.

5_ The analysis is very primitive, and the results should not be shown through screenshots of the code, but through actual graphs and plots derived through your methodology. See here:

6_ The study should not demonstrate the actual code, which btw does not make sense, and the outcomes are non-existent!\

7_ This seems like a randomly generated paper with non-existent scientific or technical content   :)