

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" provides a detailed bibliometric examination of global studies on how social media influences election campaigns from 2010 to 2024. Overall, it is well-structured and informative, but there are a few areas that could benefit from clarification or improvement.

1. What specific Boolean operators and keyword combinations were used in the Scopus search strategy to ensure comprehensive coverage of the field?
2. How was author name disambiguation handled to avoid duplication or misattribution in the co-authorship analysis?
3. Why was a threshold of 30 keyword occurrences chosen for inclusion in the VOSviewer analysis, and was a sensitivity analysis conducted for different thresholds?
4. What clustering algorithm and normalization method were applied in VOSviewer to generate the keyword network visualizations?
5. Were citation metrics normalized (e.g., by year or discipline) to account for differences in publication age or citation practices across fields?
6. How were duplicates, irrelevant documents, or misclassified articles filtered out after the initial Scopus search returned over 2,000 results?
7. Why was Scopus chosen as the sole database for this bibliometric analysis, and what are the limitations of excluding Web of Science or Google Scholar?

8. How did the study account for the evolving terminology in the field (e.g., "social networking" vs. "social media") to ensure consistent keyword analysis?
9. Were any regional or linguistic biases observed due to the exclusion of non-English publications, and how might this affect the global representativeness of the findings?
10. What measures were taken to validate the thematic clusters identified in the keyword co-occurrence network, and were any expert reviews or external validation methods used?

Declarations

Potential competing interests: No potential competing interests to declare.