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

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This study conducts a comparative analysis of political advertising strategies used in the 2020 US Presidential election and the 2020 Phoenix Mayoral election, employing Natural Language Processing (NLP) techniques to analyze the tone and content of Facebook and Instagram ads. Data collected via the Facebook Ad Library API revealed significant differences in microtargeting approaches, with the presidential campaign utilizing more extensive and negative messaging compared to the mayoral campaign. The research highlights the efficacy of social media advertising in reaching specific voter groups and underscores the potential ethical and democratic implications of microtargeted political messaging. The study concludes that while microtargeting is a powerful tool for influencing voter behavior, it necessitates careful regulation to prevent misuse and ensure transparent electoral processes.