



REVIEW ARTICLE

Mapping the landscape of political advertising research: A comprehensive bibliometric analysis

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Abstract

This study employs bibliometric analysis to provide a comprehensive overview of the research landscape in political advertising from 1972 to 2022. Drawing on a dataset of 668 papers from the Scopus database, the analysis utilizes the VOSviewer program to examine various facets of political advertising literature. Key findings include the dominance of developed countries, particularly the United States, in terms of research output and citations. Co-authorship patterns reveal extensive collaboration networks, with the United States serving as a central hub. The most productive authors and journals are identified, shedding light on influential contributors and publication outlets in the field. Furthermore, analysis of keyword occurrences highlights prevalent themes and topics, such as political communication, social media, and campaign strategies. Practical implications of the study include informing researchers, policymakers, and practitioners about the current state of political advertising research and identifying avenues for future inquiry. However, the study also acknowledges limitations such as database exclusivity, language bias, and methodological constraints inherent in bibliometric analysis. Overall, this study contributes to a deeper understanding of political advertising scholarship, emphasizing its global significance and potential for shaping political discourse and practice.

Keywords: Bibliometric analysis, Literature review, Data visualization, Political advertising, Co-citation analysis.

Introduction

Politics has deeper roots in human existence than we often realize. History books and literature are filled with tales of great politicians; even Shakespeare showcased the race for power in works like *Julius Caesar*. From manipulative leaders and assassination attempts to conspiracies, politics is undeniably one of the most enticing fields (Kaid & Holtz-Bacha, 1995). Central to political success is effective and impactful communication by politicians or political parties, making political advertising a pivotal influence in this domain. Political advertising, as described by Iyengar and Prior (1999), is a prominent form of political

communication. It encompasses any message used to promote political candidates, parties, policy concerns, or ideas through mass outlets (Kaid, 2004). Skillfully crafted political advertisements distill complex information into a straightforward and accessible format (Freedman, Franz, & Goldstein, 2004). In electoral systems where political power is contested, political advertising becomes a crucial medium for parties and candidates to present themselves to voters, primarily through mass media (Kaid & Holtz-Bacha, 1995). With the evolution of media systems, channels, and communication formats, the definition of political advertising has broadened. It is now understood as any controlled message disseminated through any channel to promote the political interests of individuals, parties, groups, governments, or other organizations (Kaid & Holtz-Bacha, 1995). This expanded definition recognizes the diverse formats, channels, and sponsors involved in such communications, especially in the digital age where social media plays a significant role (Mangold & Faulds, 2009). Despite its importance, there is a notable research gap in understanding the evolving dynamics of political advertising in the digital era. Most existing studies focus on traditional media (Kaid, 2004; Iyengar & Prior, 1999), leaving a gap in a comprehensive analysis of how digital platforms, like social media, influence political communication and voter behavior. The integration of psychological techniques

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to influence voters, as noted by Burudzhieva (1994), and the role of satisfaction voters derive from political messaging are areas that require further exploration in the context of digital media. This study seeks to address this research gap by offering a current review of the literature, specifically examining the influence of digital platforms on political advertising. It aims to deepen the understanding of political advertising concepts and strategies in the digital era, serving as an introductory resource for newcomers to the field and enriching the broader domain of political communication research.

Literature Review

The evolution of political advertising has been a subject of extensive study, tracing its roots back to ancient civilizations and progressing through distinct historical stages. Initially, political advertising in the form of public speeches, inscriptions, and posters was evident in ancient societies such as Babylon, Greece, Rome, and India (Utchenko, 1985; Kushovska, 1993). For instance, in Ancient Rome, political communication included posters like "Vote for Cicero! He's a Good Man" and public speeches by figures such as Caesar (Utchenko, 1985). The pre-classical stage of political advertising spans from the III to I centuries BC, when these rudimentary forms first emerged in election campaigns (Athens, Rome, Egypt). The classic stage, beginning in the late 18th century with the advent of newspapers and extending to the early 20th century, saw more structured political campaigns and the use of print and radio advertisements in the United States and Western Europe (Lenin, 1912). The modern stage, from the 1950s onward, marked a significant development, with television becoming a dominant medium for political communication, as demonstrated in the Kennedy/Nixon campaign of 1960 (John F. Kennedy Presidential Library and Museum). Despite initial resistance to television advertisements by both politicians and the public, viewing them as antithetical to democratic traditions (Nichols & McChesney, 2013), they have become integral to American political campaigns. David Axelrod, a senior advisor to President Obama, emphasized the strategic importance of local television ads in targeting geographic audiences effectively (James, 2011). The most recent phase of political advertising is characterized by the rise of the internet and digital media in the 21st century. This "digital revolution" has introduced new forms of political marketing, significantly transforming the landscape of election campaigns (International Foundation for Electoral Systems, 2012). Scholars note a lack of comprehensive understanding of political advertising's trajectory despite its growing academic interest (Harris & Lock, 2010). The increasing number of elections and their global nature underscore the ubiquitous role of advertising in modern political processes (International Foundation for Electoral Systems, 2012).

Materials and Methods

Bibliometrics Analysis

This study utilizes bibliometric analysis to systematically measure, analyze, and summarize the existing literature on political marketing. Bibliometric techniques, which are widely employed to assess publishing activity in various disciplines (de Arajo, Pedron, & Picoto, 2018; Pasadeos & Renfro, 1992), offer an objective and quantitative method for outlining, reviewing, and tracking research activity within a specific domain. This approach ensures a methodical, transparent, and consistent review process (Chen & Xiao, 2016; Morkunas, Moore, & Duncan, 2019; Rey-Martí, Ribeiro-Soriano, & Palacios-Marqués, 2016). Through bibliometric analysis, the study evaluates existing academic literature based on several parameters, such as the number of citations and publications, emerging themes, trends, and patterns of co-authorship (Farrukh *et al.*, 2021; Qamar & Samad, 2021; Wijewickrema 2022). Additionally, it identifies leading journals (Wu *et al.*, 2021; Farrukh *et al.*, 2021; Qamar & Samad, 2021; Wijewickrema, 2022; Saha *et al.*, 2020) and key relevant keywords (Qamar & Samad, 2021; Mahadevan & Joshi, 2021; Ulker *et al.*, 2022). Bibliometric techniques are categorized primarily into science mapping and performance analysis (Cobo *et al.*, 2011). Performance analysis assesses the contributions of various research components within a specific field (Cobo & Herrera, 2011), whereas science mapping explores the structural and intellectual connections between different aspects of the study (Baker *et al.*, 2021; Donthu *et al.*, 2021).

Selection of Database for the Analysis

Scopus, a comprehensive database containing citations and summaries of research in science, technology, and social sciences, was used for data extraction (Falagas *et al.*, 2008). Scopus is a structured index database that allows for the export of published data and metadata on various research topics (Cobo *et al.*, 2011). Given its extensive coverage, Scopus was chosen over databases like Web of Science for this study (Tiwari *et al.*, 2021).

Search Protocol used for the study

Data extraction focused on "Political Advertising" as the primary subject, resulting in the collection of 785 documents. The search was refined using filters for the topic area, time frame, document type, and language. Limiting the search to a 50-year window (1972-2022) reduced the dataset to 774 papers. Further refinement based on topic categories, document types, and language narrowed the dataset to 725 documents within the fields of social sciences, business, management, accounting, arts and humanities, and multidisciplinary studies. After excluding non-relevant articles, book chapters, reviews, and conference papers, the dataset was further reduced to 693 documents. Finally,

filtering for English language documents resulted in a final dataset of 668 documents for analysis.

Software Used for the Analysis

A critical step in bibliometric analysis is selecting an appropriate repository to perform the analysis of the scientific literature. This study utilized the shareware program VOSviewer, developed by Nees Jan Van Eck and Ludo Waltman, to display the collected data. VOSviewer output interpretation is somewhat subjective, requiring the observer to explain the outcomes based on their knowledge (Hsieh & Chang, 2009). Each node in the VOSviewer output represents a unit of analysis, symbolized by a rectangle or a circle, where closely linked nodes are grouped together and assigned a distinctive color. The distance between nodes reflects their relatedness, and the size of each node indicates the weight it has accumulated, represented by the number of publications or citations (Van Eck & Waltman, 2013).

Main Information of the data

Table 1 presents the analysis of data sources collected from the Scopus database. The dataset consists of 496 articles, 123 book chapters, 41 review papers and 8 conference papers

Table 1: Summary of the source of literature collected

<i>Summary of the data set</i>	
<i>Description</i>	<i>Results</i>
Articles	496
Book Chapter	123
Review	41
Conference papers	8
Total Articles	668
Sources	306
Publication period	1972-2022
Authors	998
Author's keywords	1106

credited to a bountiful 306 resources over a long period of a decade. All this remarkable and seminal literature penned by a number of 998 authors. Consequently, this can be quite clearly deduced from the above table that literature in political advertising is highly fragmented and scattered. Keeping in mind, in 50 years the volumes of work are scarce, it's a little disappointing to see a dismal development in this discipline. Progress in this field of study evidently took place at a glacial pace. Furthermore, there is a dire need to organize conferences focussed towards political advertising as apparent in all these years only 8 conference papers can be found. Seemingly, political advertising is still in its nascent stages, requiring attention, focus and further research in order for its expansion and development. However, the data signify the requirement of strengthening collaboration among researchers for the effective and essential promotion of discipline within academia.

Findings and Results of the Study

The Table 2 showcasing the most prolific countries in political advertising research reveals a significant concentration of output in developed countries. The United States leads by a substantial margin with 379 documents and 8,984 citations, reflecting its dominance in the field. Following the US, the United Kingdom (54 documents, 478 citations) and Germany (29 documents, 187 citations) are the next most productive, both situated in Europe, which collectively shows strong engagement with 5 of the top 10 spots. Australia and South Korea also exhibit notable contributions, with 22 and 13 documents, respectively, indicating active research despite their geographical distance from Europe and North America. Interestingly, India is the only developing country in the top ten, with 12 documents but significantly fewer citations (33), highlighting a disparity in research impact compared to developed nations. Overall, the data underscores a geographic and economic disparity in research productivity and impact within the domain of political advertising.

Table 2: Most productive countries and region

<i>Most productive countries</i>					
<i>RANK</i>	<i>Country</i>	<i>documents</i>	<i>citations</i>	<i>Continent</i>	<i>Developing/Developed</i>
1	"United States"	379	8984	North America	Developed
2	"United Kingdom"	54	478	Europe	Developed
3	"Germany"	29	187	Europe	Developed
4	"Australia"	22	243	Australia	Developed
5	"Austria"	14	305	Europe	Developed
6	"Netherlands"	14	135	Europe	Developed
7	"South Korea"	13	273	Asia	Developed
8	"Spain"	13	426	Europe	Developed
9	"India"	12	33	Asia	Developing
10	"Taiwan"	12	216	Asia	Developed

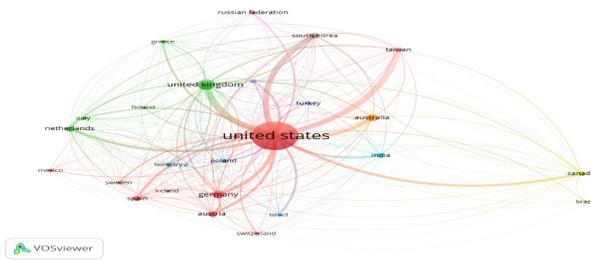


Figure 1: Co-Authorship among countries

Figure 1 presents the co-authorship patterns among scholars from different countries within the research field. The analysis reveals eight clusters encompassing 17 countries, with the United States at the core of these clusters, indicating its central role in international research collaborations. Other countries with significant collaboration networks include the United Kingdom, Germany, and Australia, highlighting their active participation in co-authorship with researchers from various nations. These international collaborations are beneficial as they bring together diverse perspectives

and expertise, potentially leading to more comprehensive and innovative research outcomes. The involvement of multiple countries in research projects can enhance the quality and impact of the findings, contributing to a deeper understanding and clearer insights into the study's subject matter. This interconnectedness among countries underscores the importance of global cooperation in advancing academic research.

Table 3 highlights the most productive authors in the field based on their number of publications and citations. Ridout T.N. leads with 33 publications and 775 citations, marking him as the most influential researcher. L.L. Kaid follows closely with 24 publications and 739 citations, demonstrating significant impact. Goldstein K. and Freedman P., though having fewer publications (8 and 5 respectively), exhibit high citation counts (580 and 505), indicating that their work is highly regarded. Similarly, Ggarramone G.M. and Cho J., with 6 publications each, have 459 and 395 citations, respectively, reflecting their substantial contributions. Other notable authors include Geer J.G. (4 publications, 360 citations), Pinkleton B.E. (4 publications, 354 citations), Fowler E.F. (20 publications, 347 citations), and Shah D.V. (4 publications, 327 citations). The presence of high citation counts across authors with varied publication numbers underscores the significant influence and scholarly impact each has had in the field.

Table 3: Most productive authors in political advertising

<i>Most productive authors</i>			
Rank	Author	documents	citations
1	Ridout T.N.	33	775
2	Kaid L.L.	24	739
3	Goldstein K.	8	580
4	Freedman P.	5	505
5	Ggarramone G.M.	6	459
6	Cho J.	6	395
7	Geer J.G.	4	360
8	Pinkleton B.E.	4	354
9	Fowler E.F.	20	347
10	Shah D.V.	4	327

The Table 4 presents the documents cited largely in political advertising, highlighting influential studies and their respective citation counts. McCombs M.'s work from 1997 on "Candidate Images in Spanish Elections: Second-Level Agenda-Setting Effects" tops the list with 277 citations, showcasing its significant impact on the field. Shah D.V.'s research from 2007 on "Campaign Ads, Online Messaging, and Participation: Extending the Communication Mediation Model" follows closely with 273 citations, indicating its relevance and influence. Gerber A.S.'s study from 2011 on "How Large and Long-lasting Are the Persuasive Effects

Table 4: Most cited documents

<i>Most cited documents in political advertising</i>					
Rank	Authors	Title	Year	Sources	Citations
1	Mccombs M. (1997)	"Candidate Images in Spanish Elections: Second-Level Agenda-Setting Effects"	1997	"Candidate Images in Spanish Elections: Second-Level Agenda-Setting Effects"	277
2	Shah D.V. (2007)	"Campaign Ads, Online Messaging, and Participation: Extending the Communication Mediation Model"	1997	"Journal of Communication"	273
3	Gerber A.S. (2011)	"How Large and Long-lasting Are the Persuasive Effects of Televised Campaign Ads? Results from a Randomized Field Experiment"	2011	"American Political Science Review"	249
4	Finkel S.E. (1998)	"A spot check: casting doubt on the demobilizing effect of attack advertising"	1998	"American Journal of Political Science"	239
5	Brians C.L. (1996)	"Campaign issue knowledge and salience: comparing reception from TV commercials, TV news, and newspapers"	1996	"American Journal of Political Science"	232

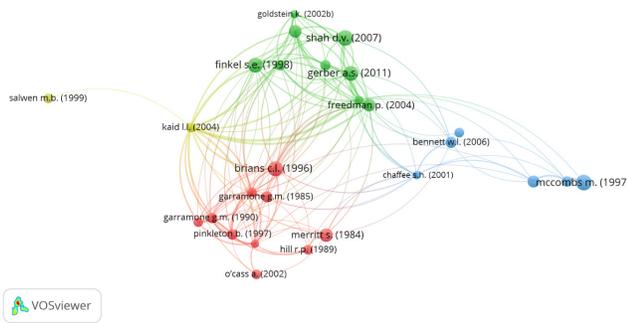


Figure 2: Analysis of bibliographic coupling among authors

of Televised Campaign Ads? Results from a Randomized Field Experiment” is also noteworthy with 249 citations, demonstrating its importance in understanding the persuasive dynamics of televised campaign ads. The table underscores the pivotal role of these studies in shaping discourse and scholarship in political advertising through their high citation counts and contributions to the field.

Figure 2 shows the bibliographic coupling output from VOSviewer with authors as the unit of analysis. In this diagram, a connection between two authors indicates that both reference the same third entity in their respective publications. Notably, 17 authors are interconnected and categorized into four clusters, each comprising a varying number of authors, ranging from 2 to 8. Authors C.L. Brians, M. Garramore, B. Pinkelton, A. O’Cass, R.P. Hill, and S. Merritt demonstrate the highest number of connections, indicating a substantial overlap in their cited references. Additionally, a cluster comprising authors S.E. Finkel, A.S. Gerber, D.V. Shah, P. Freedman, and K. Goldstein forms impactful associations, suggesting thematic clustering based on shared references. This division of publications into thematic clusters highlights the collaborative efforts among authors and the emergence of distinct research themes within the field of political advertising, as reflected by their shared citation patterns.

The Table 5 outlines the most prolific journals in the field of political advertising, ranking them based on the number of documents published and the citations received. “Political Communication” leads with 44 documents and 1,426 citations, indicating its significant influence and prominence in the field. Following closely is the “Journal of Political Marketing,” with 34 documents and 296 citations, showcasing its relevance and impact on scholarly discourse. Other notable journals include “American Behavioural Scientist” and “The Journal of Advertising,” with 20 documents each and high citation counts (449 and 1,106, respectively), underscoring their significance in the academic community. The table reflects the diversity of journals contributing to the study of political advertising and highlights key publications driving research and discourse within the field.

Table 6 presents the most productive organizations contributing to research in political advertising based on

Table 5: Leading journals

Most productive Journals			
Rank	Source	Documents	Citations
1	“Political Communication”	44	1426
2	“Journal of Political Marketing”	34	296
3	“Routledge Handbook of Political Advertising”	24	20
4	“The Sage Handbook of Political Advertising”	22	174
5	“American Behavioural Scientist”	20	449
6	“Journal of Advertising”	19	1106
7	“Communication Research”	14	576
8	“International Journal of Advertising”	10	138
9	“Political Behaviour”	10	322
10	“Political Research Quarterly”	10	180

Table 6: The most productive universities

Most productive organizations			
Rank	Organization	Documents	Citations
1	“University of Florida, United States”	10	507
2	“Washington State University, United States”	7	140
3	“Stanford University, United States”	6	226
4	“College of Journalism And Communications, University of Florida, United States”	5	189
5	“Michigan State University, United States”	5	102

the number of documents published and citations received. The University of Florida in the United States leads with 10 documents and 507 citations, demonstrating its prominent role in advancing knowledge in this field. Following closely are Washington State University and Stanford University, also based in the United States, with 7 and 6 documents, respectively, indicating their significant contributions to scholarly literature. The College of Journalism and Communications, affiliated with the University of Florida and Michigan State University, both in the United States, also feature prominently, further emphasizing the concentration of research activity within American academic institutions. These organizations play a vital role in driving research and innovation in political advertising, contributing to the growth of knowledge and understanding in the domain.

Table 7 presents a ranking of keywords based on their occurrences in research articles related to political advertising. “Political Advertising” emerges as the most frequent keyword,

Table 7: Keyword occurrences

Rank	Keywords	Occurrences	Rank	Keywords	Frequency
1	Political Advertising	225	11	Persuasion	15
2	Advertising	38	12	Content analysis	14
3	Elections	28	13	Facebook	14
4	Political communication	25	14	Political marketing	14
5	Social media	25	15	Human	11
6	Political campaigns	24	16	Marketing	11
7	Campaigns	23	17	Campaign finance	10
8	Election	21	18	Negative political advertising	10
9	Election campaigns	19	19	Political participation	10
10	Negative advertising	15	20	Political parties	10

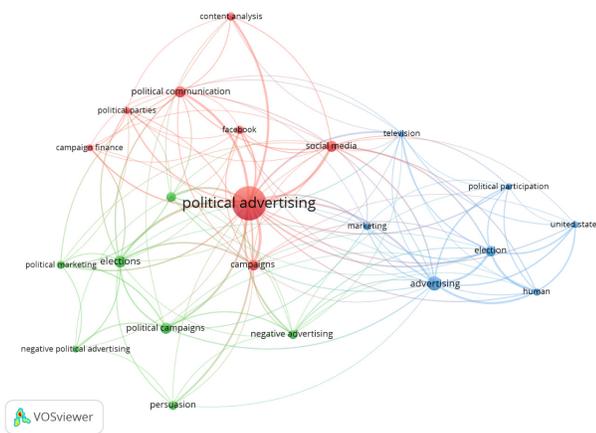


Figure 3: Keywords Overlay

occurring 225 times, highlighting its central role in the literature. Other prominent keywords include “Advertising,” “Elections,” “Political Communication,” and “Social Media,” reflecting the diverse topics and themes encompassed within the field. Notably, terms like “Social Media” and “Political Campaigns” indicate the growing influence of digital platforms in political communication strategies. Additionally, the prevalence of keywords such as “Negative Advertising” and “Campaign Finance” underscores the significance of critical issues and challenges faced in political advertising practices. Moreover, terms like “Persuasion,” “Content Analysis,” and “Political Marketing” reflect the analytical and strategic dimensions of political advertising research, emphasizing the importance of understanding persuasion techniques, analyzing content, and studying marketing strategies in political contexts. Overall, the table provides insights into the key themes, concepts, and areas of focus within political advertising research, shedding light on the diverse range of topics explored and the evolving nature of political communication in contemporary societies.

The co-occurrence network of keywords is a scientific method that provides link-based information among

research sub-fields to identify closely associated trending areas (Wang, 2018; Saha et al., 2020; Ulker et al., 2022). Figure 3 illustrates the co-occurrence frequency of keywords. Over time, three distinct yet interconnected clusters have emerged in the field of political advertising. The most impactful and strongly relevant cluster is shown in red, indicating a high density of frequently occurring items in the literature (Van Eck and Wattman, 2014). The thickness of the lines represents the strength of associations, while the proximity of keywords indicates their relevance and close connections to the field. The most frequently occurring keywords with political advertising are campaigns, followed by social media, political campaigns and Facebook. Research works having the most common keywords clustered in green are elections, political campaigns, political marketing and negative advertising. Featured in blue color, the third cluster depicts advertising represented by the thickest node linked to political advertising, besides marketing being closest to political advertising in the nexus whilst featuring television, television, elections and political participation as the most commonly occurring keywords.

Discussion

The comprehensive analysis of the literature on political advertising reveals significant insights into the field’s evolution, current state, and future directions. Political advertising, a cornerstone of political communication, plays a crucial role in shaping public opinion and electoral outcomes. The study employed a bibliometric methodology to assess 668 papers from the Scopus database spanning the years 1972 to 2022, providing a nuanced understanding of research trends and thematic priorities. The findings underscore the dominance of developed countries in political advertising research, with the United States leading in both document output and citations. This concentration of research activity in developed nations highlights disparities in research productivity and impact across regions. However, the presence of India among the

top ten productive countries indicates emerging research interests in developing regions, albeit with lower citation counts. Co-authorship patterns among countries reveal extensive collaboration networks, with the United States serving as a central hub. Other countries, including the United Kingdom, Germany, and Australia, also demonstrate active engagement in international research collaborations, emphasizing the importance of global cooperation in advancing knowledge in political advertising. Analysis of the most productive authors and journals provides insights into influential scholars and key publications driving research in the field. Ridout T.N. and L.L. Kaid emerge as leading contributors, with their work significantly impacting scholarly discourse. Journals like "Political Communication" and "Journal of Political Marketing" serve as prominent platforms for disseminating research findings, underscoring their importance in shaping academic discourse. Moreover, the study identifies critical research themes and topics through keyword analysis. "Political Advertising" emerges as the most frequent keyword, reflecting its central role in the literature. Other notable keywords such as "Social Media," "Political Campaigns," and "Negative Advertising" highlight emerging trends and areas of interest within the field. The co-occurrence network of keywords further elucidates thematic clusters within political advertising research, providing insights into closely associated topics and trending research fields. The analysis underscores the multidimensional nature of political advertising, encompassing diverse themes and conceptual frameworks. Overall, the study contributes to a comprehensive understanding of political advertising research, shedding light on its evolution, current trends, and future directions. By identifying research gaps and thematic priorities, it serves as a valuable resource for scholars, policymakers, and practitioners seeking to advance knowledge and practice in political advertising.

Conclusion

In conclusion, the bibliometric analysis of political advertising literature provides valuable insights into the field's evolution, current trends, and future directions. The dominance of developed countries, particularly the United States, underscores disparities in research productivity and impact across regions. Extensive co-authorship networks highlight the importance of global collaboration in advancing knowledge in political advertising. Leading authors and journals play pivotal roles in shaping scholarly discourse, while keyword analysis reveals emerging themes and research priorities. The multidimensional nature of political advertising, encompassing diverse topics and conceptual frameworks, underscores its significance in shaping public opinion and electoral outcomes. Moving forward, continued research efforts and

interdisciplinary collaborations are essential to address gaps in understanding and navigating the evolving landscape of political advertising in the digital age.

Practical Implications of the Study

The results of this study offer several practical usages for researchers, policymakers, and practitioners in the field of political advertising:

Global Collaboration

Recognizing the significant role of international collaboration in advancing research, policymakers and funding agencies can encourage and support cross-border partnerships and exchange programs to foster knowledge sharing and collaboration among scholars from diverse backgrounds.

Resource Allocation

Policymakers and academic institutions can utilize the insights from this study to allocate resources strategically, focusing on areas with the highest research productivity and impact. This can involve prioritizing funding for institutions and researchers contributing significantly to the field.

Research Agenda

The identification of emerging themes and research priorities can guide future research agendas in political advertising. Researchers can leverage these insights to explore understudied areas, address critical gaps, and contribute to the development of innovative solutions and strategies.

Educational Initiatives

Academic institutions can incorporate the findings from this study into curriculum development by offering courses and programs that reflect the latest trends and advancements in political advertising. This approach will ensure that students acquire the essential knowledge and skills to effectively navigate the evolving landscape of political communication.

Policy Formulation

Policymakers can leverage insights from this study to inform the development of regulations and guidelines governing political advertising practices. By understanding the evolving dynamics and challenges in the field, policymakers can enact policies that promote transparency, accountability, and ethical conduct in political communication.

Industry Practices

Practitioners in the advertising industry can benefit from understanding the latest trends and strategies in political advertising. By staying informed about emerging technologies, platforms, and communication channels, advertisers can develop more effective and targeted campaigns that resonate with diverse audiences.

Overall, the practical implications of this study extend beyond academia, offering valuable insights and

recommendations for stakeholders involved in research, policymaking, education, and industry practices in the field of political advertising.

Limitations

While this study provides valuable insights into political advertising research, several limitations must be acknowledged. Firstly, the exclusive reliance on the Scopus database may introduce biases by potentially omitting relevant literature available in other repositories. Additionally, the exclusion of languages other than English articles may lead to language bias, overlooking contributions from non-English-speaking regions. Furthermore, the focus on peer-reviewed articles may result in publication bias, as grey literature and conference papers were not included. The 50-year time frame (1972-2022) may have overlooked earlier or recent developments. Lastly, bibliometric analysis, while useful for quantifying research output and impact, has methodological constraints such as reliance on citation counts as a measure of quality. Recognizing these limitations is crucial for interpreting findings accurately and understanding the study's scope within the broader research landscape.

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