



Political Campaign Strategies in Modern Electoral Politics: A Systematic Literature Review

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Abstract:

The systematic literature review discusses how digital media and AI & Algorithms have interchangeably co-evolved, significantly transforming to the modern-day election campaigns. Three main questions guide the review: How have digital media and AI & Algorithms-driven strategies transformed traditional political campaign models over time? What are the key technological and social drivers influencing modern political campaign strategies? How do academic frameworks and methodologies analyse the impact of AI and digital media on political campaigns?

PRISMA, which stands for Preferred Reporting Items for Systematic Reviews and Meta- Analyses, is a standardized literature review method employed to retrieve 26 publications reporting 65 studies in total from Elsevier's Mendeley—all Open-Access research articles—on Political Campaign Strategies from the years 2023 and 2024. A systematic literature review was conducted in accordance with the PRISMA guidelines, along with Thematic Analysis, which was employed to identify key recurring themes, focusing on the involvement of digital platforms and AI & Algorithm-driven campaign strategies in modern electoral politics.

The review highlights a growing interest in Electoral Campaign Strategies between 2023 and 2024. An examination of various studies indicates a significant rise in digital campaign strategies for voter engagement, as platforms such as Twitter, Facebook, and YouTube serving as central tools in digital political campaign. Furthermore, AI & Algorithm-driven campaigns raise concerns over the spread of misinformation and emotional manipulation to shape political discourse. Games as new campaign spaces strongly push modern political campaign strategies ensuring its persistence in the digital domain. The study highlights the need to assess the long- term impact of algorithm-driven election campaigns and the role of digital political marketing beyond social media. It also provides researchers with opportunities for future exploration, particularly in developing strong regulatory frameworks to ensure ethical digital campaigning and integrate democratic norms in the digital era. The study explores limited number of publications on campaign strategies in non-

Western democracies, presenting opportunities for future research.

Keywords: Political Campaign Strategies, Digital Media in Elections, AI & Algorithm-driven Campaigns, PRISMA Systematic Review, Thematic Analysis, Voter Engagement, Misinformation in Elections, Social Media in Politics, Digital Political Marketing, Regulatory Frameworks in Elections

Introduction:

Political campaigning is an essential component of electoral politics. Typically, it involves candidates or political parties delivering messages to voters with the ultimate goal of securing their support. However, the task of winning votes is far from simple—it requires a well-structured and strategic approach. Candidates and parties must assess what they offer to the electorate and how they present these promises. The effectiveness of their efforts plays a critical role in determining the outcome of elections.

From an Unstructured to a Structured Political Campaign

The roots of political campaigning can be traced back to ancient Greek elections, where the process centered around public debates and direct citizen participation in state affairs (Cartledge, 2016). In contrast, the Roman Republic developed a more organized form of campaigning that relied heavily on speeches, frequent public appearances, and patron-client networks to gain political influence.

During the medieval period, power primarily rested with monarchs and feudal lords, limiting electoral processes. However, the signing of the Magna Carta in 1215 marked a significant turning point, laying the foundation for parliamentary systems (Rau et al., 2016). Despite this breakthrough, elections during this period remained restricted, and evidence of organized campaigning is minimal.

The rise of modern democracy in the 18th century brought significant changes. Campaigning became an essential tool for political advocacy, with pamphlets and newspapers used extensively to mobilize public support (Lipset, 2000). By the 19th century, the principle of the separation of powers among the executive, legislature, and judiciary began to hold the state accountable. Voting rights expanded, multiple political parties emerged, and mass media became an influential force in shaping political campaigns. These developments institutionalized electoral campaigns as a formalized process, transforming political competition into a legitimate means of asserting power.

With the emergence of the internet and social media, political campaigning entered a new era. Digital communication has significantly reduced the gap between candidates and voters, offering unprecedented access and engagement. However, this digital shift has also introduced new complexities, requiring comprehensive strategies to achieve maximum outreach. Without a well-designed approach, the goal of effectively connecting with voters remains a challenge in the modern campaign landscape (Kreiss, 2016).

The evolution of mass communication further expanded the scope of campaigns. Candidates and political parties gained the ability to reach voters directly through both audio and visual media, which became instrumental in shaping public opinion. In the age of data-driven campaigns, voter surveys and data analysis began playing a key role in crafting targeted messages and strategies (McNair, 2017).

The Evolution of Modern Political Campaigns: Technology and Data-Driven Strategies

Modern political campaigns have become increasingly professional, technology-driven, and responsive to changing conditions. All stakeholders in the campaign process—including voters, opposition parties, campaign managers, and volunteers—play a crucial role. Managing volunteers, creating content and spreading messages to persuade voters have significantly evolved over the past few decades (Cohen, 2021). The rapid advancement in access to information and technology has transformed the campaign process, with data now being treated as the "new oil" of political strategy.

Data collected from multiple sources provides detailed records of voter activities, which campaign agencies analyze to design targeted outreach strategies (Schneier, 2015). This phenomenon gained widespread attention in 2016 when Cambridge Analytica, a British political consulting firm, was found to have unethically used Facebook data for the Trump campaign.

Unlike traditional media, social media allows for dynamic, multi-directional political communication. Platforms like Facebook, Twitter, YouTube, Instagram, and WhatsApp offer cost-effective, fast, and easily accessible channels for engaging with the public. These tools enable direct voter engagement, content virality, targeted advertising, and the creation of echo chambers, along with fact-checking mechanisms.

In India's 2019 general elections, political parties allocated significant portions of their campaign funds to Facebook and WhatsApp for targeted outreach. The rise of artificial intelligence (AI) has further revolutionized political campaigns through enhancing speed, precision, and scale in executing various tasks. AI tools enable real-time content generation for personalized political messages on social media. AI chatbots and virtual assistants provide immediate and consistent responses to voter queries, improving communication efficiency (Tennoe, 2024). Understanding voter behavior through AI and building data-driven strategies seems to become essential components of modern political campaigns.

Unlike traditional campaigns, which were typically managed by close associates of candidates—often rely on hard-core politicians, bureaucrats, or academics—today's political campaigns are far more professionalized. They involve experts who bring specialized knowledge in data analysis, digital communication, and field experiments to implement best practices in election strategies. This shift reflects the changing nature of political campaigns, where technology and data play a pivotal role in shaping outcomes and connecting with voters in new, innovative ways (Cohen, 2021).

Darren G. Lilleker argues that modern political campaigns have evolved out of three broad trends (Lilleker, 2005):

1. The end of class-based political alignment,
2. The fragmented media environment, and
3. The collapse of deference and trust.

These three phenomena have forced parties and candidates to adopt new communication strategies in a rapidly changing environment. From a theoretical perspective, he classifies campaign development into three categories:

1. Professionalization,
2. Marketization,
3. Mediatization.

All these developments are driven by strategic communication, media influence, and a consumer-focused approach to engage supporters.

In contrast, Hendrik, Amin, and Warjio analyze modern political strategy by focusing on structured planning, execution, and targeting political objectives while adapting to external conditions (Hendrik et al., 2023). At the heart of what is transforming the modern political campaign is digital communication, which Marques and Miola have uniquely examined. They argue that modern political campaigns are crafted by evolving media landscapes and through the symbiotic relationship between media and politics. Marques and Miola emphasize how civic practices are significantly influenced by present-day media systems, which are intertwined with a complex network of agents, discourses, and institutions that shape public perception and political representation. They delve deeper into identifying how digital media and regional specifics—particularly in the Global South—focus more on the local media-politics dynamic, which directly influences and transforms democratic practices (Marques & Miola, 2021).

Digital technology and modern mass media play a crucial role in modern political campaigns by democratizing communication and maximizing outreach (Liçenji, 2023; Neuder & Marchal, 2019). However, political agencies increasingly use AI and digital media strategically to manufacture public opinion, often undermining genuine opinions that emerge from socio-economic differences. While tools like AI chatbots provide direct engagement with voters, also raise serious challenges about polarization, misinformation, and data ethics. Polarization and the use of technology in political campaigns and communication (Bernhard & O'Neill, 2018; Suva & Bhatia, 2024).

The complex use of technology and data-driven political campaigns, unlike traditional campaigns, has given

rise to the modern political campaign model. Planning and implementing political strategies in such a rapidly changing environment are challenging and difficult to manage without professional expertise. Changes in the campaign landscape may significantly influence voters, leading to a decline in trust in political institutions, which can ultimately erode confidence in the state.

Observing the rapid changes in political campaigning and the increasing role of professionalization in adapting campaign strategies highlights the need to systematically examine modern political strategies. Therefore, this study aims to analyze the existing gaps in the literature and explore how modern political campaigns are shaped by digital media and technological innovations. This paper provides valuable insights for further research and contributes to strengthening our democratic values.

The purpose of the study is to conduct a systematic literature review on political campaign strategies in modern electoral politics. The primary objective is to examine key patterns, strategies, and tools used in contemporary political campaigns. It also analyzes significant scholarly contributions and seeks to explore how modern political campaigns are shaping changes.

Research Methods

This paper employs the PRISMA guideline 2020 (Page et al., 2021) to conduct a precise and thorough systematic review. This method has been acclaimed by key scholars across the globe. It is standardized to enable effective and qualitative research. Following these guidelines, the study ensures that the reviewing process consists of well-defined steps such as searching reliable information sources, selecting eligible studies, collecting and analyzing data, and defining inclusion parameters. Study like, (Adeyinka-Ojo, 2021) in the context of PRISMA, thematic analysis unitized alongside PRISMA to synthesize qualitative findings from multiple studies included in a systematic review.

All in all, the well-defined guideline ensures a well-structured approach for synthesizing literature and improving the reliability of findings. There are twenty-seven-item checklist included in the title, abstract, introduction, methods, results, discussion, and other information sections of the PRISMA 2020 item checklist. However, the PRISMA process typically involves five key steps as follows:

1. Searching data sources
2. Selecting reliable studies
3. Collecting data
4. Setting qualifying parameters
5. Analyzing data items

Corollary, researchers enhance the consistency and quality of systematic reviews by following the PRISMA guidelines.

Resources and Study Selection

Information searches were retrieved from online databases with extensive scholarly study repositories from Elsevier's Mendeley, which encompass over 1,228 peer-reviewed journals, book sections, generic books, conference proceedings, and other documents on political campaign strategies. However, only 65 articles were selected, focusing on renowned journals available for open access from the years 2023 and 2024. Articles that could not be accessed were excluded from the study.

The selection of studies was broadly based on three steps:

1. **Keyword Search:** Keywords were entered based on the research topic to ensure alignment with the research objectives. The keywords used were ("Political Campaign*" OR "Political Strategies*" OR "Electoral Campaign*" OR "Electoral Strategies*").
2. **Systematic Selection Process:** A systematic approach was followed to select reliable articles in multiple stages, ensuring adherence to the research aims and objectives. All selected articles were sourced from reputable journals, emphasizing publications in English. They were further categorized based on research types—quantitative, qualitative, or mixed methods.
3. **Rigorous Screening:** Initially, 64 articles were assessed based on the study topic. Titles, abstracts, and keywords were screened for relevance. Articles not meeting the inclusion criteria, such as those not written in English or lacking a specified research type, were excluded.
4. Finally, 26 articles were selected based on their measurement approach and methodological clarity. These screened articles provided detailed insights into the research objectives and were retained for deeper study

Data Collection and Eligibility Criteria

The data collection process was conducted manually by extracting information from 26 article such as title, author, abstract, year of publication, study focus, measurement approach (Survey, Statistical Analysis, Content Analysis, Interview), research type category (Qualitative or Quantitative, Specified or Not Specified), study approach (Mixed Method or Not Mixed Method), specified status (Fully Specified or Not Fully Specified), language (English or Non- English), and final screening status (Selected or Not Selected). The step-by-step review did not emphasize variable-based relationships but instead focused on qualitative or quantitative studies.

The parameters that guided the selection process were as follows:

Data Extraction: Manually performed based on the information retrieved.

Review Process: Focused on research types and measurement approaches to understand the role of digital media and AI-driven systems in modern election campaigns.

Selection Parameters: Final selection was based on methodological clarity and relevance to reliable research focus.

Data Items

Data items extracted from 26 publications reporting 65 studies in total from Elsevier's Mendeley—all Open-Access research articles are summarized based on as title, author, abstract, year of publication, study focus, measurement approach (Survey, Statistical Analysis, Content Analysis, Interview), research type category (Qualitative or Quantitative, Specified or Not Specified), study approach (Mixed Method or Not Mixed Method), specified status (Fully Specified or Not Fully Specified), language (English or Non-English), and final screening status (Selected or Not Selected). These items were summarized to examine insights into the role of digital media and AI & Algorithm-driven systems in modern election campaign strategies. The steps for the systematic literature review process fully figured out in the Fig. 1 below.

PRISMA 2020 flow diagram for new systematic reviews which included searches of databases and registers only

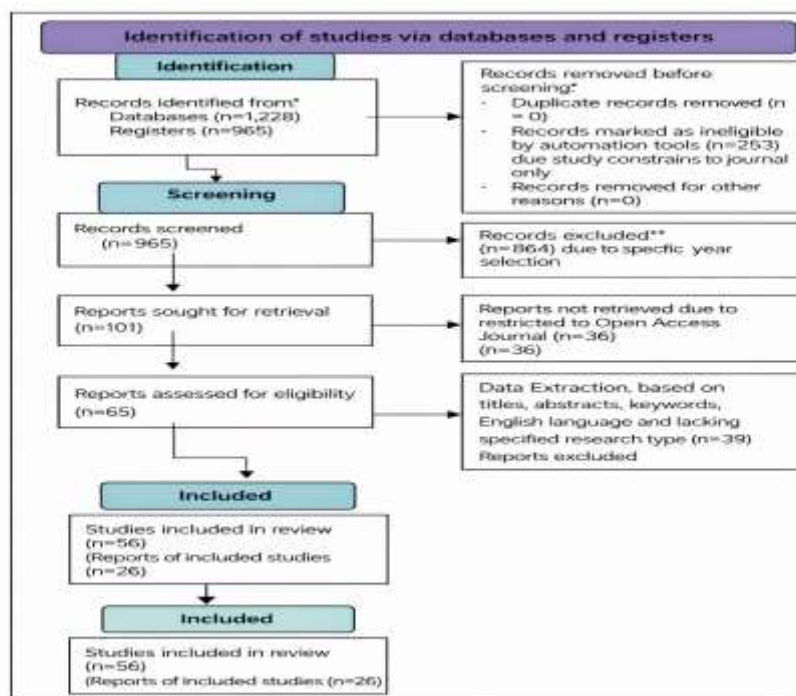


Fig.1 Reporting items for Systematic Reviews (Adopting of PRISMA from 2020 guidelines)

Result

After conducting a systematic review of the literature, 26 articles were obtained and presented in Table 1 give below. All the articles were categorized into two broad themes: 1. Digital Media Usage and 2. AI or Algorithm-driven Election Tools in modern-day election campaign strategies. Several articles address both themes but are classified under a single theme based on the primary focus of the content. Seven articles from Digital Media Usage specifically focused on how present-day media significantly influences modern election campaigns. In contrast, the remaining articles examined the use of AI or Algorithm-driven systems in voter engagement, predicting voter behavior, and providing rapid services by analyzing real-time data. This also indicates that the role of digital media and AI in organizing and planning election strategies is growing drastically.

Furthermore, it is observed that a larger number of articles employed quantitative methods to examine the impact of digital media and AI on modern political campaigns, whereas mixed and qualitative methods were used less frequently. In this study, authors such as Johnston et al. (2024) and Castro (2023) emphasized the role of AI in shaping voter behavior and emotional engagement, while others like Zhang et al. (2024) and Yang et al. (2023) stated that these relationships may not be very significant. This demands further research to gain deeper insights into diverse political contexts.

However, there are still research gaps in analyzing how these two themes integrally co-evolve to shape campaign strategies, how they impact the political behavior of voters, and how comprehensive this impact may be. All these factors provide researchers with an opportunity to explore future research in this area.

Table 1 Grouping of Articles Based on Thematic Focus and Key Authors: AI or Algorithm- Driven Election Tools and Digital Media Usage

Theme	Key Findings	Platforms/Tools	Authors relevance
Digital Media	Social media platforms are central to modern election campaigns, reshaping political communication, voter engagement, and mobilization. Platforms like Twitter,	Twitter, Facebook, Instagram, TikTok, YouTube, Telegram, Gaming environments	(Andari & Wiguna, 2023), (Hajri & Daife, 2023), (Bertero & Scaduto, 2023), (Liçenji, 2023), (Iliadis et al., 2023a), (Dr A. Nageswara Rao & Aijaz Ahmad Mir, 2023), (Yasmin Alias & Haji Hamil, 2023)
	Facebook, Instagram, TikTok, and YouTube dominate digital campaigns, while gaming environments and regional variations influence campaign effectiveness.		

AI & Algorithmic-driven Election Tools	AI-driven algorithms and data analytics are transforming election campaigns by shaping voter engagement, influencing discourse, and raising transparency concerns. Algorithmic content curation, misinformation risks, and policy implications require stronger regulations to ensure ethical political communication.	AI algorithms, Instagram, Twitter, YouTube, All digital platforms	(Johnston & Harrington, 2024), (Castro, 2023), (Tuñón-Navarro & Bouzas- Blanco, 2023), (Cervi, 2023), (Marcos- García et al., 2023), (Alves & Leão Martins, 2023), (Tarullo & Fenoll, 2023a), (Pulejo, 2023), (Domínguez- García et al., 2023), (Santos, 2023), (Diez-Gracia et al., 2023), (Amri et al., 2023)
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Discussion

The study examines well how digital media, especially social media shaping the election campaign strategies across the globe. Studies such as (Alves & Leão Martins, 2023), have explored the role of digital media in crafting modern electoral campaigns. Social media platform including Twitter, YouTube, Telegram, Facebook, Whatsapp, Instagram, TickTok serves as digital tools for maximizing voter outreach. Similarly, (Domínguez-García et al., 2023), (Tuñón- Navarro & Bouzas-Blanco, 2023) these papers have also analyzed the growing use of Twitter in European and US elections campaign. Studies such as (Marcos-García et al., 2023), (Cervi, 2023), (Dr A. Nageswara Rao & Aijaz Ahmad Mir, 2023), and (Domínguez-García et al., 2023) have examined how telegram, YouTube, TikTok and Twitter function as the substantial digital tools for engaging voters. For instance, a study (Chan & Zhao, 2023) on the Taipei Mayoral Election provides evidence of a shift in political marketing strategies from traditional methods to more market-oriented election strategies. Furthermore, an article titled *Digital Games as Persuasion Spaces for Political Marketing: Joe Biden Campaign in Fortnite* analyzed how digital entertainment games were used as spaces for political persuasion in the US election (de la Cruz et al., 2023). In contrast, a study by (Bertero & Scaduto, 2023), examined how political agencies utilized hybrid communication tactic in 2020 Italian electoral campaign. However, a large section of literature suggests that digital tools are predominantly utilized as a key instrument for political campaign strategies. Notably, (Alves & Leão Martins, 2023) demonstrated that data-drive and AI-based approaches are being adopted by political consultancy to shape online political discourse. Study synthesized centering Consistency Analysis with PRISMA-Thematic Integration which is presented in the table 2 below. Under which it highlighted two primary trends in modern electoral campaigns: increased reliance on digital media and the growing use of AI and algorithmic-driven campaign tools.

Table 2. PRISMA-Thematic Integration

Paper	Summarized key insights from literature review	Compared findings with existing literature	Discussed relationships between key variables	Analyzed methods used in previous studies	Outlined theoretical and practical implications	Identified research gaps and future directions	Concluded with a final synthesis of discussion
<p>Limiter les effets des campagnes électorales sur l'environnement grâce aux réseaux sociaux</p> <p>Reducing the environmental impact of electoral campaigns through social media</p>	<p>The study discusses the role of social media in reducing the environmental impact of electoral campaigns and highlights digital media's growing influence in politics.</p>	<p>Findings are compared with prior studies on social media's impact on political engagement and environmental</p>	<p>Relationships between social media usage, political engagement, and environmental sustainability are explored, highlighting how digital presence influences voter behavior and campaign efficiency.</p>	<p>A quantitative approach using an online survey was employed; prior research methodologies on digital political campaigns and voter engagement were reviewed.</p>	<p>Implications include the need for policy adjustments favoring digital election strategies and a shift from print-based campaigns to sustainable digital alternatives.</p>	<p>Research identifies gaps in understanding non-social media users' perspectives and the broader environmental impact of political digitalization beyond paper reduction.</p>	<p>The study concludes that transitioning to digital campaigns can enhance electoral engagement while mitigating environmental harm, proposing a sustainable model for future campaigns.</p>
<p>Fear-inducing communications in Vox</p> <p>politics: 2022 elections in Castile and León and Andalusia</p>	<p>The study examines the role of fear in political communication, particularly in the electoral campaigns of Vox in</p>	<p>Findings are compared with existing literature on political emotions, confirming the prevalence of fear as a strategic</p>	<p>The study explores how fear interacts with themes like immigration, economic uncertainty, and social stability to shape political narratives and voter</p>	<p>A quantitative content analysis of Twitter posts by Vox candidates was conducted, identifying patterns in the use of fear-based</p>	<p>The research suggests that fear-based communication can enhance political mobilization but raises ethical concerns regarding misinformation and emotional manipulation in electoral</p>	<p>Identifies gaps in understanding the effectiveness of fear-based messaging across different demographic groups and the long-term impact on democratic engagement.</p>	<p>Concludes that Vox's communication strategy systematically leverages fear to consolidate its voter base, reinforcing previous studies on the emotional dimension of populist politics.</p>

	Castilla y León and Andalucía (2022), highlighting its impact on voter perception.	communication tool in right-wing populist campaigns.	engagement.	messaging across different regional contexts.	discourse.		
Campaigning in the dark: theorising campaign strategies from the 2022 Seanad by-election	The study examines the role of information levels in influencing electoral campaign strategies, particularly in the low-information environment of the 2022 Seanad by-election.	Findings are compared with existing literature on electoral competition, issue saliency, and strategic adaptation, confirming the impact of limited voter and competitor information on campaign decisions.	The study explores how electoral actors prioritize issues in response to information scarcity, highlighting the interaction between voter knowledge, competitor tracking, and strategic stability.	Qualitative process tracing was used, including candidate interviews, campaign literature analysis, and social media tracking to assess strategic updates in the campaign.	The study suggests that low-information environments reduce strategic flexibility, leading candidates to emphasize their initial campaign themes rather than adapting to competitors or voter shifts.	Identifies gaps in understanding how different electoral systems and party structures influence information availability and strategic updates, suggesting further research into partisan elections.	Concludes that electoral actors, when faced with low information, prefer issue stability and minimize reactive changes, reinforcing theories of campaign risk aversion in uncertain environments.
Pembelajaran Komunikasi Politik Menyambut Pemilihan Umum Serentak di Indonesia	The study focuses on political communication in Indonesia ahead of the 2024 general	Findings align with previous research on political communication	The research explores how social media usage, voter education, and elite interactions influence electoral	A qualitative content analysis method was employed, drawing from primary and	The study suggests that digital platforms enhance democratic participation but also pose risks related to misinformation	Research gaps include the limited study of offline voter engagement, the long-term effects of digital communication strategies,	The paper concludes that transparency, responsiveness, and strategic voter engagement through digital platforms are

	election, emphasizing digital engagement, the role of political elites, and voter trust.	strategies, confirming the growing role of social media and transparency in building voter confidence.	engagement and democratic participation.	secondary sources, analyzing communication strategies of political parties and their impact on voter perceptions.	n and trust issues in political messaging.	and cross-cultural comparisons in electoral behavior.	key to effective political communication in modern elections.
<p>The Role of Social Media on Electoral Strategy: An Examination of the 2023 Municipal Elections in Tirana, Albania</p>	<p>The study examines the role of social media in electoral strategy, focusing on the 2023 municipal elections in Tirana, Albania, and analyzing how digital platforms influence political communication and voter engagement.</p>	<p>Findings align with previous research on the impact of social media on political campaigns, highlighting increased voter participation, direct communication with citizens, and the shift away from traditional media reliance.</p>	<p>The study explores the correlation between social media engagement metrics (likes, shares, follower growth) and electoral success, demonstrating how candidates use digital platforms to shape political discourse.</p>	<p>A mixed-methods approach was used, combining quantitative analysis of social media data with qualitative examination of political messaging and candidate interactions.</p>	<p>The study suggests that candidates must develop adaptive strategies to leverage digital engagement effectively while addressing concerns related to misinformation and public trust.</p>	<p>Identifies gaps in cross-national comparisons of social media-driven campaigns and the long-term effects of digital electoral strategies on democratic participation.</p>	<p>Concludes that the effective use of social media enhances electoral success by increasing engagement, strengthening candidate visibility, and fostering voter mobilization.</p>

Once More, with Feeling! Digital Campaigns and Emotional Candidacies in X in Andalusia and Castilla y León	The study examines the role of emotions in digital electoral campaigns, specifically focusing on VOX and left-wing parties in Castilla y León and Andalusia during the 2022 regional elections.	Findings align with previous research on emotional appeal in political campaigns, confirming that right-wing populist parties leverage negative emotions, while left-wing parties tend to use positive messaging.	The study explores how emotional content interacts with voter mobilization and party identity, highlighting differences in emotional strategy between regions and ideological groups.	A content analysis of Twitter (X) posts was conducted, categorizing messages based on emotional tone, leadership representation, and campaign content.	The study suggests that emotional appeals shape voter perceptions and engagement, but also highlights the ethical concerns of manipulative political messaging and misinformation.	Identifies gaps in understanding the role of digital platforms in shaping emotional political discourse and calls for further research on the long-term impact of emotional strategies on electoral behavior.	Concludes that the success of digital campaigns depends on a balance of emotional appeal and rational discourse, with right-wing populists emphasizing fear and left-wing parties fostering solidarity and enthusiasm.
Beyond the Bipartisan System in the Taipei Mayoral Elections—Rise of Market-Oriented Strategies in Electoral Campaigns?	The study investigates the political marketing strategies employed in the Taipei Mayoral Elections (TMEs) from 1994 to 2018,	Findings are compared with existing research on political marketing, confirming that market-oriented strategies are more effective	The research explores the relationship between political ideology, campaign strategy, and voter behavior, illustrating how parties with strong ideological stances struggle to	A qualitative case study approach was used, analyzing campaign materials, election outcomes, and media narratives to	The study suggests that market-oriented political strategies allow greater adaptability to voter preferences, but also risk diluting ideological commitments and creating unrealistic	Identifies gaps in understanding the long-term viability of market-oriented campaigns, particularly as independent candidates transition into established political parties.	Concludes that while market-oriented strategies contributed to Ko Wen-je's success, the changing political environment in Taiwan may limit their effectiveness in future elections.

	emphasizing the shift from traditional ideological campaigning to market-oriented electoral strategies.	in competitive electoral environments, particularly for independent candidates like Ko Wen-je.	adopt market-oriented approaches.	understand the evolution of electoral strategies.	electoral promises.		
Strategi Kampanye Arif Hamid Rahman dalam Mendapatkan Dukungan dari Anggota Persatuan Islam (PERSIS) pada Pemilihan Anggota Legislatif Jawa Barat tahun 2019	The study analyzes the campaign strategy of Arif Hamid Rahman during the 2019 West Java Legislative Election, focusing on his engagement with the Islamic organization on Persatuan Islam (PERSIS).	Findings align with previous research on identity politics and religious affiliations in Indonesia n elections, confirming that candidates leveraging religious ties gain substantial electoral support.	The research explores the interaction between religious ideology, community mobilization, and political communication, emphasizing the role of candidate identity in shaping voter preferences.	A qualitative descriptive research method was used, incorporating Pawito's campaign strategy theory, including segmenting, positioning, branding, and media strategy.	The study suggests that personalized campaign strategies based on religious affiliations enhance voter trust but also raise concerns about political polarization and exclusivity.	Identifies gaps in understanding how religious organizations balance political neutrality with electoral endorsements and the long-term effects of faith-based political mobilization.	Concludes that leveraging religious networks is a successful electoral strategy in Indonesia, but future research should examine its broader implications for democratic representation.
Digital Games as Persuasion Spaces for Political Marketing: Joe	The study explores the use of digital	Findings align with previous research	The research investigates how persuasive techniques	A qualitative mixed-methods approach	The study highlights the potential of gaming environments	Identifies gaps in understanding the long-term impact of in-	Concludes that while digital games can function as political

Biden™s Campaign in Fortnite	entertainment games as spaces for political persuasion, focusing on Joe Biden™s campaign in Fortnite during the 2020 US presidential election.	on political gaming, showing that digital games can be effective tools for voter engagement but may struggle with maintaining player immersion.	such as linguistic, visual, and procedural persuasion shape voter perception and engagement within a gaming environment.	was used, including analytical play and textual analysis of 19 media articles discussing Biden™s Fortnite campaign.	for political messaging but also notes challenges related to player expectations, narrative depth, and gaming culture compatibility.	game political marketing on voter behavior and suggests further research on the effectiveness of different persuasive strategies.	marketing spaces, the effectiveness of such campaigns depends on strategic message integration and audience expectations.
A midsummer night™s dream: political communication during the Italian 2022 electoral campaign	The study examines political communication strategies during the 2022 Italian electoral campaign, focusing on coalition formation, media usage, and hybrid communication tactics.	Findings align with prior studies on Italian elections, confirming the continuity of traditional media influence alongside the rise of digital platforms like TikTok and Instagram.	The research explores how different political coalitions framed their messages and interacted with voters, emphasizing the dichotomy between issue-based and identity-based campaigns.	A qualitative and quantitative mixed-methods approach was used, analyzing political advertisements, social media interactions, and televised debates.	The study highlights the strategic use of legacy and digital media to maximize voter engagement while discussing the challenges of political polarization and misinformation.	Identifies gaps in understanding how digital media trends will shape future electoral strategies and the long-term effects of hybrid campaign models.	Concludes that the 2022 election was characterized by a blend of continuity and change, with social media playing a more prominent role but legacy media still holding significant influence.
INFRASTRUCTURES OF	The study examines	Findings align with	The research explores the	A qualitative	The study suggests that	Identifies gaps in	Concludes that digital

MANIPULATION	the role of digital infrastructures in shaping political narratives, focusing on how search engines, social media, and Wikipedia are used to manipulate information.	previous research on digital propaganda and media influence, confirming the strategic use of digital platforms for political control and misinformation.	relationship between digital infrastructure, information access, and political perception, highlighting how algorithms and digital content moderation shape public discourse.	approach using interviews, case studies, and content analysis of online platforms was employed to examine how political actors manipulate search engine optimization and online information flows.	political actors leverage digital infrastructures to control information visibility, raising concerns about misinformation, censorship, and democratic accountability.	understanding the long-term impact of digital infrastructure manipulation on public trust and proposes further research on policy interventions to counter misinformation.	platforms play a crucial role in shaping political narratives, emphasizing the need for transparency and regulation to prevent the spread of manipulated information.
Between giants and windmills: Lulismo in the presidential elections of 2018	The study explores the role of digital media in shaping contemporary electoral campaigns,	Findings align with previous research on media influence, confirming the	The research examines the interplay between political messaging, voter engagement, and the role of social media	A mixed-methods approach was used, combining content analysis, case studies, and surveys to	The study suggests that while digital platforms enhance voter engagement, they also contribute to polarization and the spread of misinformation,	Identifies gaps in understanding how algorithm-driven content curation affects political diversity and proposes further research on	Concludes that digital media plays a transformative role in elections, but its implications for democracy require careful oversight and policy
	emphasizing the impact of online political discourse and algorithmi	increasing significance of digital communication strategies in	algorithms in shaping public opinion.	assess the effectiveness of digital campaign strategies.	requiring stronger regulatory frameworks.	mitigating bias in digital political communication.	intervention.

	c filtering.	electoral processes.					
European Far right on Twitter. Analysis of the digital communicative strategy of Vox and Lega during the 2014 and 2019 European elections	The study examines the digital communication strategies of the European far-right parties Vox (Spain) and Lega (Italy) during the 2014 and 2019 European elections, focusing on their use of Twitter.	Findings align with previous research on the increasing professionalization of digital political communication, confirming that far-right parties leverage social media to increase engagement and spread nationalist narratives.	The research explores how far-right populist discourse interacts with voter engagement, highlighting the transition from xenophobic messaging to patriotic-nationalist narratives for broader appeal.	A mixed-methods approach combining quantitative and qualitative content analysis was used, examining 1,462 tweets from Vox and Lega over two election campaigns.	The study suggests that far-right parties strategically adapt their communication styles, shifting from ideological to populist mobilization strategies to enhance voter interaction.	Identifies gaps in understanding the role of digital populist rhetoric across different national contexts and the long-term implications of online political polarization.	Concludes that far-right digital campaigns have evolved toward professionalization, prioritizing engagement-driven communication that amplifies nationalist sentiments while distancing from explicit extremist rhetoric.
Religious Mobilization and the Selection of Political Elites: Evidence from Postwar Italy	The study examines the role of religious leaders in electoral mobilization, focusing on	Findings align with previous research on patronage and electoral mobilization,	The research explores how religious leaders' embeddedness in local communities influences voter mobilization,	A difference-in-differences strategy was used, leveraging historical data on bishops' nomination	The study suggests that religious leaders mobilize voters through direct endorsements and campaign opportunities but highlights	Identifies gaps in understanding the broader role of religious leaders in shaping policy outcomes beyond elections and calls for	Concludes that religious authorities play a significant role in political mobilization, with their influence being strongest

	Catholic bishops in postwar Italy and their influence on candidate selection and voter behavior.	confirming that religious leaders act as brokers who can significantly impact electoral outcomes.	highlighting the importance of personal connections in political campaigns.	s and candidate connections, combined with quantitative electoral data analysis.	concerns regarding democratic fairness and institutional neutrality.	further research on their long-term influence in governance.	when they are locally embedded and actively engaged in the electoral process.
Populism in the Communication Strategy of Lula and Bolsonaro: An Analysis of the Television Debates in Brazil™s 2022 General Election	The study examines the role of populism in the communication strategies of Lula and Bolsonaro during the 2022 Brazilian general elections, focusing on their televised debates.	Findings align with previous research on political debates and populist discourse, confirming that both leaders utilized populist narratives to mobilize voters and shape public opinion.	The research explores the interplay between media framing, political messaging, and voter engagement, emphasizing the role of moral polarization in electoral discourse.	A critical discourse analysis (CDA) approach was employed to evaluate the candidates' speeches, using a coding protocol adapted from Hawkins (2010) to measure the degree of populism.	The study suggests that televised debates serve as platforms for reinforcing populist rhetoric, influencing voter perceptions while also contributing to political polarization.	Identifies gaps in understanding how televised debates influence undecided voters and the long-term effects of populist discourse on democratic stability in Brazil.	Concludes that both Lula and Bolsonaro employed highly populist discourse in their debates, reinforcing ideological divisions and using moralistic narratives to appeal to their respective voter bases.
Social Media As A Tool For Political Messaging: Assessing Rahul Gandhi's Communication Strategy In The 2023 Karnataka	The study explores the role of social media in the 2023 Karnataka Assembly	Findings align with prior studies on social media influence in electoral	The research examines the interplay between political rhetoric, online engagement, and voter	A qualitative content analysis method was used, analyzing three YouTube speeches	The study highlights that social media allows direct voter interaction but also raises concerns about misinformation	Identifies gaps in understanding long-term digital political engagement and the role of YouTube	Concludes that social media, particularly YouTube, serves as a powerful tool for political outreach, enabling

Assembly Election	election, focusing on Rahul Gandhi's digital communication strategy and the effectiveness of YouTube speeches in voter engagement.	campaigns, confirming that digital platforms have become central to political messaging and voter mobilization.	behavior, demonstrating how targeted content can influence public perception.	from Rahul Gandhi's official campaign and assessing their rhetorical impact.	n, polarization, and echo-chamber effects.	algorithms in shaping political discourse.	candidates to shape public narratives and directly communicate with the electorate.
Ideological Battles Ahead of The First General Election in South Sulawesi	The study explores the ideological battle leading up to the first general election in South Sulawesi in 1955, focusing on the role of the Masyumi Party in shaping political discourse.	Findings align with previous research on political mobilization in early Indonesian elections, confirming that religiously affiliated parties played a dominant role in voter persuasion.	The research examines the interaction between ideology, electoral strategy, and voter behavior, emphasizing the Masyumi Party's use of religious networks to consolidate political influence.	A historical method was used, incorporating archival research, document analysis, and historiographical review to trace election-related political dynamics in South Sulawesi.	The study highlights how political parties leveraged ideological narratives to gain electoral support, raising concerns about political polarization and religious exclusivism in early democratic processes.	Identifies gaps in understanding the long-term implications of religious-based political mobilization and suggests further research on its impact on modern electoral politics in Indonesia.	Concludes that ideological battles defined the 1955 elections in South Sulawesi, with the Masyumi Party's strategy proving highly effective in mobilizing voters and influencing election outcomes.
Polarisation and emotional discourse in	The study investigates	Findings align with	The research explores the	A mixed-methods approach	The study suggests that digital	Identifies gaps in understanding the	Concludes that digital election

the political agenda on Twitter:	digital electoral	existing research on	relationship between online	was used, incorporating	platforms offer new avenues for	long-term impact of social media-	campaigns have transformed voter engagement, but their effectiveness depends on content strategy,
disintermediation and engagement in electoral campaigns	strategies in contemporary political campaigns, focusing on the role of social media platforms in shaping voter engagement.	digital political communication, reinforcing the argument that social media enables direct interaction between candidates and voters, thereby influencing election outcomes.	political messaging, voter behavior, and campaign effectiveness, emphasizing the role of algorithms in shaping political discourse.	content analysis of social media posts, survey data, and sentiment analysis to assess public reactions to digital campaign strategies.	political engagement but also raise concerns about misinformation, echo chambers, and ethical considerations in digital campaigning.	driven campaigns on democratic participation and calls for further studies on regulating online political communication.	platform dynamics, and regulatory frameworks.
Populist communication and thematic strategy in the official Instagram accounts of Spanish candidates during the electoral campaigns of 28 August and 10 November 2019	The study examines the role of Instagram as a platform for populist communication in Spain's 2019 general elections, analyzing the thematic	Findings align with existing research on social media political communication, confirming that Instagram facilitates direct	The research investigates the relationship between social media, thematic agenda-setting, and populist discourse, highlighting differences between left- and right-wing candidates.	A content analysis of 386 Instagram posts from main candidates was conducted, using both qualitative and quantitative methodologies to examine their messaging strategies.	The study suggests that political leaders use Instagram to shape public narratives, often favoring emotional, simplistic, and adversarial discourse to engage voters.	Identifies gaps in understanding the broader impact of Instagram's algorithm on populist content visibility and its influence on undecided voters.	Concludes that Instagram, like other social media platforms, enables political leaders to craft populist narratives, focusing on identity-based messaging rather than substantive policy discussions.

	and stylistic strategies of candidates	populist messaging similar to Twitter and Facebook.					
Political polarization and emotion rhetoric in the US presidential transition: A comparative study of Trump and Biden on Twitter and the post-election impact on the public	The study examines political polarization and emotional rhetoric in the U.S. presidential transition, comparing Trump and Biden's communication strategies on Twitter and their post-election impact.	Findings align with previous research on social media's role in political communication, reinforcing that Trump's rhetoric focused on delegitimizing the election, whereas Biden emphasized institutional stability.	The research explores the relationship between emotional rhetoric, voter perception, and digital engagement, highlighting how Trump's discourse was polarizing while Biden projected unity and legitimacy.	A mixed-methods approach was used, applying content analysis to 1,060 tweets with a quantitative-qualitative-discursive methodology to evaluate themes, emotions, and virality.	The study suggests that political leaders utilize social media for strategic emotional engagement, with potential risks related to misinformation and political polarization.	Identifies gaps in understanding the long-term effects of emotionally charged digital discourse on voter trust and democratic stability, calling for further research on social media's role in future elections.	Concludes that Trump's discourse emphasized fraud and conspiracy theories, whereas Biden focused on governance and institutional continuity, affecting voter sentiment and engagement differently.
TikTok Use in Municipal Elections: From Candidate-Majors to Influencer-Politicians	The study examines how TikTok is used in municipal	Findings align with studies on social media and	Explores how platform affordances influence political messaging,	A multimodal content analysis of TikTok posts was	Highlights the shift towards entertainment-driven political communication	Calls for more studies on TikTok's effectiveness in political campaigns beyond single	Concludes that TikTok can redefine political communication strategies, blurring the

	elections, focusing on Ada Colau's 2023 campaign in Barcelona.	electoral communication, confirming TikTok's role in engaging young voters.	framing Ada Colau as an 'influencer-politician.'	conducted to assess messaging and interaction strategies.	n and the risks of superficial engagement.	case studies.	lines between political and influencer cultures.
Factors That Influence Repeated Participation in Ukrainian Parliamentary Elections	Analyzes the role of political background in repeated candidacy in Ukrainian elections from 1990 to 2014.	Confirms that prior affiliation with the Communist Nomenklatura influenced repeated electoral participation.	Examines how left-wing affiliation and independent candidacy affect political persistence.	Uses a longitudinal dataset of 8,898 candidates to trace electoral trajectories.	Findings contribute to elite recruitment and political career trajectory studies.	Calls for more research on the role of informal networks in political continuity.	Concludes that historical political affiliations shape long-term electoral participation trends.
Keberkesanan Strategi Perikatan Nasional dalam Pilihan Raya Umum ke-15 di Semenanjung Malaysia: Penonjolan Golongan Islamis (The Effectiveness of Perikatan Nasional's strategy in the 15th General Election of Peninsular Malaysia: The Prominence of Islamist	Examines how Perikatan Nasional (PN) leveraged religious and ethnic narratives to gain electoral support.	Findings align with studies on identity politics, confirming the impact of race and religion in Malaysian elections.	Explores the link between social media strategy, identity-based narratives, and voter mobilization.	Uses a mix of qualitative and quantitative methods, including election data and media content analysis.	Highlights the continuing relevance of religious identity in shaping Malaysian electoral outcomes.	Suggests further research on the role of digital mobilization and its long-term effects.	Concludes that PN's strategy was highly effective in mobilizing Malay-majority constituencies through targeted narratives.
Kampanye dan	Explores	Supports	Analyzes the	Uses case	Suggests that	Recommends	Concludes

Perilaku Memilih di Indonesia Studi Kasus Pemilihan Umum 2019 Dapil Jawa Timur 11 dan Dapil 7 Sulawesi Selatan	how voter behavior in Indonesia is shaped by candidate-centered campaigns rather than party loyalty.	previous research on Indonesia's personalized electoral system.	influence of candidate endorsements on voter decision-making.	study analysis of two electoral districts with content and survey data.	political branding is increasingly essential in Indonesian elections.	further studies on the effectiveness of social media in shaping voter preferences.	that voters are influenced more by candidate personas than by party ideologies.
Should We Include Margins of Error in Public Opinion Polls?	Investigates whether margins of error affect voter perception of polling data.	Findings align with research on poll credibility and strategic voting.	Examines how poll reporting influences voter confidence and decision-making.	Uses a large-scale survey experiment with 3,224 respondents before the 2021 German federal election.	Recommends improved media reporting standards for election polling.	Calls for further studies on the psychological effects of polling uncertainty.	Concludes that margins of error can significantly shape voter expectations and strategic decisions.
Respread, mobilize and fragment the agenda: the secondary role of Telegram in the Spanish electoral campaign of November 2019	The study examines the role of Telegram in the Spanish electoral campaign of November 2019, focusing on its functions, thematic agenda, and multimedia	Findings align with prior research on digital political communication, confirming that Telegram plays a secondary role	The research explores the relationship between Telegram's communication functions, political messaging, and audience engagement, revealing that traditional parties use Telegram more intensively than	A quantitative content analysis of 877 messages from Spanish political parties was conducted, categorizing them based on function, theme, and media resource usage.	The study suggests that while Telegram facilitates content redistribution and mobilization, it does not significantly impact personalized political communication or direct voter interaction.	Identifies gaps in understanding how Telegram influences political discourse in other electoral contexts and recommends further research on its evolving role in future campaigns.	Concludes that Telegram is primarily used for content amplification rather than original campaign messaging, playing a supplementary role in Spain's digital electoral strategies.

	resources used by political parties.	compared to Twitter and Facebook in Spanish electoral campaigns.	emerging parties.				
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The findings revealed a global shift in political communication (Liçenji, 2023), where social media became a central force in shaping election strategies (Dr A. Nageswara Rao & Aijaz Ahmad Mir, 2023). Across regions, digital platforms enhanced voter engagement, issue saliency, and strategic adaptation (Akbar et al., 2023). Independent candidates, like Ko Wen-je, thrived in competitive environments using market-oriented approaches, while identity politics in Indonesia demonstrated the electoral strength of religious affiliations (Chan & Zhao, 2023). TikTok mobilized young voters (Cervi, 2023), while Telegram remained secondary to Twitter and Facebook in Spanish campaigns (Marcos-García et al., 2023). However, political gaming fostered engagement but struggled with immersion (de la Cruz et al., 2023). The research confirmed that digital media amplified transparency (Andari & Wiguna, 2023), direct voter interaction, and misinformation risks, reinforcing its dominance in modern elections (Johnston & Harrington, 2024). The study uncovered how social media, data analytics, and AI-driven algorithms reshaped electoral strategies and voter behavior. Digital engagement metrics like likes and shares directly influenced campaign success (Liçenji, 2023), while algorithmic content moderation shaped public discourse (Iliadis et al., 2023a). Political actors adapted messaging based on voter knowledge gaps, balancing issue-based and identity-driven narratives (Johnston & Harrington, 2024). AI-driven persuasion, from linguistic techniques to gaming environments, influenced perception and engagement (de la Cruz et al., 2023). Established parties leveraged Telegram more than emerging ones, while poll reporting shaped voter confidence (Marcos- García et al., 2023). As platforms framed political figures like Ada Colau as influencer- politicians, the study confirmed that digital infrastructure, **algorithmic curation**, and strategic adaptation defined modern electoral landscapes (Iliadis et al., 2023a). These findings align with previous research demonstrated the shift towards technology-based voter engagement.

Diverse methodological approaches were adopted to analyze digital political campaign. Researchers widely employed quantitative content analysis to systematically analyze thousands of contents on Twitter, Instagram and YouTube posts for measuring its impact, role and functions. Whereas, scholars used both qualitative and quantitative techniques for measuring public reactions, and digital strategies campaign impact voter behavior. Study like (Pohorila, 2023) employed for analyzing a longitudinal dataset of 8,898 candidates uniquely traced electoral trajectories over time. Critical Discourse Analysis (CDA) used to measure populist rhetoric. Biden’s Fortnite campaign employed a qualitative mixed-methods approach for analyzing with textual examination of in-game political strategies (de la Cruz et al., 2023). Collectively the studies widely used

quantitative content analysis, mixed methods and qualitative approaches to address deeper strategic intentions. The scholars emphasized both the theoretical and practical implication of modern election campaign strategies. The shift from traditional to market oriented campaigns demands stronger regulatory frameworks in electoral process. That is to address the raising ethical concerns about misinformation and emotional manipulation in political communication. Whereas, gaming environment, provides a new space for political messaging face challenging in-depth narration. The study also stated how far-right parties tactically shifting from ideological to populist mobilization for maximum voter outreach. Study suggested that (de Sousa et al., 2023) televised debates and legacy media continue reinforcing populist rhetoric, fueling political polarization. The nature of election has transformed.

Studies show how political discourse is shaped over digital platforms through algorithms and political communication dominated by emotional rhetoric. Behind this complete picture, researchers noted some serious research gaps. Studies covering social media-driven campaigns did not consider voters who were not online, leaving unanswered questions about how digital trends influenced their behavior (Alves & Leão Martins, 2023). Furthermore, emotional rhetoric (Tuñón-Navarro & Bouzas-Blanco, 2023), which fuels political messaging on digital platforms, needs to be examined in terms of its variations across age, gender, and cultural backgrounds.

As studies found that political agencies adapted to social media algorithms driven by AI for voter engagement on platforms like Instagram, YouTube, Twitter, and Telegram, an important question arises—how much of this engagement was genuine, and how much merely exploited psychological biases (Dr A. Nageswara Rao & Aijaz Ahmad Mir, 2023; Iliadis et al., 2023b; Tarullo & Fenoll, 2023b; Tirado-García, 2023)? Scholars also explored research gaps in how algorithmic (Suva & Bhatia, 2024; Tennoe, 2024) content curation affects political diversity, the psychological effects of polling uncertainty, and the long-term impact of digital populism on democracy. These missing pieces provide opportunities for future research and need to be investigated with serious scholarly engagement.

The study PRISMA guideline presented in table 3. below summarized that digital media is drastically reshaping the canvas of modern-day political campaign strategies. Social media platforms no doubt enhance voter engagement, solidify candidate visibility, shapes political discourses however, its effectiveness proportionate to content strategy, platform dynamics and its model efficiency. Whereas, conventional media remains relevant despite digital dominance. AI drive by powerful algorithm to communicate political messages raises transparency concerns. The finding emphasized the need for policy oversight and strong framework for managing political campaign strategies in modern politics. The conceptual table below present in table 3. “Integration of PRISMA and Thematic Analysis” categorizes the impact of digital media and AI & Algorithm-driven election tools, signifying their role in determining voter engagement, campaign strategies, and political discourse. It highlights the shift towards digital platform- driven outreach and algorithmic influence, underpinning key findings and research gaps in modern election campaign strategies.

Table 3. Integration of PRISMA and Thematic Analysis

PRISMA Element	Description	Findings
1. Identification of Themes	Identifying recurring patterns or themes across studies.	<ul style="list-style-type: none"> - Social media's role in electoral campaigns. - Fear-based political communication. - Religious and identity-based mobilization. - Populist communication strategies. - Market-oriented electoral strategies.
2. Comparison with Literature	Comparing findings with existing literature to confirm alignment or divergence.	<ul style="list-style-type: none"> - Findings on social media's impact align with global trends in political engagement. - Fear-based communication in Vox campaigns aligns with prior research on political emotions. - Market-oriented strategies in Taipei elections confirm prior research on political marketing.
3. Relationships Between Variables	Exploring how key variables interact (e.g., social media usage and voter behavior).	<ul style="list-style-type: none"> - Social media usage correlates with increased voter engagement. - Fear interacts with themes like immigration and economic uncertainty to shape voter behavior. - Religious affiliations influence voter mobilization and candidate selection.
4. Methodological Analysis	Evaluating the methodologies used in the studies (e.g., qualitative, quantitative, mixed- methods).	<ul style="list-style-type: none"> - Quantitative surveys in social media studies. - Qualitative content analysis of Twitter posts. - Mixed-methods approaches combining social media data and interviews.
5. Theoretical Implications	Outlining the theoretical contributions of the findings (e.g., new insights into political communication).	<ul style="list-style-type: none"> - Digital campaigns enhance voter engagement but raise ethical concerns. - Fear-based communication mobilizes voters but risks misinformation. - Market-oriented strategies allow adaptability but may dilute ideological commitments.
6. Practical Implications	Highlighting actionable insights for practice (e.g., policy recommendations, campaign strategies).	<ul style="list-style-type: none"> - Policy adjustments needed to support digital election strategies. - Ethical guidelines required for emotional political messaging. - Regulatory frameworks needed to address misinformation on digital platforms.
7. Research Gaps	Identifying areas where further research is needed (e.g., long- term effects of digital campaigns).	<ul style="list-style-type: none"> - Limited understanding of non-social media users' perspectives. - Long-term effects of digital political strategies on democratic engagement. - Cross-cultural comparisons of electoral behavior. - Role of algorithms in shaping political discourse.

8. Final Synthesis	Summarizing the key findings and their implications in a coherent narrative.	<ul style="list-style-type: none"> - Social media enhances electoral engagement but poses risks of misinformation. - Fear-based communication is effective for mobilization but raises ethical concerns. - Religious and identity-based strategies are effective but may polarize voters. - Market-oriented strategies are adaptable but may lack ideological depth.
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Conclusion

The study examines the role of digital media platforms and AI- and algorithm-driven approaches in modern election campaigns. It has been conducted through a systematic literature review, integrating the PRISMA framework and Thematic Analysis. The PRISMA framework structured the review process systematically, while Thematic Analysis identified key themes such as digital media, voter engagement, targeted campaigning, and the influence of algorithms in shaping voter opinion. The findings reveal that while digital platforms enhance voter participation, they also raise concerns such as rhetoric-driven narratives and emotional manipulation in political discourse. The study highlights the need to assess the longitudinal impact of algorithm-driven election campaigns and the role of digital political marketing beyond social media. Limited recourse and times are the constraint of this study. It provides researchers with opportunities for future exploration, particularly in developing strong regulatory frameworks to ensure ethical digital campaigning and integrate democratic norms in the digital era.

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