A Bibliometric Analysis of Publications on Political Advertising in Web of Science and Scopus Databases

Web of Science ve Scopus Veritabanlarında Siyasal Reklamcılıkla İlgili Yayımların Bibliyometrik Analizi

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Abstract

In this article, a bibliometric analysis is conducted by means of VOSviewer software to put forward the bibliometric view of academic works on political advertising in Web of Science and Scopus databases. In this direction, general data regarding the publications in the databases as well as citation, co-authorship, and bibliographic coupling maps of the publications are presented. In this way, the study aims to see the place of political advertising studies in other academic works. The data related to the publications were collected from Web of Science and Scopus databases on 31.07.2024. While the first political advertising publication indexed in Scopus was published in 1972; the first publication on the topic was published in Web of Science in 1976. Hence, whereas the analyses in relation to Scopus database cover the dates between 1972 and 31.07.2024; the analyses related to Web of Science database cover the dates between 1976 and 31.07.2024. There are 868 detected publications in total on the topic in Scopus, whereas there are 739 in Web of Science between those dates. Analyzes indicate that the data in both databases considerably put forward consistent results with each other.

Keywords: Political Advertising, Political Communication, Communication Studies, Bibliometrics, Bibliometric Analysis.

Öz

Bu makalede, Web of Science ve Scopus veritabanlarında yer alan siyasal reklamcılık konulu akademik çalışmaların bibliyometrik görünümünü ortaya koymak maksadıyla, VOSviewer yazılımı kullanılarak bir bibliyometrik analiz gerçekleştirilmektedir. Bu doğrultuda, ilgili veritabanlarında yer alan yayımlara ilişkin genel verilerin yanı sıra, bu yayımların atıf, ortak yazarlık ve bibliyografik bağlantı haritaları sunulmaktadır. Bu sayede, siyasal reklamcılığa ilişkin çalışmaların diğer akademik çalışmalar içindeki yerinin görülmesi amaçlanmaktadır. Yayımlara ilişkin veriler, Web of Science ve Scopus veritabanlarından 31.07.2024 tarihinde toplanmıştır. Siyasal reklamcılıkla ilgili Scopus'ta indekslenen ilk çalışma 1972 yılında yayımlanmış olup; Web of Science'ta ise konuya ilişkin ilk çalışma 1976 yılında yayımlanmıştır. Dolayısıyla, Scopus veritabanı ile ilgili analizler 1972 ile 31.07.2024 tarihleri arasını kapsarken; Web of Science veritabanı ile ilgili analizler 1976 ile 31.07.2024 tarihleri arasını kapsamaktadır. Anılan tarihler arasında Scopus'ta konuya ilişkin tespit edilebilen 868 yayım bulunurken; Web of Science'ta 739 yayım bulunmaktadır. Analizler, iki veritabanında yer alan verilerin, büyük oranda birbirleri ile tutarlı sonuçlar ortaya koyduğunu göstermektedir.

Anahtar Kelimeler: Siyasal Reklamcılık, Siyasal İletişim, İletişim Çalışmaları, Bibliyometri, Bibliyometrik Analiz.

Introduction

Political advertising is an area of expertise in both practical and academic in media democracies. It may be dated back to 19th century electoral campaigns, especially in the United States of America, in practice. And, as of the second half of the 20th century, mass media has accelerated practices of political advertising. Furthermore, the Internet and social media secure political advertising's position in today's world. On the other hand, especially as of the1970s, political advertising has become a field of academic studies. And, as of the 1990s, it has gained importance as a research field.

Bibliometrics, however, is a quantitative field of study to statistically measure the academic performance of authors, institutions, organizations, and so on. According to De Bellis (2009) and Danesh & Mardani-Nejad (2021), the idea of bibliometrics dates back to the second half of the 19th century. Nonetheless, the term of bibliometrics was produced by A. Pritchard in the late 1960s (1969).

The main research problem of this study is to analyze publications on political advertising in Web of Science and Scopus databases to be able to see its place in academic researches. In this framework, firstly, general data related to publications, such as distribution by years of publications as well as the most publicating authors, sources, institutions, and countries, are given. Secondly, citation, co-authorship, and bibliographic coupling maps that are created by using VOSviewer software are presented. In this framework, the research questions of the study are the following:

- How are the maps of citation of authors for Web of Science and Scopus databases?
- How are the maps of citation of documents for Web of Science and Scopus databases?
- How are the maps of citation of sources for Web of Science and Scopus databases?
- How are the maps of co-authorship of authors for Web of Science and Scopus databases?
- How are the maps of bibliographic coupling of authors for Web of Science and Scopus databases?

There are no any detected articles in Turkish and English so far which bibliometrically analyze political advertising publications that are indexed on Web of Science and Scopus databases from 1970s to 2024. Therefore, it is expected that this work may contribute to the related field.

1. Political Advertising: Literature Review

An *advertisement* is a sort of "paid communication". This communication process aims to "inform and/or persuade" people (Fletcher, 2010, p. 2). In this respect, it is possible to mention two different kinds of advertising: one is *dynamic* advertising, which is based on dynamic mass media such as television, radio, and the Internet. The other one is *static* advertising, which is based on static mass media such as newspaper, magazine, billboard and so on. The fundamental difference between these two is change. While dynamic mass media can change, static mass media does not change because of its stable nature (Hughes, 2018, p. 32-33).

Political advertising, on the other hand, is a kind of advertising that aims to "persuade and/or inform" voters. In such sort of advertising, political actors try to persuade people to vote for them. So, it is a part of their struggle for power. It is also paid and political actors make use of dynamic or static advertising channels in this process. McNair summarizes political advertising as purchasing an advertising space to deliver political messages to a target audience (2011, p. 87). According to Lilleker (2006, p. 148) it is possible to mention three different sort of political advertising: *advocacy* advertisement that basically represents an advertiser

candidate in a positive way; *comparative* advertisement that compares an advertiser candidate to other candidates and tries to tell why voters should vote for the advertiser candidate; and *negative* advertisement that attacks political opponents of an advertiser candidate.

Kaid underlines that political advertising is an important tool in terms of election campaigns and policy-making. Also, she emphasizes that it has become a strong way of communication between candidates and voters since it has taken place in political campaigns as of the 1950s (2004, p. 155). In this direction, political advertising can make sense only in competitive conditions where political power is designated by democratic elections (Holtz-Bacha & Kaid, 2006, p. 3). However, Duverger (1982, p. 168) notes that ads and advertising, aim to build a consumption culture, have established a new culture substituted for traditional culture without any conflict more successfully than propaganda.

Over the years, political advertising has been subjected to many academic works. One of the most remarkable works on political advertising are the researches that examine it in terms of marketing and more specifically, political marketing (Newman, 1994; Bowler & Farrell, 1992; Lees-Marshment, Strömbäck, & Rudd, 2010; Cwalina, Falkowski, & Newman, 2011; Hughes, 2018). Basically, political marketing studies adapt marketing concepts to political communication and political advertising. According to political marketing conceptualization, candidates or politicians and their ideas are the "products", and voters are the "consumers".

Other important works on political advertising are the works that deal with political campaign communication (Holtz-Bacha, 2002; O'Cass, 2005; Baker, 2009; Powell & Cowart, 2018; Denton, Judith, & Friedenberg, 2019; Granato & Wong, 2004). Fundamentally, those works discuss the strategic roles of political communication and political advertising during election campaigns.

Furthermore, there are studies on media and social media (Klaehn, 2010; Perloff, 2021; Dimitrova & Matthes, 2018; Benoit, 2000; Nott, 2020; Stieglitz & Linh, 2013; Negrine, 2017) that examine the role/place of the media and social media in political communication and/or political campaign processes.

Moreover, there are works that focus on the effects of political communication and political advertising on voter's behaviors (Mijeong, 2009; Andrzej & Cwalina, 2012; O'cass, 2002; Yoon, Pinkleton, & Ko, 2005; Spenkuch & Toniatti, 2018). Those works investigate the role and/or effects of political communication and political advertising on voter's decisions or election results.

Local political advertising samples (Fowler, Franz, & Ridout, 2021; Scammell & Langer, 2006; Alexandre & Dakhlia, 2017; Nesbitt-Larking & Rose, 2004) are one of the other significant areas of research in political advertising. Basically, those researches examine the nature and characteristics of political advertising in different countries.

2. Methodology

The data analysis method of this study is bibliometric analysis, which is a quantitative method. Lawani (1981, p. 294) and Broadus (1987, p. 373) note that the term "bibliometrics" was firstly used by A. Pritchard in 1969 to replace the term "statistical bibliography". Pritchard criticizes the term "statistical bibliography", which was firstly used by E.W. Hulme in 1922, and proposes the term "bibliometrics" instead of it. He defines the term bibliometrics as *"the application of mathematics and statistical methods to books and other media of communication"* (1969, p. 348-349). Roemer and Borchardt (2015, p. 28) describe the term as *"a set of quantitative methods used to measure, track, and analyze print-based scholarly literature"*.

Narin and Hamilton mention three different types of bibliometric analysis which are linkage, patent, and literature bibliometrics. Literature bibliometrics focuses on scientific publication and citation counts of countries, organizations and agencies etc. to measure their academic performance. And, patent bibliometrics deal with patents generated by organizations, governments and countries etc. Linkage bibliometrics, on the other hand, focuses on links and effects of scientific works of agencies on industrial technology (1996, p. 293, 297, 305). In this sense, this study is included in the scope of literature bibliometrics.

In the study, the VOSviewer software version 1.6.20 for MacOS system is used to perform a bibliometric analysis on the data related to political advertising publications gathered from Web of Science and Scopus databases on 31.07.2024. Within this framework, firstly, general data about the publications obtained from Web of Science and Scopus databases, such as distribution by years of the publications and the most publicating authors, sources, institutions, and countries, are presented. Secondly, citation analysis of the authors, documents, and sources; co-authorship, and bibliographic coupling analysis of the authors for both databases are conducted by using VOSviewer.

In this direction, limitations of the research are the following:

♦ The research is limited to publications on political advertising in Web of Science and Scopus databases. Any other databases are not included.

♦ The keyword used to reach political advertising publications in Web of Science and Scopus databases searches is "political advertising".

♦ All types of academic documents/publications are included in the analyses. There is no document/publication type limitation.

♦ The first academic work on political advertising indexed in Scopus database was published in 1972. Therefore, the analyses about Scopus database cover the dates between 1972 and 31.07.2024. There are 868 detected documents in total on political advertising in Scopus database between these dates.

♦ The first academic work on political advertising indexed in Web of Science database was published in 1976. Hence, the analyses about Web of Science database cover the dates between 1976 and 31.07.2024. There are 739 detected documents in total on political advertising in Web of Science database between these dates.

♦ When conducting citation analyses of authors, the authors who have at least 1 publication and 1 citation are considered.

♦ When conducting citation analyses of documents, the documents with at least 1 citation are considered.

♦ When conducting citation analyses of sources, the sources with at least 1 document and 1 citation are considered.

♦ When conducting co-authorship and bibliographic coupling analyses of authors, the authors who have at least 1 publication and 1 citation are considered.

♦ When creating any kind of map on VOSviewer, the largest sets of connected items are considered as far as possible instead of all items (when applicable).

♦ The maximum number of authors for each document is determined as 25. Therefore, the documents with more than 25 authors are not included in the analyses.

♦ When presenting and evaluating general data and map's data, the top 5 authors, documents, sources, and countries etc. with the highest scores are considered.

3. Research Findings

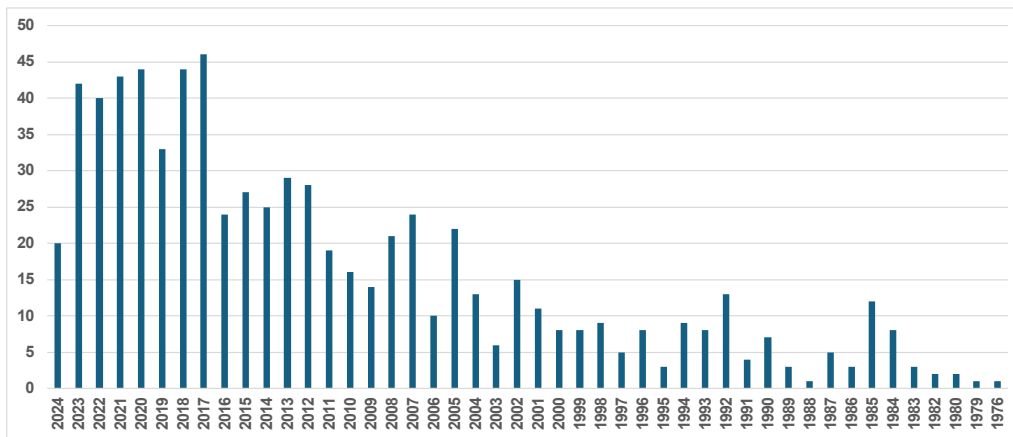### 3.1. Web of Science Database Findings and Analyses

Figure 1. Distribution by Years of Political Advertising Publications (Web of Science, 2024)

Figure 1 indicates the distribution by years of the political advertising works in Web of Science database. The first academic work on the topic in the database was published in 1976 by J. Lelyveld. And, there are 739 detected documents in total on political advertising in the database between 1976 and 31.07.2024.

The year with the most publication on political advertising in Web of Science is 2017 with 46 publications in total. 2018 and 2020 follow it with 44 publications. Also, there are 43 publications in 2021; 42 in 2023, and 33 in 2019. On the other hand, 20 publications were detected in 2024 until July, 31.

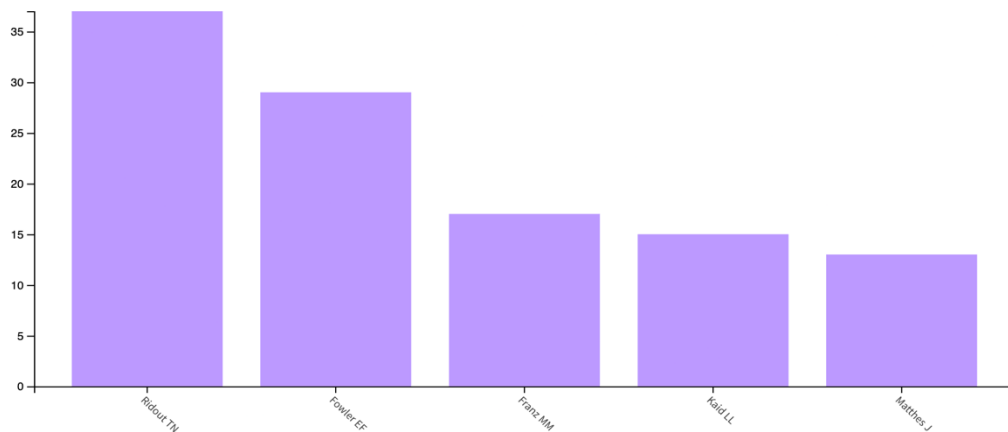However, there are no publications in 1977, 1978, and 1981. There is only 1 publication in 1976, 1979, and 1988.

Figure 2. Top 5 Authors Who Have the Most Political Advertising Publications (Web of Science, 2024)

Figure 2 demonstrates the top 5 authors who publicated the most political advertising works in Web of Science database. In this direction, Travis N. Ridout is the most productive author on this topic with 37 publications in total. On the other hand, Erika F. Fowler is the second with 29; Michael M. Franz is the third with 17; Lynda L. Kaid is the fourth with 15, and Jörg Matthes is the fifth with 13.
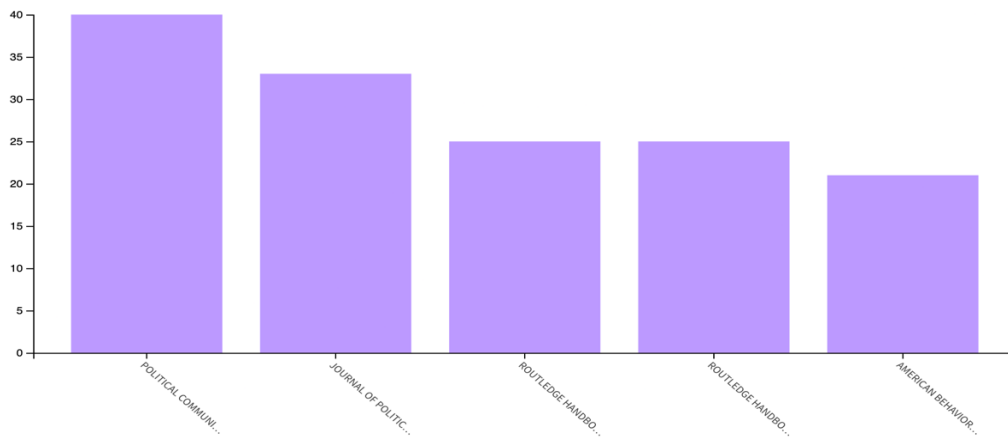
Figure 3. Top 5 Sources with the Most Political Advertising Publications (Web of Science, 2024)

Figure 3 shows the top 5 sources that are published most political advertising works in Web of Science database. Within this scope, the top 5 sources in a row are: *Political Communication* is the first with 40 publications in total; *Journal of Political Marketing* is the second with 33; *Routledge Handbook of Political Advertising* is the third with 25; *Routledge Handbooks* is the fourth with 25, and *American Behavioral Scientist* is the fifth with 21.
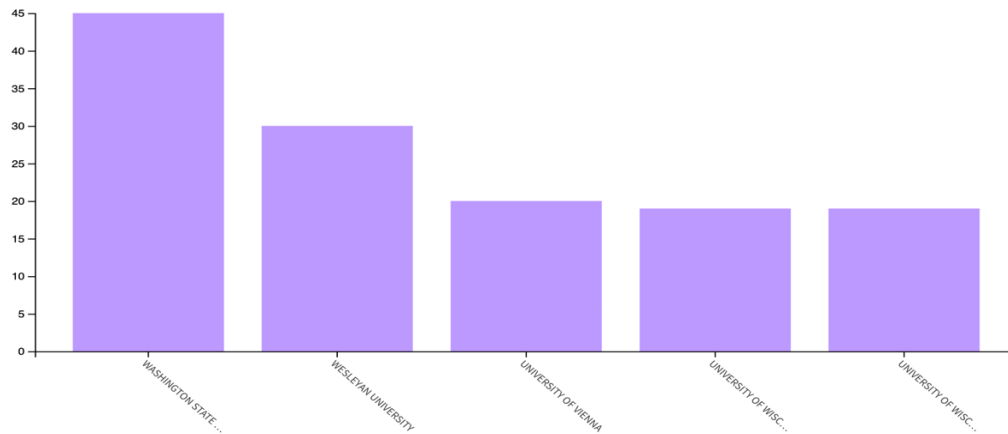
Figure 4. Top 5 Institutions with the Most Political Advertising Publications (Web of Science, 2024)

Figure 4 indicates the top 5 institutions that the most political advertising works published in Web of Science database. The top institutions in a row are: Washington State University is the first with 45 publications in total; Wesleyan University is the second with 30; University of Vienna is the third with 20; University of Winconsin, Madison, and University of Winconsin, System are the fourth & fifth with 19.
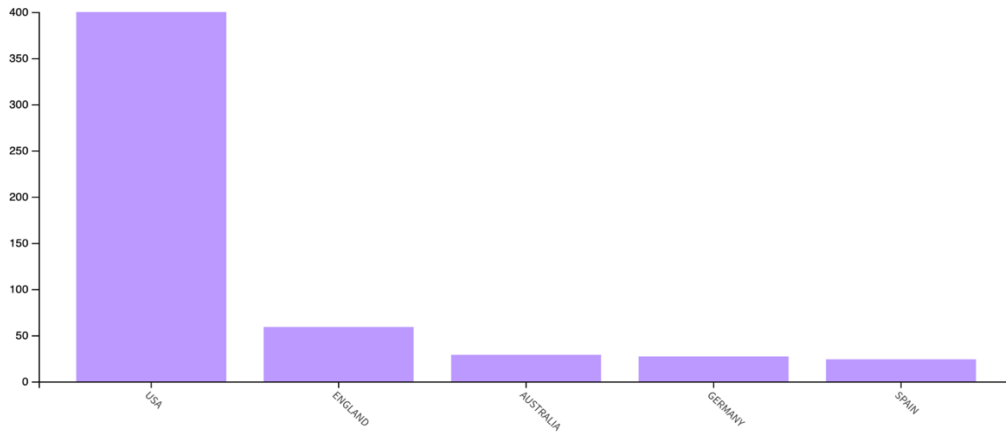
Figure 5. Top 5 Countries with the Most Political Advertising Publications (Web of Science, 2024)

Figure 5 demonstrates the top 5 countries where the most political advertising works published in Web of Science database. United States of America is the first with 400 publications in total; England is the second with 59; Australia is the third with 29; Germany is the fourth with 27, and Spain is the fifth with 24. In other saying, while those 5 countries have nearly %73 of the political advertising publications in Web of Science database; other countries have nearly %27 of the publications.
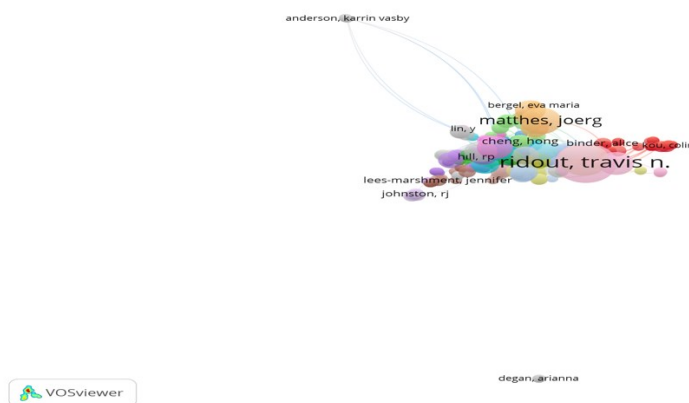

Figure 6. Citation Map of the Authors in Web of Science Database

Figure 6 shows the citation map of the most connected set of authors in Web of Science database. The authors who have at least 1 document and 1 citation are considered here. In this direction, the most cited author is T. N. Ridout with 583 citations in total from 24 publications; K. Goldstein is the second with 519 citations from 5 publications; M. McCombs is the third with 503 citations from 3 publications; P. Freedman is the fourth with 462 citations from 4 publications, and J. Matthes is the fifth with 389 citations from 11 publications. And, total link strength of those authors are; T. N. Ridout has 460 total link strength; K. Goldstein has 260; M. McCombs has 47; P. Freedman has 229; J. Matthes has 93.

Between the top 5 most cited authors, in terms of avarage citation counts, M. McCombs is the first author with 167.6 citations per publication. P. Freedman is the second with 115.5; K. Goldstein is the third with 103.8; J. Matthes is the fourth with 35.3, and T. N. Ridout is the fifth with 24.2.

However, with their total link strength, T. N. Ridout, K. Golstein, and P. Freedman are the first, the second, and the fourth in a row of the top 5 authors who have the highest total link strength within the context of this map. On the other hand, G. M. Garramone is the third with

239 total link strength, and E. F. Fowler is the fifth with 224. Moreover, G. M. Garramone has 361 citations from 8 works, and E. F. Fowler has 269 citations from 16 works.
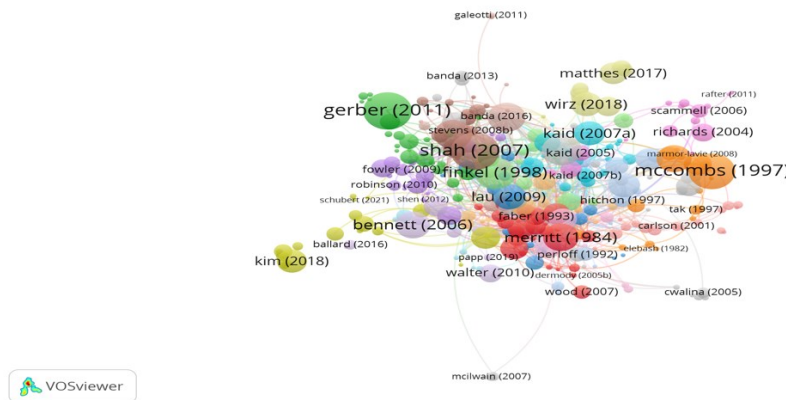

Figure 7. Citation Map of the Documents in Web of Science Database

Figure 7 demonstrates the citation map of the most connected set of documents in Web of Science database. The documents with at least 1 citation are considered here. In this context, the most cited document or publication is Shah's 2007 dated work with 282 citations in total; Gerber's 2011 dated work is the second with 277 citations; Mccomb's 1997 dated work is the third with 260 citations; Finkel's 1998 dated work is the fourth with 196 citations, and Brian's 1996 dated work is the fifth with 193 citations. Also, Shah's work has 16 links; Gerber's has 21; McCombs' has 3; Finkel's has 44; Brian's has 29.

On the other hand, the top 5 works with the most links within the context of this map are; Merrit's 1984 dated work is the first with 50 links in total; Van Steenburg's 2015 dated work is the second with 46; Finkel's 1998 dated work is the third with 44; Pinkleton's 1997 dated work is the fourth with 42, and Garramone's 1990 dated work is the fifth with 36. Between those works, Merrit's work has 155 citations in total; Van Steenburg's work has 31; Pinkleton's work has 97, and Garramone's work has 99.
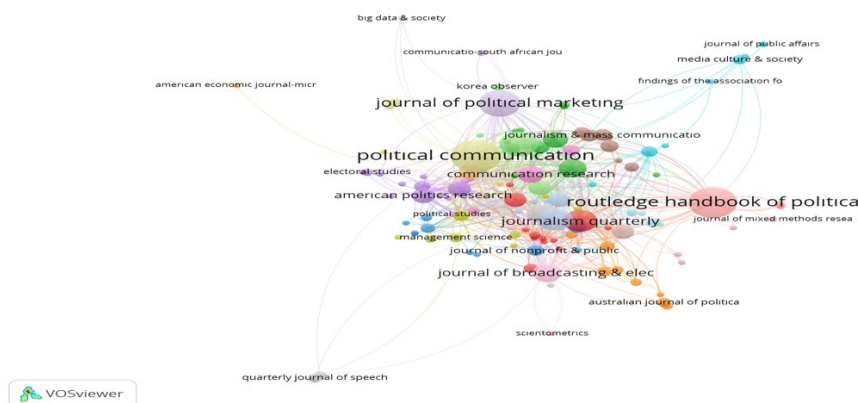
Figure 8. Citation Map of the Sources in Web of Science Database

Figure 8 shows the citation map of the most connected set of sources in Web of Science database. The sources with at least 1 document and 1 citation are considered here. Accordingly, *Political Communication* is the first with 1186 citations in total from 35 publications; *Journal of Advertising* is the second with 819 citations from 17 publications; *American Journal of Political Science* is the third with 562 citations from 4 publications; *Journal of Communication* is the fourth with 500 citations from 11 publications; *Communication Research* is the fifth with 418 publications from 10 publications. In the meantime, *Political Communication* has 166 total

link strength; *Journal of Advertising* has 271; *American Journal of Political Science* has 102; *Journal of Communication* has 80; *Communication Research* has 53.

When it comes to avarage citation counts, among the top 5 most cited sources, *American Journal of Political Science* is the first with 140.5 citations per publication. *Journal of Advertising* is the second with 48.1; *Journal of Communication* is the third with 45.4; *Communication Research* is the fourth with 41.8, and *Political Communication* is the fifth with 33.8.

Nonetheless, the top 5 sources with the highest total link strength within the frame of this map are; *Journal of Advertising* is the first with 271 total link strength; *Political Communication* is the second with 166; *Journal of Broadcasting & Electronic Media* is the third with 126; *Journal of Political Marketing* is the fourth with 111, and *American Journal of Political Science* is the fifth with 102. Between those sources, *Journal of Broadcasting & Electronic Media* has 415 citations from 12 publications, and *Journal of Political Marketing* has 259 citations from 24 publications.
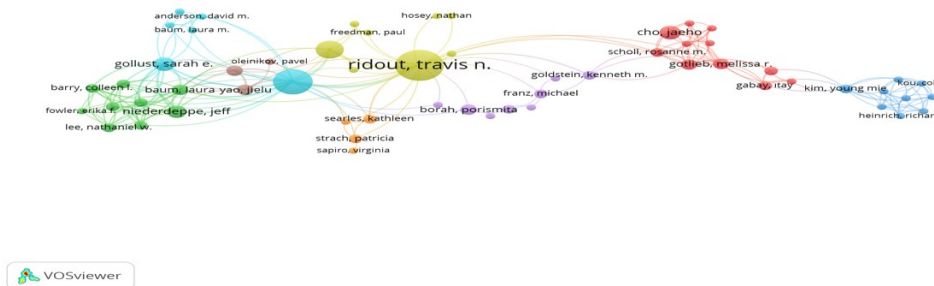
Figure 9. Co-Authorship Map of the Authors in Web of Science Database

Figure 9 indicates the co-authorship map of the most connected set of authors in Web of Science database. The authors who have at least 1 document and 1 citation are considered here. In this context, the top 5 authors with the highest total link strength within the frame of this map are; E. F. Fowler is the first with 49 total link strength; T. N. Ridout is the second with 43; S. E. Gollust is the third with 31; J. Niederdeppe is the fourth with 26, and L. Baum is the fifth with 24. Nevertheless, document and citation counts of those authors are; E. F. Fowler has 16 documents and 269 citations; S. E. Gollust has 5 documents and 16 citations; J. Niederdeppe has 4 documents and 8 citations, and L. Baum has 3 documents and 9 citations. Also, T. N. Ridout's document and citation counts are the same as given in the *Figure 6*.

However, the top 5 most cited authors within the frame of this map are the same as given in the *Figure 6*.
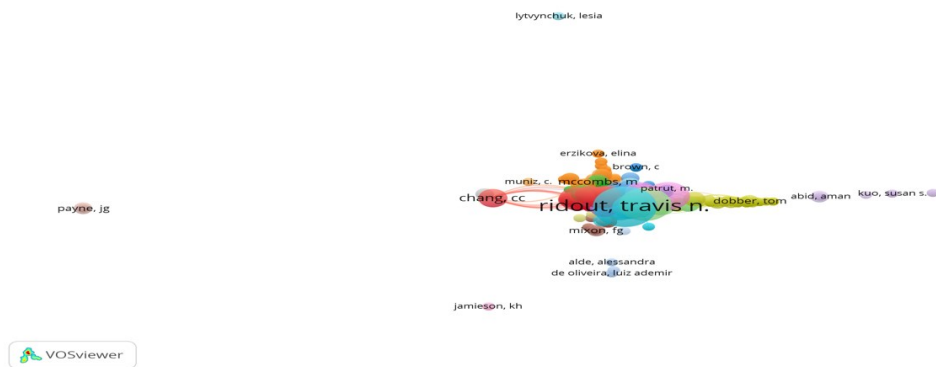
Figure 10. Bibliographic Coupling Map of the Authors in Web of Science Database

Figure 10 demonstrates the bibliographic coupling map of the most connected set of authors in Web of Science Database. The authors who have at least 1 document and 1 citation are considered here. In this direction, the top 5 authors with the highest total link strength in a row are; T. N. Ridout has 12864 total link strength; E. F. Fowler has 7736; L. L. Kaid has 7690; J. Cho has 5398, and K. Goldstein has 4965. Furthermore, document and citation counts of those authors are; L. L. Kaid has 7 documents and 247 citations; J. Cho has 5 documents and 360 citations. T. N. Ridout's and K. Goldstein's document and publication counts are the same as given in the *Figure 6*. E. F. Fowler's document and publication counts are the same as given in the *Figure 9*.

On the other hand, the top 5 most cited authors within the frame of this map are the same as given in the *Figure 6*.

3.2. Scopus Database Findings and Analyses
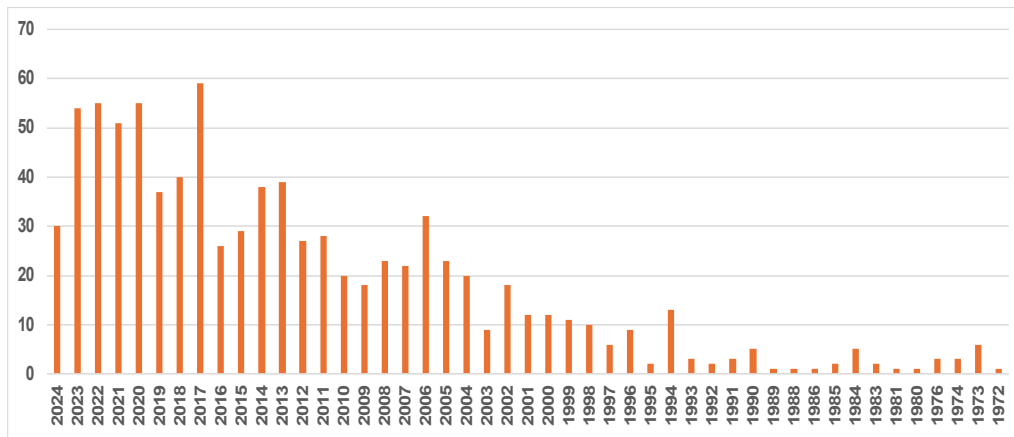
Figure 11. Distribution by Years of Political Advertising Publications (Scopus, 2024)

Figure 11 shows the distribution by years of political advertising publications in Scopus database. The first academic work on the topic in the database was published in 1972 by S. H. Surlin and T. F. Gordon. And, there are 868 detected documents in total on political advertising in the database between 1972 and 31.07.2024.

The year with the most political advertising publications in Scopus is 2017 with 59 publications in total. 2020 and 2022 follow it with 55 publications. Also, there are 54 publications in 2023; 51 in 2021, and 40 in 2018. However, 30 publications were detected in 2024 until July, 31.

On the other hand, there are no publications in 1975, 1977, 1978, 1979, 1982, and 1987. There is only 1 publication in 1972, 1980, 1981, 1986, 1988, and 1989.
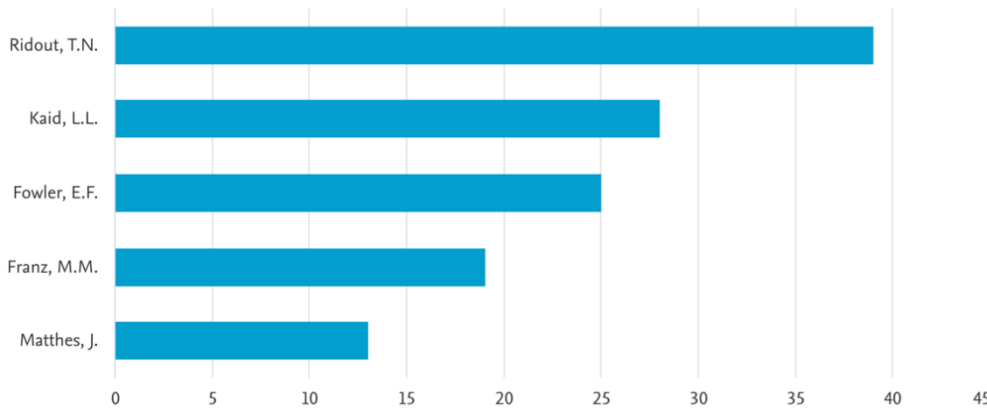
Figure 12. Top 5 Authors Who Have the Most Political Advertising Publications (Scopus, 2024)

Figure 12 indicates the top 5 authors who have the most political advertising documents in Scopus. In this context, Travis N. Ridout is the first author with 39 publications in total; Lynda L. Kaid is the second with 28; Erika F. Fowler is the third with 25; Michael M. Franz is the fourth with 19, and Jörg Matthes is the fifth with 13.

Source Title	Publication Count
Political Communication	45
Journal of Political Marketing	38
Journal of Advertising	21
American Behavioral Scientist	20
Communication Research	14

Figure 13. Top 5 Sources with the Most Political Advertising Publications (Scopus, 2024)

Figure 13 shows the top 5 sources with the most political advertising publications in Scopus. In this direction, *Political Communication* has nearly % 5.2 of the total 868 publications. *Journal of Political Marketing* has %4.4; *Journal of Advertising* has %2.4; *American Behavioral Scientist* has %2.3; *Communication Research* has %1.7. In other words, nearly %16 of total 868 publications have been made in those journals.
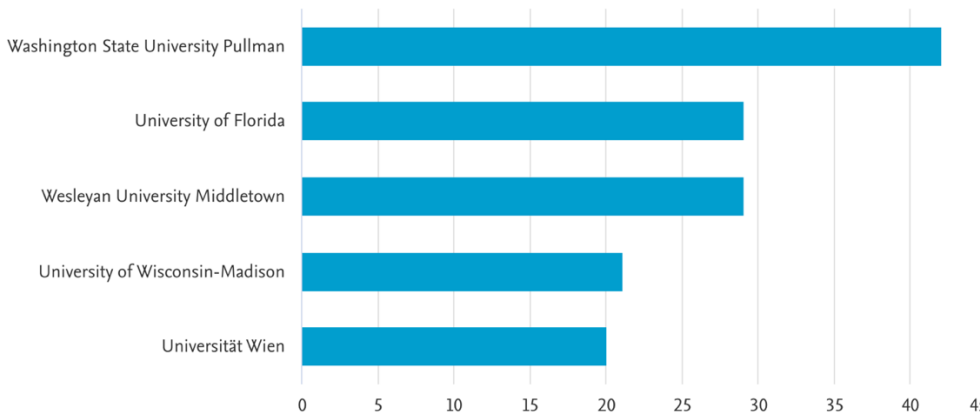
Figure 14. Top 5 Institutions with the Most Political Advertising Publications (Scopus, 2024)

Figure 14 demonstrates the top 5 institutions with the most political advertising publications in Scopus. Accordingly, Washington State University, Pullman is the first with 45 publications in total; the University of Florida and Wesleyan University, Middletown is the third & fourth with 29; the University of Winconsin-Madison is the fourth with 21; Universität Wien (University of Vienna) is the fifth with 20.
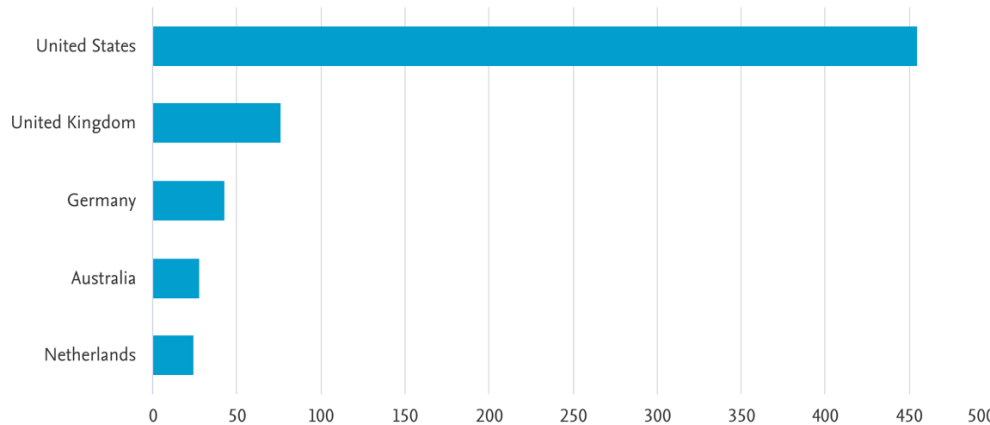
Figure 15. Top 5 Countries with the Most Political Advertising Publications (Scopus, 2024)

Figure 15 shows the top 5 countries with the most political advertising publications in Scopus. Hereof, the United States of America is the first with 454 publications in total; the United Kingdom is the second with 76; Germany is the third with 42; Australia is the fourth with 27, and the Netherlands is the fifth with 24. In other words, while those 5 countries have nearly %71.8 of total 868 political advertising publications in Scopus database; other countries have nearly %28.2 of the publications.

Figure 16. Citation Map of the Authors in Scopus Database

Figure 16 indicates the citation map of the most connected set of authors in Scopus database. The authors who have at least 1 document and 1 citation are considered here. In this sense, the top 5 most cited authors in a row are; T. N. Ridout is the first with 1118 citations in total from 38 publications; L. L. Kaid is the second with 982 citations from 28 publications; M. M. Franz is the third with 581 citations from 19 publications; P. Freedman is the fourth with 549 citations from 5 publications; E. F. Fowler is the fifth with 533 citations from 23 publications. And, total link strengths of those authors are; T. N. Ridout has 464 total link strength; L. L. Kaid has 435; E. F. Fowler has 329; P. Freedman has 324; M. M. Franz has 255. At the same time, those authors are the top 5 authors who have the highest total link strength within the frame of this map.

Nevertheless, among the top 5 most cited authors, P. Freedman is the first author in terms of avarage citation counts with a score of 109.8 citations per publication. L. L. Kaid is the second with 35; M. M. Franz is the third with 30.5; T. N. Ridout is the fourth with 29.4, and E. F. Fowler is the fifth with 23.1.
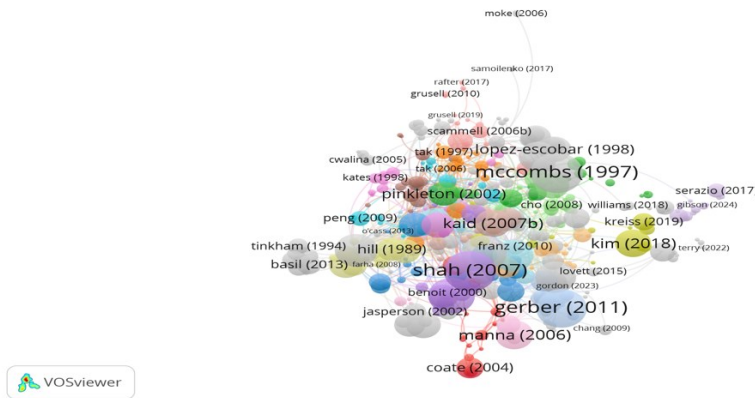
Figure 17. Citation Map of the Documents in Scopus Database

Figure 17 demonstrates the citation map of the most connected set of documents in Scopus database. The documents with at least 1 citation are considered here. In this direction, the top 5 most cited documents in a row are; Conover's 2011 dated work is the first with 407 citations in total; McComb's 1997 dated work is the second with 321; Shah's 2007 dated work is the third with 312; Gerber's 2011 dated work is the fourth with 299; Finkel's 1998 dated work is the fifth with 250. And, the link counts of those works are; Conover's work has 0 link; McComb's work has 3; Shah's work has 3; Gerber's work has 2; Finkel's work has 3.

On the other hand, the top 5 documents with the most links within the frame of this map are; Merrit's 1984 dated work is the first with 63 links in total; Pinkleton's 1997 dated work is the second with 44; Hill's 1989 dated work and Goldstein's 2002 dated work are the third with 39; Kaid's 2004 dated work and Freedman's 2004 dated work are the fourth with 38; Steenburg's 2015 dated work is the fifth with 34. Between those works, Merrit's work has 211 citations in total; Pinkleton's work has 126; Hill's work has 106; Goldstein's work has 192; Kaid's work has 118.
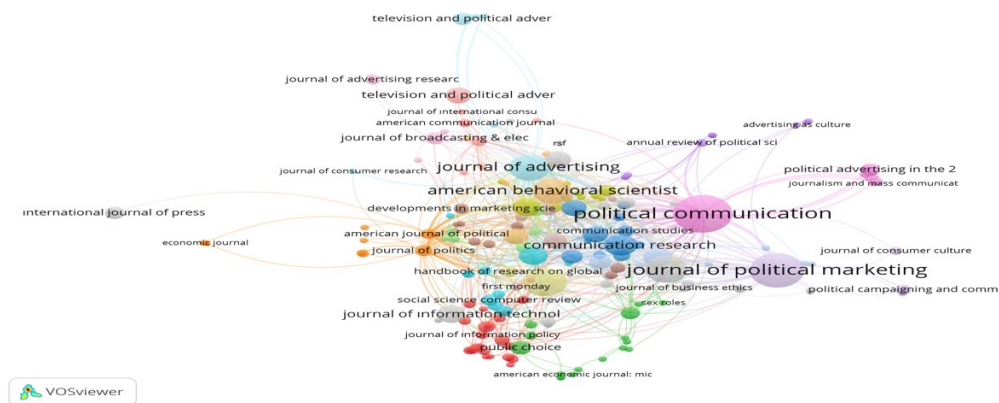
Figure 18. Citation Map of the Sources in Scopus Database

Figure 18 shows the citation map of the most connected set of sources in Scopus database. The sources with at least 1 document and 1 citation are considered here. In this sense, the top 5 most cited sources are; *Political Communication* is the first with 1650 citations in total from 45 publications; *Journal of Advertising* is the second with 1199 citations from 21

publications; *American Journal of Political Science* is the third with 690 citations from 3 publications; *Communication Research* is the fourth with 640 citations from 14 publications, and *Journal of Communication* is the fifth with 593 citations from 8 publications.

Between the top 5 most cited sources, on the other hand, *American Journal of Political Science* is the first source in terms of average citation counts with a score of 230 citations per publication. *Journal of Communication* is the second with 74.1; *Journal of Advertising* is the third with 57; *Communication Research* is the fourth with 45.7, and *Political Communication* is the fifth with 36.6.

Also, the total link strengths of those sources are; *Journal of Advertising* has 227 total link strengths; *Political Communication* has 176; *American Journal of Political Science* has 71; *Communication Research* has 37, and *Journal of Communication* has 23. Furthermore, three of those five sources have the highest total link strengths within the context of this map. Besides, *The Sage Handbook of Political Advertising*, which has 96 total link strength, 269 citations, and 23 documents, and *International Journal of Advertising*, which has 71 total link strength, 151 citations, and 11 documents, are the other two of the top 5 sources with the highest total link strength.
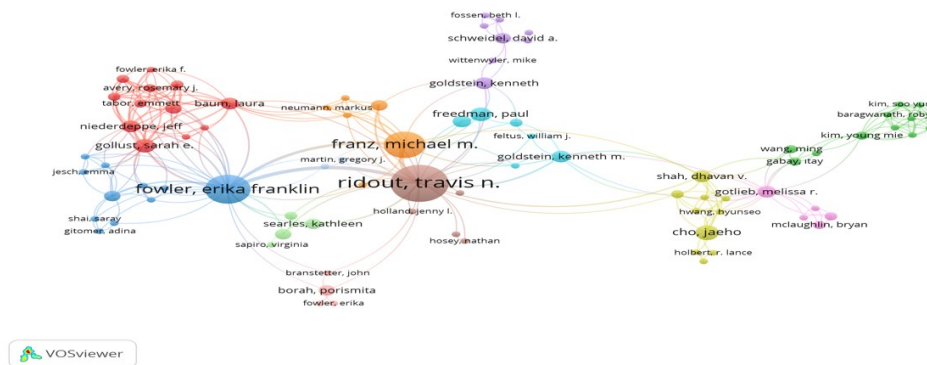
Figure 19. Co-Authorship Map of the Authors in Scopus Database

Figure 19 indicates the co-authorship map of the most connected set of authors in Scopus database. The authors who have at least 1 document and 1 citation are considered here. In this direction, the top 5 authors who have the highest total link strength within the frame of that map are; T. N. Ridout is the first with 75 total link strength; E. F. Fowler is the second with 69; M. M. Franz is the third with 46; L. L. Kaid is the fourth with 44, and S. E. Gollust is the fifth with 35. Between those authors, S. E. Gollust has 38 citations from 5 documents. The remaining authors' citation and document counts are the same as given in the *Figure 16*.

Figure 20. Bibliographic Coupling Map of the Authors in Scopus Database

Figure 20 shows the bibliographic coupling map of the most connected set of authors in Scopus database. The authors who have at least 1 document and 1 citation are considered here. Accordingly, the top 5 authors who have the highest total link strength within the context of this map are; T. N. Ridout is the first with 32837 total link strength; L. L. Kaid is the second with 27654; M. M. Franz is the third with 18810; E. F. Fowler is the fourth with 13824, and J. Cho is the fifth with 7860. Between those authors, J. Cho has 446 citations from 6 documents. The remaining authors' citation and document counts are the same as given in the *Figure 16*.

4. Discussion and Conclusion

In this study, the bibliometric view of political advertising publications in Web of Science and Scopus databases is dealt with with a bibliometric analysis by using VOSviewer software. Scopus database has more publications on political advertising than Web of Science. However, while the oldest publication in Scopus on the topic was published in 1972; the oldest publication on the topic in Web of Science was published in 1976. Between 1972 and 1976 (these years included), there are 13 publications in total on political advertising in Scopus. However, there are no publications in 1975. The year with the most political advertising publications in both databases is 2017. Nevertheless, while there are 59 publications in Scopus in 2017; Web of Science has 46 publications in the same year.

The United States of America has just over 50% of the political advertising publications in both databases, which makes it the country with the most publications. And, while over 70% of the political advertising publications have been made in the top 5 countries; other countries have less than 30% of the publications. On the other hand, while the USA, England/ the UK, Germany, and Australia are in the top 5 in both databases; the Netherlands' and Spain's places are different. While the Netherlands is in the fifth place with 24 publications in Scopus and Spain is not in the top 5 there; it is vice versa in Web of Science.

The top 5 authors who have the most publications are the same in both databases. However, while T. N. Ridout is the first author in terms of publication counts according to both databases; the other authors except for J. Matthes have different ranks within the top 5 in both databases. The top 5 authors, Ridout, Kaid, Franz, Fowler, and Matthes have over %14 of the total political advertising publications in both Scopus and Web of Science databases.

T. N. Ridout is the first author who has the highest total link strength in both databases. Furthermore, E. F. Fowler is in the top 5 list of both databases in terms of total link strength. K. Goldstein, P. Freedman, M. M. Franz, and L. L. Kaid are the other authors with significant total link strengths.

Four of the top 5 institutions in terms of publication counts in both databases are the same. Washington State University is the first institution with 45 publications in both databases. Also, Wesleyan University, University of Winconsin, and University of Vienna are in the top 5 according to the both databases. However, while the University of Florida is one of the top 5 institutions with 29 publications in Scopus' list; it is not in the top 5 list of Web of Science. The top 5 institutions of both databases have over 16% of total political advertising publications.

Three of the top 5 sources in terms of publication counts in both databases are the same. In this direction, *Political Communication, Journal of Political Marketing*, and *American Behavioral Scientist* are in the top 5 in both databases. Whereas *Routledge Handbook of Political Advertising* and *Routledge Handbooks* are in the top 5 list of Web of Science; they are not in the top 5 in Scopus. On the other hand, while *Coummunication Research* is in the top 5 list of Scopus, it is not in the top 5 list of Web of Science. The top 5 sources of both databases have over 15% of total political advertising publications.

Journal of Advertising and *Political Communication* are the first two sources in both databases in terms of total link strengths. Also, *American Journal of Political Science* is one of the top 5 sources in both databases with its total link strength.

The most cited author in both databases is T. N. Ridout. And, P. Freedman is one of the top 5 most cited authors according to both databases. On the other hand, when average citation counts are considered between the top 5 most cited authors in both databases, McCombs is the first author in Web of Science in terms of per publication citation average; while P. Freedman is the first in Scopus.

The top 5 most cited sources in both databases are the same. *Political Communication* is the most cited source according to both databases. On the other hand, while *Journal of Communication* is in the fourth place in Web of Science, it is fifth in Scopus. The situation for *Communication Research* is vice versa. However, *American Journal of Political Science* is the first source in both databases in terms of average citation counts per publication.

Four of the top 5 most cited documents in both databases are the same. While Shah's 2007 dated work is the most cited work in Web of Science; Conover's 2011 dated work is the most cited work in Scopus. On the other hand, Merrit's 1984 dated work is the work with most links in both databases.

In view of the data given above, as a result, it may be said that there are no significant differences between Web of Science and Scopus databases in terms of political advertising publications. Both two databases have similar and consistent results.

Further works may focus on the situation of Türkiye in political advertising studies in these databases and/or local databases.

Conflict of Interest Declaration/ *Çıkar Çatışması Beyanı:*
There is no conflict of interest in this study.
Bu çalışmada herhangi bir çıkar çatışması bulunmamaktadır.

Etik/ Ethic:
Çalışmada bilimsel, etik ilkelere uyulmuş ve yararlanılan tüm çalışmalar kaynakçada belirtilmiştir.
In the study, scientific and ethical principles were followed and all the studies used were indicated in the bibliography.

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