



## AGENDA SETTING IN SOCIAL NETWORKS AND THE MEDIA DURING PRESIDENTIAL ELECTIONS

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### KEYWORDS

*Agenda setting  
Social media  
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### ABSTRACT

*This article examines the role of social media and journalistic media in presidential electoral processes. A systematic review of scientific articles published from 2012 to 2022 was conducted. The results indicate that the media has a significant influence on public perception and the political agenda during election campaigns. Furthermore, the importance of evaluating political leaders in the voters' decision-making process is emphasized. In summary, the article provides valuable insights into how the media can shape the narrative and public opinion during presidential elections.*

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## 1. Introduction

The role played by the media in shaping public perception and, therefore, the political agenda, is of great importance in the context of presidential campaigns. This phenomenon, known as 'agenda setting', plays a crucial role in electoral processes by influencing the issues considered important by the public and the way they are presented.

The 'agenda setting' theory postulates that the media are able to influence the importance that the public attaches to certain issues through the frequency and manner in which they are presented (Bruns & Highfield, 2012; McCombs, 2004, 2014). During presidential campaigns, the media have the responsibility to inform the public about candidates' policy proposals, party positions, and ongoing debates. However, the media are not simply a neutral conduit (Chadwick, 2013); how they choose to present this information can help shape the narrative of the electoral process.

The selection of issues covered and the amount of coverage given to them can influence the public's perception of what issues are most important in a presidential campaign (Dearing & Rogers, 1996). This influence can affect how voters evaluate candidates and what issues they consider when making a decision at the ballot box. In this sense, the media can play the role of 'gatekeepers' or gatekeepers, determining which issues are included in the public 'agenda' and which are not (McCombs, 2014). During presidential campaigns, airtime and media coverage can be crucial factors in a candidate's visibility and success (Kim & McCombs, 2007). In addition, the way in which the media present issues can also have a significant impact. The tone and approach used in addressing issues can influence public perception (Mayer & Cornfield, 2008). Similarly, the airtime devoted to a candidate and the tone of coverage can affect how that candidate is viewed in the political arena.

Importantly, 'agenda setting' theory does not suggest that the media can tell people what to think, but rather what to think about. In other words, they cannot dictate the public's opinion (Bakir & McStay, 2018), but they can influence what issues the public considers important in the context of a presidential campaign (Kiousis et al., 2015). In addition, the advent of social networks and digital media has added complexity to the 'agenda setting' landscape. Social networks allow for greater democratization of the 'agenda', as any individual can share and disseminate information (Strömer-Galley, 2014). However, they have also led to the spread of fake news and misinformation (Towner & Muñoz, 2020; Guo and Vargo, 2020), which can affect public perception and, ultimately, the electoral process (Coleman & Wu, 2022).

The media can influence the issues considered important by the public and how candidates and their policies are perceived. However, with the evolution of digital media and social networks, agenda setting has become a much more complex and multifaceted process (Gilardi et al., 2022). It is crucial for citizens and politicians to understand this power and be aware of its influence to ensure a healthy and fair democracy during presidential campaigns. Under these considerations, the purpose of this article is to analyze and compare the scientific literature on the role of agenda setting in the media during presidential campaigns.

## 2. Development of the research

In this systematic literature review article, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method was used to conduct a systematic review of the literature on the topic of agenda setting in the context of presidential elections. This methodology ensures rigor and transparency in the search process and selection of relevant articles (Liberati et al., 2009).

The literature search process was carried out using a search string in English. The descriptors and associated concepts used were "agenda setting", "election", "electoral", "vote", "campaign" and "electoral process". These descriptors were selected based on their relevance to the study of agenda setting in the electoral context. The search string used was: "agenda setting" AND (elect\* OR vot\* OR campaign OR "electoral process"). This search string was applied in different databases, including Scopus (SC), JSTOR (JS), Ebsco (EB), Web of Science (WS), Wiley (WL) and Taylor & Francis (TF). And, it took into account papers published from 1972 to 2022.

The search results were recorded in Table 1, showing the number of articles found in each database according to the search string used:

**Table 1.** Search results according to database and search string.

Search string	SC	JS	EB	WS	WL	TF	Total
"agenda setting" AND (elect* OR vot* OR campaign OR "electoral process")	92	19	111	63	8	27	320

For the selection of articles, inclusion and exclusion criteria were applied. The inclusion criteria were as follows:

- Ci-1: Only documents available in full text were selected. In total, 320 full-text articles were identified.
- Ci-2: Repeated texts appearing in multiple databases were eliminated. After eliminating the repeated texts, a total of 297 articles were obtained.
- Ci-3: Only articles in English and Spanish were included. After applying this criterion, 123 articles were selected.
- Ci-4: A date range was established to include only articles published from 2012 to the most recent date available. This allowed 118 valid articles to be selected for analysis.
- Ci-5: Only empirical papers were considered for inclusion in this study. After applying this criterion, a total of 56 articles were obtained.
- On the other hand, exclusion criteria were applied to further refine the selection of articles:
- Ce-1: Papers that did not focus on presidential campaigns were excluded. After applying this criterion, 21 final articles were selected for analysis.

The article selection process is shown in Table 2, which details the number of articles used for the review, after applying the inclusion and exclusion criteria:

**Table 2.** Articles selected for the systematic review of the literature.

NO.	Author	Year	Target	Approach	Country
1	Banducci et al.	2018	Analyzing the variation in media coverage of the leaders during the UK primary elections.	Quantitative	United Kingdom
2	Blasco-Duatis et al.	2018	To propose a methodological approach using compositional analysis (CoDa) and the biplot data visualization tool for the general electoral period in Spain.	Mixed	Spain
3	Camaj and Weaver	2013	Analyzing the relationships between orientation needs (OFN), frequency of media exposure, and media coverage during U.S. elections.	Quantitative	United States
4	Wu and Coleman	2022	To identify the predictive demographics of affective effects on agenda setting, within the political context and taking three campaign periods in the United States.	Mixed	United States
5	Conway et al.	2015	Examining the extent to which campaigns and parties rely on the media to communicate a single agenda, in the U.S. presidential primary election.	Quantitative	United States
6	Cushion et al.	2016	Explore the influence of the Agenda Setting of the national press during the UK general campaign.	Mixed	United Kingdom

7	Garza-Alanis	2013	To find out if the media established the Agenda Setting in the Mexican presidential elections.	Quantitative	Mexico
8	Gilardi et al.	2022	To examine how during the Swedish elections the agenda setting and partisan agenda are linked to the appropriation of the issues.	Quantitative	Sweden
9	Guo and Vargo	2020	Examining the configuration of the intermediate agenda, among news websites, at both the macro and micro levels, in U.S. presidential elections.	Qualitative	United States
10	Harder et al.	2017	To study online and offline media within the electoral campaign in Belgium.	Quantitative	Belgium
11	Hopman et al.	2012	To analyze which parties managed to appear in the news on issues of interest during the Danish general election.	Quantitative	Denmark
12	Jacobsen	2013	Investigating the strong correlation between entertainment websites and major news websites during the U.S. presidential campaign.	Qualitative	United States
13	Jisu	2018	Examine how media agendas and public networks may differ, considering which candidate was mentioned in relation to the immigration issue in news coverage and tweets.	Quantitative	United States
14	Joa	2017	Investigating intermediate agenda-setting among various twitter accounts during the U.S. presidential elections	Mixed	United States
15	Kee et al.	2017	To probe the agenda setting of the media, NST and TS, in the Malaysian general election.	Quantitative	Malaysia
16	Kim et al.	2016	Examine the extent to which a candidate's political ads are related to the issue, agenda of major newspapers and social networks during the U.S. presidential election.	Quantitative	United States
17	Kiousis et al.	2015	To explore how political news attention and political discussion influence the agenda setting decision during the Swedish elections.	Mixed	Sweden
18	McGregor and Vargo	2017	a. Examine how the frequency of conversations around elections affects agenda setting among Twitter users, right-wing, left-wing and centrist media. b. Uncover behaviors that show the degree to which parties involved in agenda setting influence policy.	Quantitative	United States
19	Pedro-Caraña et al.	2020	To investigate the sources that built the agenda on Twitter, as well as the characteristics of the messages in the Colombian elections.	Mixed	Colombia

20	Towner and Muñoz	2020	Determine the agenda setting to instagram social network in mainstream media and vice versa, within the U.S. presidential election.	Quantitative	United States
21	Weiman n-Saks et al.	2016	Examining public and media agendas during Israel's general election.	Quantitative	Israel

In order to select the most relevant information for the systematic review, we created a table where we compiled several elements of each study, such as the year of publication, the field of research, the theoretical framework, the type of research, the instrument used, the approach, the study population, the objectives, the conclusions and the language of publication.

### 3. Results

Twenty-one studies were selected that address the issue of agenda setting in the context of presidential electoral processes in various countries. These studies were conducted in different years and used quantitative, qualitative or mixed approaches to achieve their research objectives.

The countries involved in the studies include the United Kingdom, Spain, the United States, Mexico, Sweden, Belgium, Denmark, Malaysia, Colombia and Israel. The objectives of the studies are varied and include analyzing media coverage of leaders during primary elections, proposing methodological approaches, investigating the relationships between orientation needs, media exposure and media coverage, identifying the predictive demographics of affective effects on agenda setting, examining the configuration of the intermediate agenda, investigating the influence of the agenda setting of the national press, among other related topics.

The approach used in most studies is quantitative (13), followed by mixed (06) and qualitative (02) approaches. Each study contributes to the understanding of how media, social networks and other factors influence agenda setting during presidential electoral processes in different countries.

In the voters' decision-making process, the evaluation of political leaders has acquired greater importance in recent times. This is due to the decline in partisan identification and the influence of media-driven campaigns (McAllister, 2007).

On the other hand, political celebrities also play a relevant role. High-profile activists and advocates have the ability to become prominent leaders, which makes their followers feel motivated to support their causes (Marsh et al., 2010). The term "celebritics" has even been coined to refer to these powerful celebrities who set the political agenda and lead campaigns, eclipsing traditional politicians (Kaus, 1986).

In terms of issue ownership, political parties and their candidates seek to obtain votes not only by focusing on the same issues, but by highlighting those issues that are perceived as their "property". This implies that parties associate themselves with specific problems and develop a reputation for competence in handling them (Budge & Farlie, 1983). This strategy has an impact on both the associative dimension and the general reputation of political parties in terms of their ability to address different issues (Bélanger & Meguid, 2008).

Problem ownership tends to be fairly stable, but parties may lose credibility on issues on which they were considered experts when dissatisfied voters seek electoral revenge (Holian, 2004). However, problem ownership is not static and can change during electoral processes. With the emergence of new issues, political parties claim ownership and seek to capitalize on them to their advantage (Ansolabehere & Iyengar, 1994). In the political process, the media play a fundamental role. According to Iyengar et al. (2008) and Shaw and Roberts (2000), they are important because they allow voters to evaluate the actions and positions of leaders, which influences public perception and approval. The media highlight the traits of leaders and their performance.

The news environment is characterized as hybrid, ambient and liminal, according to Chadwick (2013), Hermida (2010) and Papacharissi & Fatima-Oliveira (2012). This implies that media platforms and their content cannot be categorized in a fixed way. Moreover, journalists take audience comments into account in their monitoring reports, anticipating their reactions (Beckers & Harder, 2016).

The media has undergone significant changes with the advent of social networks. Now, recent events are mainly reported by these platforms, which has left breaking news in the past (Beckers & Harder, 2016; Bruns & Highfield, 2012). This online revolution has led to a blending of new and old media in elections. Traditional media amplify public discourse and also echo the information that emerges first in social networks (Nossek, 2011).

The influence of the media on the political system is far-reaching, according to Patterson and Donsbach (1998). Their studies have focused on two main fields: electoral propaganda and news coverage (Blumler & Kavanagh, 1999). The media not only passively transmit political messages, but are independent actors in the political process. They follow a "media logic" that is determined by values, reporting techniques, audience pressure and resistance to manipulation (Walgrave & Van Aelst, 2006). This can lead to the convergence of media agendas, which differ from the political agenda (Strömbäck, 2014).

The media agenda has an impact on the focus on the party leader during the campaign, in line with media logic and mediatization (Harder et al., 2017). However, the public is not a slave to the media agenda. Media are driven by motivations, and individuals' information orientation needs (OFNs) are highly relevant contingent conditions (Weaver, 1980; Winter, 1981). NFOs describe individual differences in the desire to understand a new environment through the media (McCombs and Weaver, 1973).

Information search is explained by factors of relevance and uncertainty. Relevance refers to people's interest, while uncertainty arises when they feel that they lack information about a topic. When relevance and uncertainty are high, NFOs are also high, making Agenda Setting effects strong at the first level (Takeshita, 1993). In addition, there are active audiences that select specific sources based on their usefulness and personal benefits, using media information instrumentally (Blumler, 1979; Rubin, 2009).

During political campaigns, candidates employ various strategies to reach their target audience, and advertising is one of the most important (Sweetser et al., 2008). However, the emergence of the Internet has drastically altered the relationship between political advertising and media coverage (Heim, 2013).

### ***3.1. Social networks as a means of political communication and fakenews***

In the realm of the media, its importance lies in its ability to evaluate political leaders, highlighting their actions and positions, which influences public perception and approval of them (Iyengar et al., 2008; Shaw & Roberts, 2000).

The news environment is characterized as hybrid, ambient and liminal, which implies that it is not possible to assign fixed properties to media platforms and their content (Chadwick, 2013; Hermida, 2010; Papacharissi & Fatima-Oliveira, 2012). Journalists even anticipate audience comments on their news and take them into account when further reporting on a topic (Beckers & Harder, 2016).

As for social networks, they have become an alternative source of news distribution compared to traditional sources. In addition, they interact with and even influence traditional media (Broersma and Graham, 2012). News organizations also monitor activity on social networks and generate continuous news coverage (McCombs, 2014; Wallsten, 2007). Twitter, in particular, stands out for its ability to connect anonymous users and to break and contextualize news (Hermida, 2010).

In the political arena, Twitter has become an important tool to communicate with the public. It is used by social media, journalists, candidates, presidents, governors, among others, due to its reach and usefulness as a marketing tool and to obtain information in real time (Parmelee, 2014). In addition, it is considered the most accurate means to assess public opinion during electoral processes due to its openness to the public (Brustein, 2010).

Regarding fake news, there are various conditions for classifying a news story as fake, ranging from satire and selective reporting to manipulation of facts or photos (Wardle, 2017). Fake news encompasses satire, fabrication, manipulation, propaganda, and advertising (Tandoc et al., 2018). They can be grouped into two main categories: misinformation and satire, referring to the false content or context within the news (Allcott & Gentzkow, 2017; Bakir & McStay, 2018).



### **3.2. Agenda Setting**

In Agenda Setting, the media play a crucial role in emphasizing certain attributes of objects, situations or issues, which attracts the attention of the audience. In turn, when people think or talk about those topics, they replicate and highlight the same attributes (Weaver et al., 2004). Agenda setting studies have focused on both substantive and affective attributes, ranging from ideology and issue positions to personality traits (Kiousis et al., 1999; McCombs et al., 1997).

Agenda Setting operates at two levels. At the cognitive level, the media convey the main issues to the public, while at the affective level, there is a correlation between the attributes that citizens attribute to the candidates and those they attribute to the media (Camaj & Weaver, 2013; McCombs et al., 2000; McCombs & Ghanem, 2001). Emotions play an important role in this process, as they stimulate cognitive processing and contribute to a more powerful affective Agenda Setting (Miller, 2007; Marcus et al., 2000; Kiousis & McCombs, 2004).

The influence of the media has expanded with the advent of social networks, where anyone can produce news and generate discussions (Mayer & Cornfield, 2008). There are macro-level influences that determine the diffusion of issue audiences among political elites, the media and the voting population (Denham, 2010). In addition, agenda construction is influenced by extramedia factors, and the intermediate agenda focuses on the transfer of issue salience among the media (Shoemaker & Reese, 1996; McCombs, 2004).

During election campaigns, both political advertising and campaign websites can influence the media agenda, although there is evidence that campaigns depend more on the media agenda than the other way around (Boyle, 2001; Sweetser, Golan & Wanta, 2008). The relationship between the media and political parties is complex, with parties seeking to influence media coverage, especially in relation to issues they consider their own (Asp, 1983; Walgrave et al., 2009).

The media has the power to set the agenda and focus audience attention on key issues. This influences how people perceive and discuss political issues, as well as their behavior (McCombs, 2013; Whannel, 2006; Griffin, 2012). Agenda Setting is also influenced by people's orientation needs and their perception of the relevance and uncertainty of issues (Wu & Coleman, 2009; Valenzuela, 2011). In addition, the relationship between media and audience is dynamic and influenced by digital media and online citizen participation (Grosheck & Grosheck, 2013; Johnson & Perlmutter, 2010).

In summary, Agenda Setting is a complex process in which the media play a fundamental role in establishing and directing public attention towards certain issues. This influence occurs at both the cognitive and affective levels, and is affected by factors such as emotions, social networks and the interaction between the media, political parties and citizens.

### **3.3. Intermediate agenda setting (IAS)**

Within the Agenda Setting framework, it has been observed that the media not only influence the audience, but also influence each other. Intermedia Agenda Setting focuses on how media influence other media and how a transfer of themes and attributes is established between them (Dearing & Rogers, 1996; Vliegenthart & Walgrave, 2008).

The concept of Agenda Setting was proposed by Lippman, who argued that the media create a pseudo-informational environment that can be independent of reality (McCombs, 2005). The media exercise control over news coverage, deciding what to include and what to omit, which conditions the experience of citizens and their perception of reality (Fishman, 1983). The hierarchization of issues by the media seeks to influence the formation of public opinion at the first level, i.e., citizens perceive as more important those issues that receive greater media coverage (Igartua & Humanes, 2004).

Intermedia Agenda Setting is considered a new phase of research in the study of Agenda Setting, where the transfer of themes and attributes between different media is examined (McCombs, 2004). There is a multidirectional interaction between media, where newspapers influence Twitter and television news influences blogs (Conway, Kenski, & Wang, 2015).

The transfer of issues between media outlets is a relevant process that has been studied in Agenda Setting. Smaller media rely on major news organizations for ideas and content (Denham, 2014). In addition, fake news websites can set the agenda based on facts and vice versa (Vargo et al., 2018). Intermedia Agenda Setting is concerned with measuring the transfer of news content between different

media outlets, and it has been observed that journalists tend to influence each other when making decisions about news coverage (Atwater et al., 1987; Breed, 1955).

In today's media environment, which includes both traditional media and social networks, it has been observed that the intermediary effects are multidirectional. Social networks act as intermediaries that contribute to agenda setting, and there is a transfer of topics and attributes between different media (Lee et al., 2005; Cushion et al., 2016).

In sum, Intermedia Agenda Setting focuses on how the media influence each other and a transfer of issues and attributes takes place. The media not only influence the audience, but also influence each other, generating a complex media environment in which issues and perceptions of reality are shaped by the interaction between the media.

### **3.4. IAS Methodological Models**

Intermediate Agenda Setting has been approached through different methodological models that allow us to analyze the relationships between social actors and their agendas. One of these models is the Acapulco typology proposed by McCombs (2005), which is based on two dimensions of dichotomy.

The first dimension is the "focus of attention", which refers to the topic or set of topics that make up the agenda. It seeks to identify which issues receive the most attention and media coverage in a given context.

The second dimension is the "measurement of the public relevance of agenda items". In this phase, the focus is on measurements that describe how a population perceives and values agenda items. Individual responses are analyzed to understand how they relate to the formation of the media agenda. This second phase defines Intermedia Agenda Setting and focuses on the interrelation of agendas among different social agents.

In addition to the Acapulco typology, there are other methodological models for the study of Intermediate Agenda Setting. For example, Gonzenbach and McGavin (1997) mention two models: the transversal model and the longitudinal model.

The cross-sectional model is based on the relationship between units of analysis in a specific and delimited time. It seeks to identify the correlation between actors and their agendas using methods such as Spearman's rank correlation. The sign of the correlation coefficient indicates the degree of correlation between the actors and their agendas.

On the other hand, the longitudinal model focuses on the variations of one or more variables over time. This model includes panel and time series designs. The panel design consists of surveying the same individuals at different points in time to analyze how their perceptions and agendas change over time. Time series, on the other hand, focus on measures such as news frequency, reality data and percentages to understand fluctuations in agenda formation over time.

These methodological models provide tools to analyze the interrelationships between social actors and their agendas in the context of Intermedia Agenda Setting. They allow understanding how media agendas are formed and evolve and how they relate to audience perceptions and assessments.

### **3.5. IAS Network Agenda Setting (NAS)**

The NAS (Network Agenda Setting) model has emerged as an evolution of the traditional Agenda Setting model. While the traditional approach focuses on the hierarchy of issues and attributes in media coverage, the NAS model is interested in the relationships between these issues or attributes both in media coverage and in the public mind.

The NAS model has proven to be advantageous by providing a more nuanced view of the themes and attributes, as well as the connection that exists between them. Researchers such as Guo (2012) and Wu & Guo (2017) have highlighted the importance of this approach. This model assumes that the media generates relationships between one theme or attribute and another theme or attribute. This aims to influence audience awareness and establish connections between different themes or attributes. Guo (2012) has explored how these links between topics or attributes form a "network agenda," which refers to how the media comment on topics or attributes together.

In addition, Guo & Vargo (2015) have pointed out that there is also a public network agenda, which shows how individuals generate their own connections between topics or attributes in their cognitive



maps. In other words, the audience interprets and relates the topics or attributes according to their own perception and understanding.

The NAS model highlights the importance of relationships and connections between themes and attributes in both media coverage and in the public mind. It allows for a more complete understanding of how the media influences audience perception and understanding by making connections between different themes or attributes.

### **3.6. Agenda Setting and online media**

The advent of online media has changed the way in which thematic agendas are set. Althaus & Tewksbury (2002) point out that audiences now have the ability to generate their own thematic agendas from the personalized and selective options offered by the news on the Web. This means that people can choose the topics they wish to follow and receive specific information according to their interests and preferences.

In particular, Bakshy et al. (2012) highlight that some users, especially millennials and digital natives, rely exclusively on social networks as their primary source of news. This indicates that platforms such as Facebook and Twitter play a key role in setting the agenda for this demographic.

Moreover, in the digital environment, the effects of agenda setting are no longer uniform. Drezner & Farrell (2004) and Lewis (2010) suggest that online media have the power to influence the agenda setting of other media. Blogs, in particular, can set their own agenda and exert a significant impact on the public conversation.

However, Vargo et al. (2014) note that while traditional media still have influence over current issues, they lose power compared to real-time event-driven news that spreads rapidly on online platforms.

In the context of Twitter, Aruguete (2017) highlights that elite media tend to have significant control over the agenda within social networks. This implies that the topics and news promoted by major newspapers and news networks have a prominent presence on this platform. Furthermore, a correlation has been observed between media agendas and the agenda that is developed on Twitter and other social networks (Harder, Sevenans, & Van Aelst, 2017). This indicates that topics and news discussed in traditional media find echo and resonance in conversations and discussions on Twitter. Likewise, An et al. (2011) note that Twitter users indirectly receive six to ten pieces of content through retweets and mentions, which broadens the diversity of information to which they are exposed.

Despite the presence of social networks, conventional journalism still exerts hegemony as the main agenda setter (Vargo et al., 2014). However, agreements have also been identified as to which topics are considered main topics in various Twitter feeds, demonstrating that interactions between traditional media and social networks can mutually influence the media agenda.

In short, online media and social networks have a significant impact on agenda setting. Audiences have the ability to generate their own thematic agendas online, while traditional media remain influential but also face challenges in the digital age. Twitter, in particular, serves as a platform where elite media outlets drive the agenda, and there is a correlation between media agendas and the agenda on Twitter.

## **4. Conclusions**

Agenda setting plays an important role in leaders' coverage during elections (Banducci et al., 2018). However, its effectiveness may depend on party leaders and media agenda consistency. On the other hand, compositional analysis (CoDa) and data visualization tools are presented as an effective methodological approach to analyze Agenda Setting and the importance of contents in an electoral period (Blasco-Duatis et al., 2018).

In terms of individual influences, people's orientation needs (OFN) have been found to influence their attention to political news, although they have less influence on perceptions of candidate attributes (Camaj & Weaver, 2013). In addition, demographics, such as age, may be a predictor in media adoption of the affective agenda (Coleman & Wu, 2022).

The relationship between Twitter and the media is variable and depends on the issue being analyzed. Likewise, political parties can influence the agenda through their resources and strategies in social

networks (Conway et al., 2015). On the other hand, newspapers, especially those with a wide reach, act as opinion leaders during elections and have a significant impact on television coverage (Cushion et al., 2016).

Evidence has been found to support the notion that the media set the agenda and agree on important issues. However, it is important to note that some people prefer to get news from sources other than television (Garza-Alanis, 2013). The relevance of issues in electoral campaigns may change in each election, and while political parties may have some influence on the agenda, this influence is less on shared issues (Gilardi et al., 2022).

Fake news also plays a role in the media ecosystem, especially in relation to the coverage of political candidates and polarization (Guo & Vargo, 2020). For their part, traditional media, print media and television networks act as catalysts in social networks, and there is a difference in the coverage and presence of candidates on these platforms according to campaign strategies (Harder et al., 2017).

Discussion and media attention influence the importance and perception of political issues among voters (Hopmann et al., 2012). In addition, celebrities can have a significant impact on media coverage and endorsement-seeking by political parties during election campaigns (Jacobsen, 2013).

Political advertisements, newspapers and Twitter exert influence on candidates' thematic and attribute agendas, and social networks, particularly Twitter, play an important role for political campaigning and connecting with the public (Kim et al., 2016). In this sense, it is highlighted that political parties can influence thematic agendas in the media, although their effectiveness decreases when there is a diversity of sources covering the same topic (Kim, 2016).

The media dominate the agenda in social networks, and a strong influence of mainstream media in determining agenda topics during elections is observed (Pedro-Carañana et al., 2020). In addition, it has been identified that the coverage of topics on Instagram differs from the press, and each media prioritizes different topics, which shows the variety of approaches and content on different platforms (Towner & Muñoz, 2020).

Finally, there is a consistency between the public agenda and the media agenda, indicating a convergence between traditional and new media (Weimann-Saks et al., 2016). In general, these studies underline the importance of agenda setting in media coverage of elections. The media have significant power to influence the attention and perception of political issues, and social networks play an increasingly important role in agenda setting and the interaction between the media, political parties and the public.

For future research, it would be beneficial to conduct longitudinal studies examining agenda setting across different elections and time periods, in order to capture changes and trends in media influence on election coverage (Banducci et al., 2018). Furthermore, it would be important to explore agenda setting in different cultural and political contexts, as the dynamics and effects may vary according to the environment (Blasco-Duatis et al., 2018). Comparing different countries or regions would provide a more complete understanding of how media influence elections.

In this sense, it is suggested to further investigate the relationship between social networks and the media in the agenda setting process. Given the growing role of digital platforms in the dissemination of political information, it is essential to understand how they interact with traditional media and how they influence the public agenda (Conway et al., 2015). Likewise, it would be necessary to deepen the study of fake news and its impact on the agenda setting during elections. Exploring how they spread, how they affect the perception of candidates and how they can be countered are relevant and current areas of research (Guo & Vargo, 2020).

Another recommendation is to investigate the role of partisan media and their influence on agenda setting. Examining how these media select and present political issues can shed light on how ideological divisions in society are formed and maintained (Gilardi et al., 2022). In addition, it is recommended to further explore the impact of celebrities on media coverage during elections. Investigating how their endorsement or participation affects media attention and perception of candidates could provide relevant information on campaign strategies and the impact of public figures (Jacobsen, 2013).

It is important to investigate the communication strategies of political parties and their influence on agenda setting. Understanding how parties use the media and social networks to set their own agendas can help to analyze the role of politics in shaping media coverage (Kim et al., 2016). In addition, it is suggested to investigate the influence of agenda setting on citizen participation and electoral behavior.

Analyzing how the media agenda influences public opinion formation and voting decisions can provide valuable information on the relationship between media and democracy (Hopmann et al., 2012).

In summary, it is crucial to continue researching and exploring agenda setting in the electoral context. These recommendations will allow us to expand our knowledge of how the media influences political coverage, as well as to better understand the interactions between the media, political parties and the public. In addition, it is expected that future research will address areas such as social networks, fake news, political party strategies and celebrity influence, in order to obtain a more complete picture of agenda setting in the electoral context.

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