



SOCIAL MEDIA AND POLITICAL JOURNALISM: HOW DIGITAL REPORTING SHAPES ELECTORAL CAMPAIGNS

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ABSTRACT

Social media has transformed political journalism by restructuring how electoral information is produced, distributed, amplified, and consumed. This review examines how digital reporting shapes contemporary electoral campaigns through changing journalistic practices, platformized communication, campaign strategies, algorithmic mediation, and audience participation. The synthesis indicates that political journalism has moved from predominantly centralized gatekeeping toward a networked model in which journalists, political actors, platforms, and citizens jointly influence the visibility and interpretation of campaign information. Digital reporting contributes to agenda-setting, candidate framing, strategic narrative formation, and the rapid circulation of electoral content, while platform architectures and recommendation systems increasingly determine patterns of political exposure. These developments expand opportunities for voter information, interaction, mobilization, and participation but also intensify challenges associated with misinformation, disinformation, deepfakes, automated amplification, fragmented information environments, and declining journalistic authority. The reviewed evidence further suggests that greater digital exposure or engagement should not automatically be interpreted as persuasion or voting effects, as electoral responses remain dependent on political, social, and media contexts. Significant geographic, methodological, and cross-platform research gaps persist. Future scholarship should therefore prioritize comparative, longitudinal, and multimethod approaches while examining generative artificial intelligence, algorithmic accountability, platform governance, and emerging political communication actors. Digital political journalism remains central to electoral democracy, although its influence increasingly depends on interactions between professional journalism and platform-mediated communication.

Keywords – Political journalism, social media, Electoral campaigns, Digital reporting, Political communication



1. Introduction

Electoral communication has gone through significant changes, with the shift from a media system dominated by newspapers and broadcasting to interconnected digital environments, resulting in significant restructuring of political journalism. Election reporting in the past was structured according to professional news institutions, which pick political topics, give meaning to campaign events and act as a middleman between citizens and candidates. Digital media have disrupted this balance by increasing the number of ways information about a campaign can be created, spread and challenged. Today, electoral communication is in perpetual motion: news sites, social networks, messaging apps—even other digital environments—are used to promote campaigns, which are quicker and less reliant on traditional news schedules (Taras, 2022). Political parties and campaign organisations have followed suit, integrating digital communication into their “electronic” electoral strategy, and using digital infrastructures to organise campaign activities, access voters and attract electoral attention (Jungherr, 2023).

In this transformation, social media is playing an especially significant role as it brings together the political, journalists, the citizen and organizations in the same communication environment. Political messages can be disseminated directly from the candidates to the voters, and can also be interpreted, challenged, amplified or reframed by journalists and others. This increase in communication structure has an impact on voter behaviour and political communication because the media influence has increasingly been produced through the interaction between the professional media and the political content that is circulated through the digital media (Prayogi et al., 2024). Social platforms also expand the political participation and democratic debate, but they also raise issues regarding competition among political parties for attention, and how public discussion is structured in private communication spaces (Fornasier & Borges, 2022).

With the rise of platforms, the context in which political journalism operates has, therefore, shifted. The digital platforms are not merely neutral conduits for traditional modes of journalism to pass. Their architectures, governance structures, business models and visibility patterns shape the nature and experience of political communication, shaping new political communication configurations between platforms, political organizations, news, and audiences (Klinger et al., 2023). Narratives taking root in these spaces are a product of the interplay between campaign messages, media framing and circulation of these narratives in social media. Research literature shows that political narratives in the social media landscape have emerged as a significant element of the communication of elections, shaping the portrayal of political identities, events, issues, and candidates in the political communication discourse (Goswami & Singh, 2025).

Political news consumption has also been affected by these trends. However, exposure to electoral information via social media may also happen unintentionally because citizens are exposed to news content beyond what they actively seek from traditional political messages,



which can lead to a decrease in news use differences when citizens are potentially exposed to more electoral information than at other times (Haugsgjerd & Karlsen, 2024). Furthermore, media change is not limited only to elections; the entire media landscape has undergone a shift that has impacted political actors and their relation to media attention, as well as to the process of policy formation more broadly (Grossman, 2022). Political journalism thus operates in a context in which campaign journalism rubs shoulders with and interacts with both candidate-driven communication and citizens' comments, platform-driven visibility, and interpretations of political events that spread like fire.

These changes are more apparent during electoral campaigns. During big election cycles, political polarization, political strategy, media reporting, and citizens' engagement merge in digital environments, as seen in the use of social media (Schill & Hendricks, 2024). This convergence has implications for the public sphere as the practices of news production, circulation, discussion and audience involvement are now shared by both social media and journalism (Hutchinson et al., 2024). This creates a situation of greater political communicability but also challenges the role of the journalist, the quality of information, the power of the platform and the ability of citizens to manage more and more complex information flows in the electoral process.

In light of such a context, this review aims to analyze the influence of social media and digital reporting in electoral campaigns on political journalism. It covers aspects such as platformization of political journalism, digital campaign communication, agenda-setting and electoral narratives, algorithmic news visibility, misinformation and trust, voter engagement and broader implications for democracy. The review aims to weave these strands together and to understand how they interact and mutually influence one another in shaping the electoral communication of today's world. The review seeks to outline the key mechanisms by which digital reporting is impacting campaign information environments and to identify the key conceptual and empirical priorities for future research by combining the two fields of political journalism and the study of digital campaigning and platform-mediated politics.

2. Political Journalism in the Platformized Media Environment

2.1 From Traditional Gatekeeping to Networked Journalism

Political journalism has gone from a situation of gatekeeping to a networked space where the flow of political information is co-shaped by political actors, journalists, platforms and audiences. Traditional media outlets still verify and interpret campaign updates, but no longer have complete control over issues being visible. Media professionals at the Centre for Media Monitoring, a platform that monitors mainstream media in India, found social media to be an increasingly important element of political discussion and mainstream framing of the agenda for the 2019 Indian general elections (Sharma & Sivakumar, 2023). Thus, gatekeeping has become



more diffused, as journalists react to the editorial agenda and new political topics that have emerged in the digital environment. Publication and circulation have also become very separate. Political stories that news organizations choose to cover can get widely shared to widely different extents once they are published into social networks. Evidence across countries shows that there is no direct link between online political news publication and sharing – editors do not necessarily have the greatest influence on digital spread (de León & Vermeer, 2023). Social media can also put issues back into the news agenda, resulting in a back-and forth agenda setting of issues, instead of a one-way flow from the news organizations to audiences (Dahal, 2023).

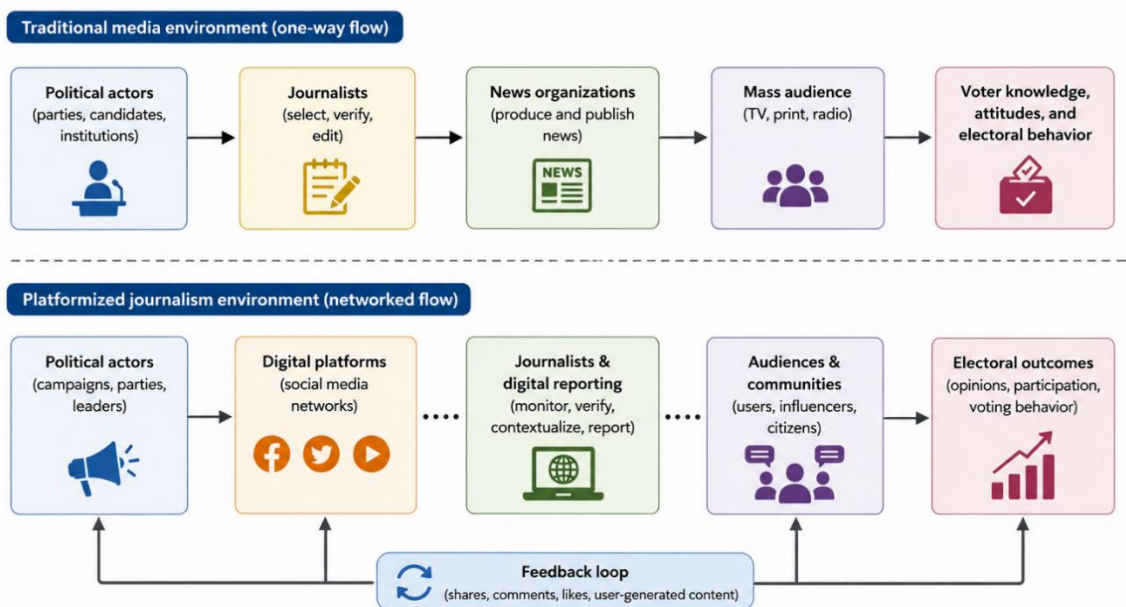


Figure 1. Transformation of Political Information Flow in Platformized Journalism (Bossetta, 2023)

Figure 1 shows the shift from one-way communication of information to multiple ways of communication of information in the election sector. The role of the professional gatekeeper is never irrelevant, but the political visibility also grows from the interaction between the processes of journalistic selection, direct communication with the campaign, redistribution of the audience and platform mediation.

2.2 Platformization of Political News

The rise of the platforms is not only social media as another platform for news dissemination. The forms of content, interactions, network structures and mechanisms of visibility are determined by digital architectures. Within a platform-first perspective, this implies that the political communication practices are partly shaped by the technological environment in which they take place (Bossetta, 2023). Political journalists are more and more developing their



sourcing, presentation, distribution, and audience engagement platforms to fit these challenges. The interdependence can be seen in the case of election reporting. A study that compares digital news and political tweets in the context of an Austrian municipal election shows how journalistic reporting and political social-media communication exist in interdependent information environments (Lampoltshammer et al., 2022). Electoral news cycles are often fast-paced, with campaign statements and reactions quickly switching from platforms to professional reporting. Platform-dependency may also make it susceptible to organised interference. The evidence from Indonesia highlights that cyber-troops and cyber-attack can exert pressure on media freedom, while platformization can open up opportunities for political communication that is wider than the usual (Masduki, 2022).

Table 1. Structural Transformation of Political Journalism in Platformized Electoral Environments

Dimension	Platformized transformation	Implication for political journalism	References
Gatekeeping	Political visibility is distributed among media, platforms, actors, and audiences	Journalists lose exclusive control over issue visibility	Sharma & Sivakumar (2023)
News circulation	Publication and sharing follow different patterns	Editorial prominence may not determine digital reach	de León & Vermeer (2023)
Agenda-setting	Online discourse feeds issues into professional news agendas	Agenda formation becomes reciprocal	Dahal (2023)
Architecture	Platform affordances structure communication and visibility	Journalism becomes responsive to platform conditions	Bossetta (2023)
News flows	Political posts and digital news circulate	Electoral reporting becomes faster and interconnected	Lampoltshammer et al.



	interactively		(2022)
Media autonomy	Coordinated digital actors can pressure media institutions	New risks emerge for editorial independence	Masduki (2022)
Political sourcing	Journalists and politicians interact directly online	Sourcing becomes immediate and reciprocal	Adamczewska (2024)
Campaign–press relations	Campaign, press, and public discourse interact continuously	Political narratives develop through multidirectional exchanges	Arceneaux et al. (2024)
Professional norms	Digital pressures coexist with institutional standards	Journalists must reconcile immediacy with professional obligations	Hughes et al. (2023)

Table 1 summarizes the change in gatekeeping, circulation, agenda making, platform constructions, sourcing and professional autonomy. Platformization does not seem to have replaced journalism; rather, it has re-distributed communicative power and made the authority of journalism more reliant on relationship-building with political actors, audiences, and platforms.

2.3 Changing Journalist–Political Actor Relationships

Journalist–politician ties have also become more direct and transparent because of social media. Candidates are able to speak to voters without the intervention of journalists, but posts are often picked up by journalists and generate additional news coverage. On the other hand, the communication processes between journalists and politicians themselves can be part of campaign communication strategies, as direct-to-voter communication has not dried up the importance of attracting media attention (Adamczewska, 2024). The distinction between campaign, press and public discourse is now blurred and the three are mutually interdependent. The political messages can become salient because of press coverage, public reaction, re-distribution, and campaign reactions, etc., thus, the visibility of the messages is the result of an on-going interaction (Arceneaux et al., 2024). Journalists, however, are distinguished from campaign actors by professional standards. A comparison of BBC reporting in the 2019 UK and 2020 US



elections shows that even the principles of due impartiality are renegotiated in the context of politics (Hughes et al., 2023). Political journalism thus continues to play a mediating role, but this role is now in a network in which professionalism and political communication rub shoulders, participatory circulation and platform visibility.

3. Digital Reporting and Electoral Campaign Communication

3.1 Social Media as Campaign Communication Infrastructure

Social media is no longer just an extra campaign channel but a platform that makes them a piece of the campaign infrastructure that political parties use to create messages, mobilise their supporters and react to electoral developments. The differences in technology and its affordances mean that more and more campaign strategies are tailored to the platform, as they enable distinct types of political interaction and action (Larsson et al., 2025). This change is reflected in the use of videos as a communication device; the election in Malaysia in 2022 is an example of how video campaigning has become a more important tool in electoral politics (Tapsell, 2023). Political advertising has also adjusted itself to the logic of social media, the way in which the presentation of political messages is personalized, the conventions of the platforms, and the experience of using them (Echeverría, 2023).

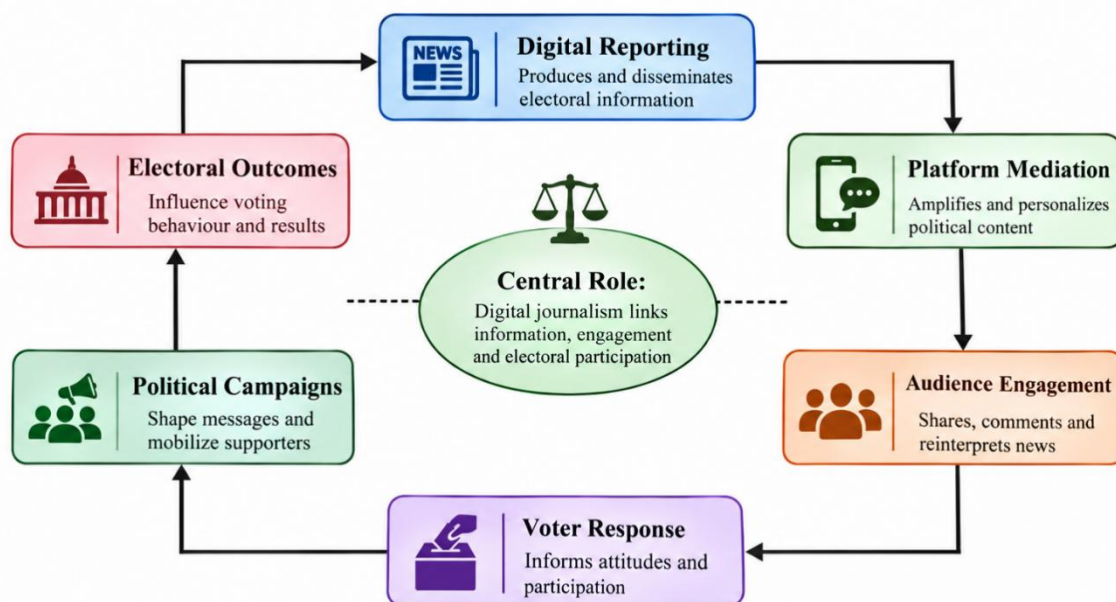


Figure 2. Digital Reporting and Electoral Campaign Communication Cycle (Larsson et al., 2025)

Electoral communication is shown in Figure 2 as a circle, and not necessarily a linear process. Campaign messages can migrate into platform spaces where media reporting, platform visibility and audience reactions can re-shape or misrepresent the messages, after which feedback can flow



3.2 Agenda-Setting and Issue Visibility

The issue of the setting of the agenda and the visibility of the issues is discussed next. Digital reporting exists in a more and more reciprocal agenda setting context. Social media can also be used to shape the news agenda by bringing political issues to the forefront as well as spark online discussion by professional news coverage. It is shown that communication in social media plays a role in the political agenda setting process and not just as a medium for agenda that have been set elsewhere (Gilardi et al., 2022). Presidential elections also show how the prominence of an issue can arise in interconnected communication fields via social networks and traditional media interactions (Duche-Pérez et al., 2023). Agenda competition is also growing beyond the mainstream media, as alternative social media create more opportunities that allow political actors to attempt to influence the visibility of issues (Jadoon et al., 2025)

Table 2. Core Mechanisms Through Which Digital Reporting Shapes Electoral Campaign Communication

Mechanism	Electoral function	Journalistic implication	References
Platform strategy	Adapts campaign appeals to different digital environments	Creates platform-specific reporting contexts	Larsson et al. (2025)
Video campaigning	Enhances visual candidate communication	Increases importance of visual campaign narratives	Tapsell (2023)
Political advertising	Integrates campaign persuasion with social-media logic	Blurs paid, strategic, and political information environments	Echeverría (2023)
Agenda-setting	Elevates selected political issues	Makes news agendas responsive to online attention	Gilardi et al. (2022)
Cross-media agenda formation	Connects social and mainstream media agendas	Produces reciprocal issue visibility	Duche-Pérez et al. (2023)



Alternative platforms	Expands arenas for political agenda competition	Diversifies sources of campaign visibility	Jadoon et al. (2025)
Narrative framing	Structures interpretations of candidates and events	Strengthens framing power of electoral reporting	Hassan & Javed (2025)
Strategic narratives	Shapes broader political interpretations	Requires contextual evaluation of digital narratives	Yanchenko & Humprecht (2025)
Social analytics	Identifies patterns in political discourse	Supports data-informed narrative interpretation	Mirza et al. (2025)
Campaign rhetoric	Constructs candidate-centered electoral appeals	Provides material for journalistic interpretation	Donkor (2025)

Table 2 illustrates the transition between the digital and political communication and journalistic mediation, as the platform strategy, agenda formation, framing and campaign rhetoric unite.

3.3 Framing and Electoral Narratives

But visibility is not enough as electoral meaning is also shaped by digital reporting, which presents understandings of what is happening in a campaign and what constitutes a candidate. News framing can shape the political narrative by highlighting specific features, conflicts, or meanings regarding electoral events (Hassan & Javed, 2025). Additionally, social-media analytics can help in systematically identifying patterns in political narratives in the vast information flows of social media (Mirza et al., 2025). National information environments also influence strategic narratives, and the significance of the same messages can vary across communications situation (Yanchenko & Humprecht, 2025).

3.4 Audience Participation in Campaign Communication

The citizens engage in campaign communication by sharing, commenting on, and recirculating political content. Activity can potentially expand campaign narratives beyond their intended audiences and create signals that can then be filtered through a journalist or campaign



organization's own lenses. The social media campaign narrative of candidates, such as the 2024 presidential campaign in the United States, illustrates how campaign rhetoric is structured for public engagement that is mediated by social media (Donkor, 2025). This means that a feedback mechanism is completed by audience participation, in which campaigns, media coverage, platforms and citizens are all involved in making electoral communication visible and interpretable.

4. Algorithms, Misinformation, and Trust in Electoral Journalism

4.1 Algorithmic Political News Distribution

Algorithms are playing a growing role in determining what electoral content, campaign messages and political actors are amplified on social media. The implications for news production are related to their role in influencing the circulation and perceived relevance of news content, which has implications for the legitimacy of the media (Hastuti et al., 2025). AI-powered amplification can also boost specific political discourses based on the interaction trends, bypassing the traditional editorial decisions (Moroojo et al., 2025). Experimental data from election contexts also warns against expecting consistent effects as modifications to the algorithms of social media feeds do not necessarily lead to political attitude shifts or behavior (Guess et al., 2023).

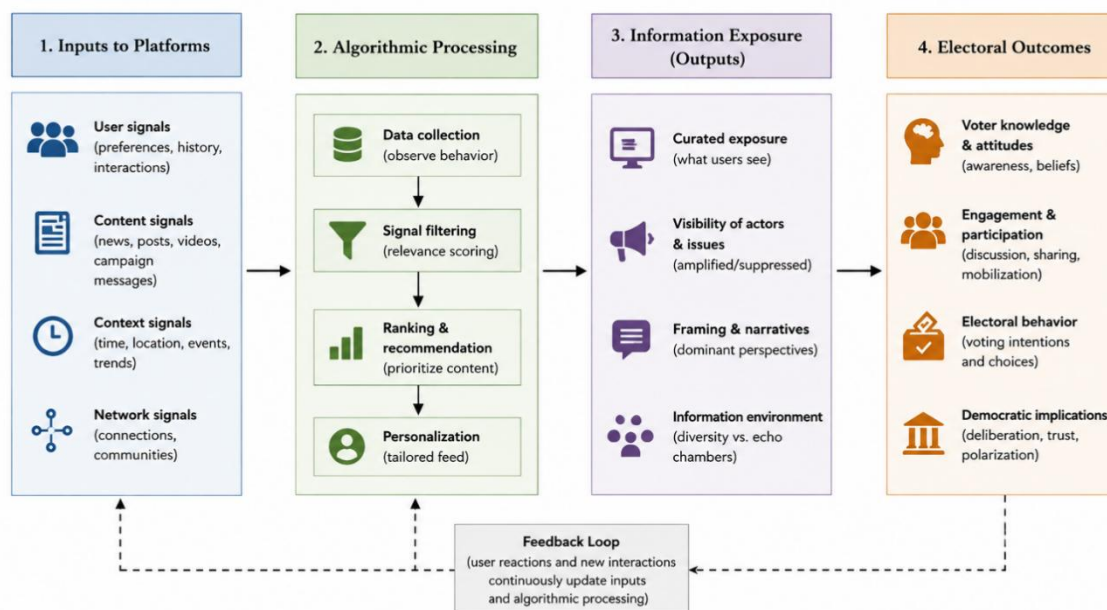


Figure 3. Algorithmic Pathways Shaping Electoral Information Exposure (Guess et al., 2023)

As shown in Figure 3, algorithms act as a black box between the creation of political content and voters' access to it. The visibility of information can be altered through ranking, recommending,



amplifying and personalizing, and user engagement can provide feedback that further shapes platform distribution.

4.2 Selective Exposure and Information Fragmentation

There is a concern that citizens may face sequential polarization of their electoral information environments as a result of the phenomenon of personalized distribution. However, algorithmic exposure and persuasion are not synonymous, as voters' reactions are shaped by both platform architecture and personal understanding. This complexity is illustrated by targeted political advertising, where congruence or mismatch between personalized messages and voter attributes can influence voter perceptions of campaign messages (Hirsch et al., 2024). Fragmentation is thus not only a matter of what information is revealed, but also what recipients make of its relevance and persuasive intention.

4.3 Electoral Misinformation and Disinformation

The same systems that allow for the efficient dissemination of political information can also help to spread misleading content. The 2023 elections in Nigeria raises issues of misinformation and hateful social media communication during election campaigns (Jimada 2023), while the electoral environment in Romania in 2024 shows a combination of fake news, bots and influencers (Stanescu 2024). Synthetic media introduces an additional vector of weaknesses as deepfakes can be used to alter the audiovisual presentation of candidates or political events (Łabuz & Nehring, 2024). Disinformation also relies on user behaviour and there is evidence that during the UK General Election in 2019 some users were aware of questionable political information without sharing it (Vaccari et al., 2023).

Table 3. Digital Risks Reshaping Electoral Journalism

Digital mechanism	Electoral concern	Journalistic implication	References
Algorithmic ranking	Unequal political visibility	Reduced editorial control over reach	Hastuti et al. (2025)
AI amplification	Automated elevation of political discourse	Greater need to assess platform-driven prominence	Moroojo et al. (2025)
Feed	Personalized exposure	Algorithmic change does not imply uniform voter	Guess et al.



algorithms		effects	(2023)
Targeted advertising	Differential voter perceptions	Harder distinction between information and strategic persuasion	Hirsch et al. (2024)
Misinformation and hate	Distorted campaign discourse	Greater verification pressure	Jimada (2023)
Bots and fake news	Artificial amplification	More difficult source assessment	Stanescu (2024)
Deepfakes	Synthetic political representation	Stronger audiovisual verification requirements	Łabuz & Nehring (2024)
Disinformation sharing	Wider circulation of misleading news	Corrections must address belief and sharing separately	Vaccari et al. (2023)
Political creators	Influence outside institutional journalism	Expanded competition for political attention	Chmel et al. (2025)
Influencers	Growth of non-journalistic intermediaries	More fragmented communication authority	Manfredi et al. (2024)

Table 3 illustrates that electoral information risks are not solely about misinformation, but about the interplay of various technological and social mechanisms.

4.4 Verification and Fact-Checking

Digital verification has thus become a mainstay of electoral journalism. Journalists must check with sources, manipulated media, automated activity, and quickly spreading claims prior to amplification. It is also important to remember that fact-checking does not stop the spread of false information, and that verification before publication is crucial.



4.5 Credibility and Trust

Political communication actors who are outside the traditional news system also challenge the authority of the news. The election of 2024 in the United States provides an opportunity to illustrate, through field experimentation, how social-media content creators can engage in mass political communication (Chmel et al., 2025). Influencers are also a growing class of intermediaries whose communication functions transcend into politics and diplomacy (Manfredi et al., 2024). Electoral journalism is thus confronted with a double challenge: credibility, through verification, and visibility, in an information landscape where algorithms, creators, automated systems and strategic political actors are increasingly determining the information that voters are exposed to.

5. Electoral and Democratic Implications of Digital Political Journalism

5.1 Political Knowledge and Voter Information

Digital political journalism has increased the paths citizens can take to access election information. The social platforms are professional news, campaign messages, and interpersonal circulation all in one place, so political information can be found outside of intentionally seeking out traditional journalism. The recent electoral campaign in Mozambique offers insights into the intensifying reliance on social-media news consumption in the present-day electoral landscape (Getimane et al., 2024). This exposure may help to build political knowledge, but information is not the only factor that affects electoral judgment. Media content also determines public opinion and political decision making as it influences the interpretation of political issues and alternatives by citizens (Okechukwu, 2023).

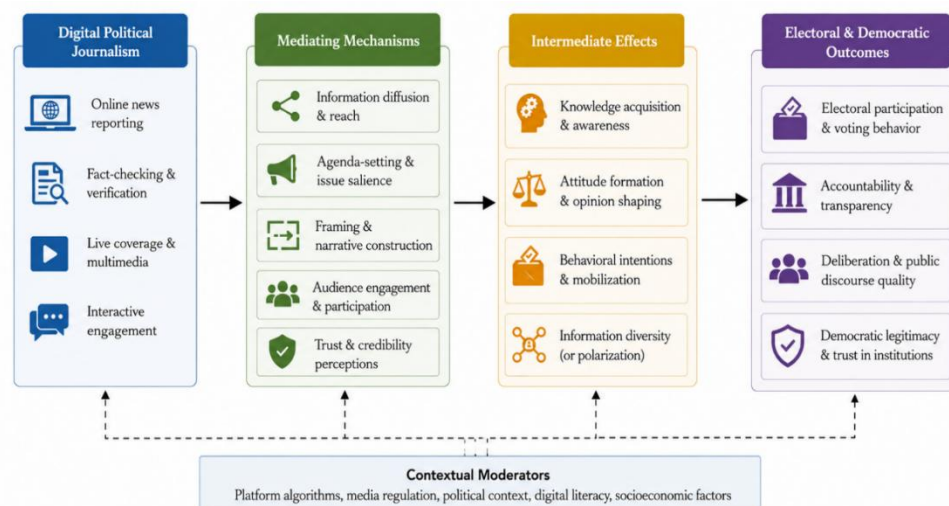


Figure 4. Pathways Linking Digital Political Journalism with Electoral and Democratic Outcomes (Borge et al., 2023)



Figure 4 shows that the impact of digital reporting on democratic processes can be intertwined and not only one-to-one. The reach of information may lead to knowledge and political assessment; interaction and engagement can further help to foster participation and public discourse.

5.2 Political Engagement and Participation

Social media has reduced the barriers for citizens to be involved in campaign communication, to discuss, share, endorse and contest political information. The Nigeria 2023 general elections have shown that social media has grown to play a significant role in politics and political communication (IseOlorunkanmi et al., 2023), and mass media in general creates opportunities for social and political involvement (Piriyasanti & Phuengpha, 2024). Youth participation is particularly relevant as digital platforms offer spaces for engaging in electioneering or campaign discussion, which can be easily accessed (Ohaja et al., 2023). Research in other Western democracies has also shown that the dynamics between social media and political engagement cannot only be assumed to reflect the idea of users being trapped in a single political bubble (Borge et al., 2023).

Table 4. Electoral and Democratic Implications of Digital Political Journalism

Dimension	Digital-media influence	Democratic implication	References
News consumption	Expands electoral information exposure	Potentially strengthens voter awareness	Getimane et al. (2024)
Public opinion	Shapes political interpretation and decisions	Influences electoral judgment	Okechukwu (2023)
Political communication	Connects citizens with electoral discourse	Broadens campaign interaction	IseOlorunkanmi et al. (2023)
Participation	Facilitates social and political involvement	Expands participatory opportunities	Piriyasanti & Phuengpha (2024)
Youth	Supports digitally mediated	Increases opportunities	Ohaja et al.



engagement	electioneering	for youth participation	(2023)
Digital participation	Extends political engagement across networks	Reshapes participatory behaviour	Borge et al. (2023)
Campaign politics	Integrates social media into electoral competition	Alters campaign–citizen relations	Abboud et al. (2024)
Media influence	Shapes election-related perceptions	Affects electoral attitudes	Mubasharah et al. (2024)
Public sphere	Moves democratic discussion into digital spaces	Restructures public deliberation	Darkwa et al. (2024)
Virtual public sphere	Disrupts established journalism–participation relations	Creates alternative participatory spaces	Le et al. (2024)
Pre-election communication	Can support responses to electoral violence	Extends democratic and peace-building functions	Okeibunor & Nwaoboli (2024)

From the perspective of information access to participation, electoral attitudes to public deliberation and democratic stability, Table 4 shows that digital political journalism has consequences.

5.3 Candidate Evaluation and Electoral Attitudes

Digital communication also influences the way that citizens come into contact with candidates and the competition of campaigns. The case of Kenya's 2022 presidential election is described and analyzed as an example of the integration of social media into electoral politics and its relationship with existing political practices (Abboud et al., 2024). The influence of media on the perceptions of the general public and their response towards the Pakistan 2024 general elections also shows the relevance of media environments (Mubasharah et al., 2024). Exposure, perception, persuasion and electoral choice are analytically distinct and should not automatically be assumed to lead to direct voting effects due to these relationships.

5.4 Polarization and Democratic Discourse



The public sphere of electoral disagreement is also reconfigured by the advent of digital journalism. In Ghana, the adoption of various digital media has impacted the democratic communication and the formation of the public sphere, and political discussion has been increasingly taking place digitally mediated spaces (Darkwa et al., 2024). The Vietnamese context also shows the ability of social media to subvert traditional journalism and provide a virtual public space for political engagement (Le et al., 2024). Such improvements can enhance political representation and help to foster cracks in what are typically perceived as public spaces for democratic debate.

5.5 Broader Democratic Implications

The impact of digital political communication on democracy is thus neither all positive nor all negative. Social media can expand information access and participation for citizens and enhance citizen visibility; it can also change the way institutions control electoral discourse. The evidence from Nigeria showed that digital communication can serve to forestall pre-election violence, and that it has potential roles beyond persuading people in the campaign. A new kind of political journalism based on digital media therefore functions within a larger democratic system where greater participation needs to be offset by a fragmentation of the information, quality differences, and evolving mechanisms of journalistic accountability.

6. Research Gaps and Future Directions

The study of social media and electoral journalism has grown significantly, but there are still significant gaps to fill when it comes to understanding the impact of digital journalism on electoral campaigns in varying political and media landscapes. There is an uneven distribution of existing scholarship, with a focus on specific elections and national contexts. There is a need for more comparative research on the possible differences in journalism-platform-political actors-voters dynamics across existing, new, and evolving democracies based on different electoral systems, media configurations, and digitalization. The level of platform coverage is also scattered. Increasingly, electoral communication takes place in interconnected mainstream, alternative, visual and short-form networks, but research tends to focus on individual networks.

Electoral effects are also limited by methodological limitations. Associations between digital communication and political outcomes can be observed through cross-sectional and platform-specific designs, but such designs provide less evidence on the evolution of these relations over the course of campaign cycles. The future research should incorporate multiple methods such as longitudinal analysis, experiments, surveys, computational methods, and qualitative analysis to trace the political information from its production to the political mediation in the media, to exposure, engagement, persuasion, participation, and ultimately electoral behaviour. The outcomes of these processes would be more clearly distinguished and the tendency for online visibility and engagement to be confused with political influence would decrease.



Technological advances give rise to additional priorities. There is a need for ongoing research into the potentially pervasive use of generative AI, deepfakes, algorithmic political communication, automated recommendation and synthetic campaign material in electoral information environments. Algorithmic accountability, platform governance and the increasing influence of influencers, creators and other actors in the news environment, as opposed to traditional professional journalists, should also be explored. More robust cross-platform and cross-national designs that could associate platformized journalism with quantifiable electoral results would further help to assess the impact of platformized journalism on democratic campaigns.

7. Conclusion

Social media has revolutionized political journalism, changing the process of creation, dissemination, interpretation and challenge of electoral information. Digital reporting is currently a phenomenon in a networked space in which journalists are no longer the only ones who have communicative influence, but also the political actors, platforms and increasingly active audiences. While it's still important, professional gate keeping is in addition to direct campaign communication, audience-driven circulation, and platform-mediated visibility. The review reveals that the use of digital reporting has an impact on electoral campaigns in a number of interrelated ways. Communication strategies vary depending on platform, which affect campaign messaging; agenda-setting and framing affect which issues and storylines are attended to. Algorithmic ranking also influences political visibility and thus information environments where journalistic relevance does not always equate to audience exposure. Such opportunities for speedy communication and participation come hand in hand with misinformation and synthetic political material and a growing level of challenges to journalism's credibility and public trust. The democratic impact goes beyond just campaign communication. Digital political journalism can increase access to electoral information, enable political debate, stimulate participation and enrich the public sphere. However, information environments can be disjointed, and information quality may be poor, which makes informed decision making in the electoral process difficult. Political journalism will thus continue to play a key role in democratic elections, albeit with an ever greater focus on verification, transparency and platform accountability as a key element of professional standards. To evaluate the future impact on informed participation and democratic discussion, one will need to grasp the interplay between journalism, political players, citizens and digital platforms.

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