

Bozzola, E., Spina, G., Tozzi, A. E., & Villani, A. (2020). Global measles epidemic risk: current perspectives on the growing need for implementing digital communication strategies. *Risk Management and Healthcare Policy*, 2819-2826.

The article discusses the current status of measles elimination worldwide and proposes strategies to achieve it. The article suggests that mass communication integrated into public health policies is fundamental to sway people's positive attitudes toward vaccination. Digital communication strategies based on social media and other internet platforms may represent useful tools to promote immunization and discourage skepticism. Moreover, the article recommends enhancing preparedness for measles outbreak response, maintaining high coverage with two doses immunization, active surveillance, and identification of susceptible communities with suboptimal immunization coverage. Proposed strategies to obtain higher vaccine coverage include increasing the difficulty of obtaining vaccine exemptions and compulsory measles vaccination programs. The strength of the article lies in its comprehensive overview of the strategies to achieve measles elimination, while its weakness lies in the lack of empirical evidence for some of the proposed strategies.

Oughton, E. J., Frias, Z., Dohler, M., Whalley, J., Sicker, D., Hall, J. W., & Cleavelly, D. D. (2018). The strategic national infrastructure assessment of digital communications. *Digital Policy, Regulation and Governance*, 20(3), 197-210.

The authors identified five key categories of issues, namely future demand, coverage and capacity, policy and regulation, economics and business models, and technology. These categories were explored by a multi-disciplinary research team, which brought together expertise in engineering, economics, and computer science. One of the major strengths of this article is the thoroughness of the research methodology. The horizon-scanning approach allowed the authors to gather a wide range of insights from various stakeholders, providing a comprehensive view of the digital communications industry's key challenges. While the authors acknowledge this limitation, further research is needed to broaden the analysis at a continental or global scale. Another potential weakness is the lack of quantitative data to support the issues identified. While the authors provide qualitative insights from the experts, the analysis would benefit from more robust data to support their findings.

Martin K, M. S. (n.d.). Perception Of Digital Marketing: Art Or Science? Stankova, M. a. (2020). Perception of Digital Marketing: Art or Science? *International Journal of Research in Business and Social Science*, 105-113.

There is disagreement about whether digital marketing should be viewed as an art or a science. The emergence of advanced technologies and the internet has changed the perception of marketing from what was once thought of as an art form to one that takes a more scientific approach. In a quantitative research study, digital marketers were questioned to learn their opinions on the matter because they are the group most impacted by these changes. Throughout the past century, marketing has seen five major phases of development. Although it has always been a strategic approach, it wasn't until the industrialization boom that it really developed into a discipline. Data gathering and analysis are used in the current period, which is greatly impacted by technology, to make decisions. While marketing still calls for originality and judgment, there are now more requirements.