

Artificial Intelligence-Driven Marketing Innovation for Sustainable Nation Building: A Bibliometric Analysis and Future Research Agenda.

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ABSTRACT

Artificial Intelligence (AI) has become a paradigm-changing approach in marketing innovation by providing intelligent decision-making, personalised customer interaction, and sustainable business innovations. Given the increasing number of studies related to AI-based marketing, it is important to understand the knowledge structure and research trends. This study provides a bibliometric analysis of 600 Scopus-indexed articles through VOSviewer in order to map the knowledge base of AI-driven marketing innovation. The study uses publication trends, co-authors network, collaboration between countries, citations, and keyword co-occurrence to identify the key contributors and research themes. The results demonstrate the emergence of research themes in relation to digital marketing, consumer behaviour, sustainability, and AI-enabled marketing innovation. Based on the knowledge clusters identified in this study, the study suggests future research direction that focuses on responsible use of AI, ethical marketing, and value creation. This study can provide insightful suggestions for future research, practice, and policies regarding AI-driven marketing innovation in order to sustainably build nations.

Keywords: Artificial Intelligence, Marketing Innovation, Bibliometric Analysis, VOSviewer, Sustainable Nation Building, Digital Marketing..

INTRODUCTION

Innovation in Artificial Intelligence (AI) has revolutionised the world of marketing through intelligent decisions, individualisation of the interaction process, predictability, and automation of marketing functions. The introduction of AI into the marketing mix has immensely boosted organisational effectiveness, the experience of customers, and innovation, thus making AI a valuable asset for companies in the competitive digital economy environment. Companies from different sectors have been using AI to improve their marketing activities, get a better understanding of consumers' behaviour, enhance customer relations, and create sustainable marketing strategies.

AI application in marketing has not only revolutionised the sector but has also helped organisations in attaining sustainability and nation-building goals. AI-based innovations in marketing have assisted in resource optimisation, responsible consumption, digital inclusion, and improving the competitiveness of businesses in order to attain sustainable growth. The rise in digital

transformation efforts by the government and other organisations has made AI a critical driver of innovation-led development.

As a result, there has been rapid development of academic studies concerning AI-driven marketing innovation in the fields of marketing, management, information systems, and sustainability. Nevertheless, with an increase in the number of articles, knowledge fragmentation has emerged, which makes it problematic to find out the central issues discussed by scholars, the major contributors, collaboration networks, and directions for future research. Therefore, bibliometric analysis becomes vital to explore the research domain under discussion.

In order to fill this gap, the current research is aimed at performing a bibliometric analysis of 600 Scopus-indexed papers using VOSviewer to reveal the knowledge map of AI-driven marketing innovation. Major research trends, collaboration patterns, citation networks, thematic clusters, and future research directions are revealed in the paper. The results obtained help understand how to use AI-driven marketing innovation to build a sustainable nation.

2. Literature review

Artificial Intelligence (AI) has emerged as a transformative technology that is reshaping marketing by enabling intelligent decision-making, predictive analytics, customer personalisation, and automation of marketing processes. AI technologies, including machine learning, natural language processing, and data analytics, assist organisations in understanding consumer behaviour, improving customer relationship management, and enhancing marketing performance (Huang & Rust, 2021; Davenport et al., 2020). AI-driven marketing innovation has facilitated smart customer segmentation, recommendation systems, sentiment analysis, dynamic pricing, and targeted digital advertising, thereby improving organisational efficiency and customer satisfaction (Han et al., 2021; Dwivedi et al., 2021). Furthermore, the emergence of Generative AI and Agentic AI has accelerated innovation in content creation, conversational marketing, and autonomous decision-making, expanding the strategic role of AI in modern marketing (Kaplan & Haenlein, 2020; Wang & Li, 2026). Researchers have also recognised AI as a key enabler of sustainable marketing through resource optimisation, responsible consumption, and environmentally sustainable business practices (Kar & Harichandan, 2022; Proaño López et al., 2026). However, the rapid growth of AI marketing research has resulted in fragmented knowledge across marketing, management, information systems, and sustainability disciplines. Consequently, bibliometric analysis has become an effective approach for mapping publication trends, collaboration networks, influential studies, and emerging research themes, thereby providing a comprehensive understanding of the intellectual structure and future research directions in AI-driven marketing innovation (Donthu et al., 2021; Zupic & Čater, 2015). Nevertheless, the fast development of AI marketing research has led to fragmentation of knowledge between marketing, management, information systems, and sustainability fields. In turn, bibliometrics has become a useful method for analysing publication trends, research collaboration networks, seminal papers, and new research themes. In this way, one gains a full understanding of the structure of the field of AI marketing innovation (Donthu et al., 2021; Zupic & Čater, 2015).

3. Research Gap

Although the literature related to the use of Artificial Intelligence (AI) in marketing has witnessed a considerable expansion over the past few years, the available literature on this topic continues to be scattered

among various fields of study, including marketing, information systems, management, and sustainability. The vast majority of the previous studies on this topic have been carried out to study the particular application areas of artificial intelligence in marketing, like customer analytics, personalisation, digital marketing, and consumer behaviour, without much emphasis on identifying the intellectual structure and evolution of this field. In addition, the existing literature is largely descriptive or systematic in nature and offers little information on publication patterns, authorship and collaboration, citation practices, and emerging themes in this area. Besides, there is very limited bibliometric study related to the integration of artificial intelligence-driven marketing innovation into the larger theme of sustainable nation building. Therefore, researchers have no idea about the field development, research clusters, and future directions in this area. To fill this gap, the current study uses bibliometric analysis of 600 Scopus articles using VOSviewer software.

4. Research Objectives

RO1: Mapping the intellectual structure and emerging research trends in AI-driven marketing innovation using VOSviewer.

RO2: Establishing a research agenda and discussing the implications of AI-driven marketing innovation on sustainable nation building.

5. Research Methodology

For this research work, a bibliometric research methodology has been utilised in order to analyse the intellectual structure of Artificial Intelligence-enabled marketing innovation. Bibliographic data were collected from the Scopus database on the basis of predefined search terms relevant to Artificial Intelligence, marketing innovation, digital marketing, and sustainability. After removing irrelevant documents and duplicates, 600 documents were finally selected for analysis. Bibliometric mapping, which included citation mapping, authorship mapping, and keyword mapping, was carried out through VOSviewer (Version 1.6.20). Network visualisations resulting from bibliometric mapping have been utilised to determine influential actors, patterns of collaborations, and research themes that may guide future studies regarding AI-enabled marketing innovation in sustainable nation-building

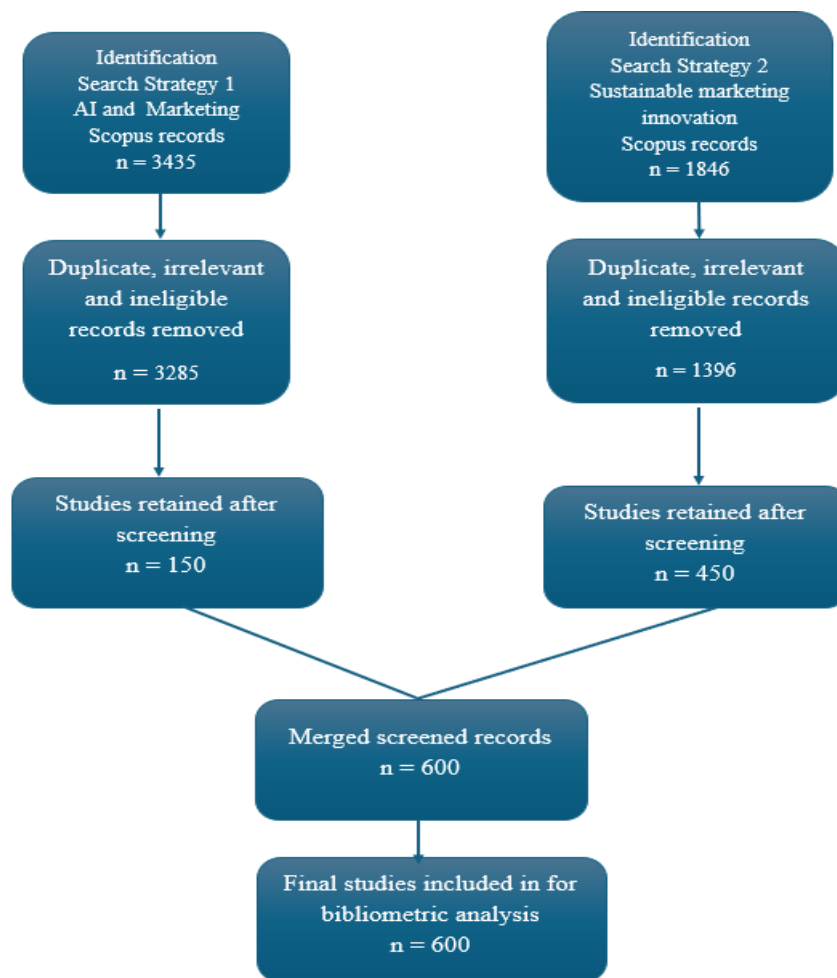


Figure 1. PRISMA 2020 Flow Diagram of the Study Selection Process

The flow diagram in Figure 1 shows the process followed in the selection of literature in this study. Two independent searches have been done in the Scopus database with the help of specific keyword combinations. In the first search strategy, 3,435 papers dealing with Artificial Intelligence and Marketing have been found, among which 150 articles have been filtered. In the second search strategy, 1,846 papers on Sustainable Marketing

Innovation have been selected, out of which 450 articles have been filtered. All the papers that have been filtered have been put together to get a total of 600 papers, which have then been analysed by VOSviewer (Version 1.6.20).6. Bibliometric analysis

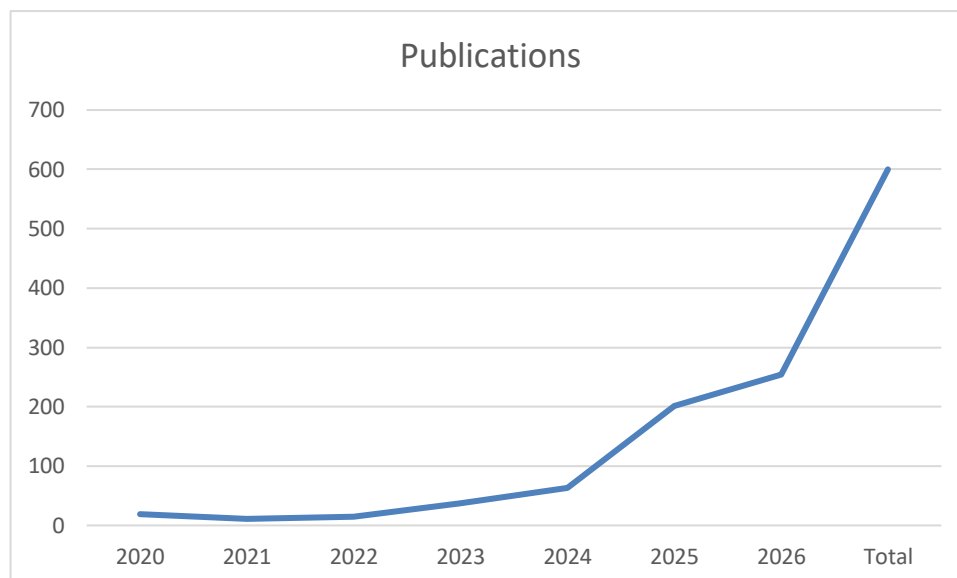
6. Results and Discussion

6.1 Publication trend analysis

Table 1. Annual Publishing Trend of AI-Driven Marketing Innovation Research

Year	Publications
2020	19
2021	11
2022	15
2023	37
2024	63
2025	201
2026	254
Total	600

Figure 2. Annual Publishing Trend of AI-Driven Marketing Innovation Research (2020-2026)

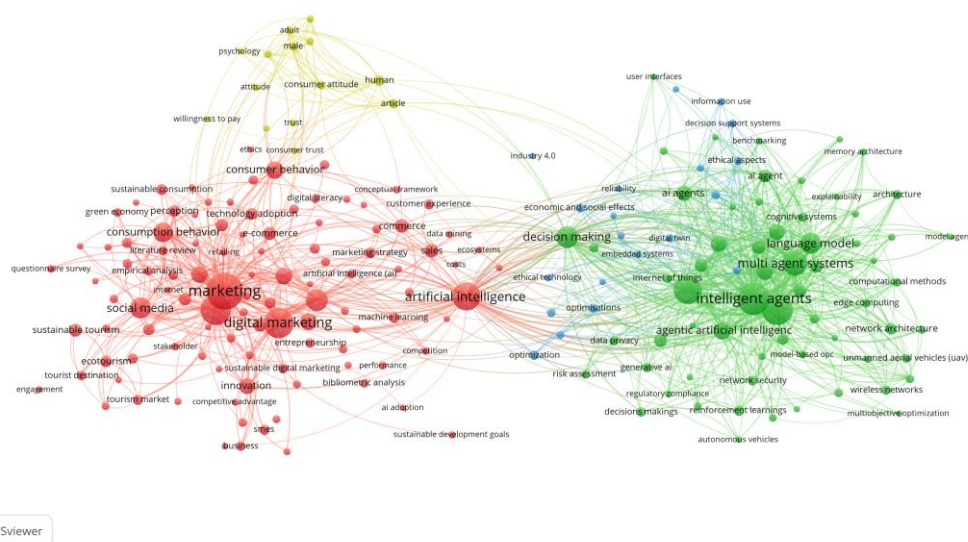


Analysis

The findings shown in Figure 2 and Table 1 show the annual publishing trend of the topic Artificial Intelligence-driven Marketing Innovation from 2020 to 2026. There has been a constant trend of increase in scholarly publications within the analysis period. The output of publications in the first few years was quite low, with 19 publications in 2020, 11 in 2021, and 15 in 2022, implying that the topic was fairly new. The output of publications has since drastically increased, starting from 2023, when there were 37 publications, and then 63 publications in 2024.

The most significant increase can be seen during the years 2025 and 2026, when there were published 201 and 254 scientific papers accordingly. Altogether, these two years account for more than 75% of the total number of 600 scientific papers, which were analysed in the course of bibliometric analysis. The rapid development of the field is connected to the increasing interest of scholars and business organisations in the application of Artificial Intelligence technologies in the marketing sphere.

6.1 Analysis of Keyword Co-occurrence



The analysis of keyword co-occurrence was conducted with the help of VOSviewer in order to determine the conceptual framework of the research on Artificial Intelligence-driven Marketing Innovation. There were three clusters discovered by means of the keyword

analysis, which indicates an interdisciplinary nature of the field under study and its evolution.

Cluster 1 (Red): Marketing Innovation and Sustainable Consumer Behaviour

The red cluster is the biggest research field from a marketing perspective. The key concepts that can be found in this cluster are marketing, digital marketing, artificial intelligence, consumer behaviour, social media, innovation, technology adoption, e-commerce, and sustainable digital marketing. The high degree of connectivity of all these concepts proves that there is an increasing use of AI in digital marketing, consumer engagement, and business sustainability of the businesses.

Cluster 2 (Green): Intelligent Agents and AI Technologies

The green cluster stands for the technological aspect of the research field under investigation. The leading keywords in this cluster are intelligent agents, multi-agent systems, language models, AI agents, agentic artificial intelligence, generative AI, network security, reinforcement learning, and Internet of Things. These keywords demonstrate the fast development of intelligent autonomous systems and their implementation in decision-making and automation. Despite the fact that Agentic Artificial Intelligence belongs to this cluster, this area is relatively new.

Cluster 3 (Yellow): Consumer Psychology and Behavioural Marketing

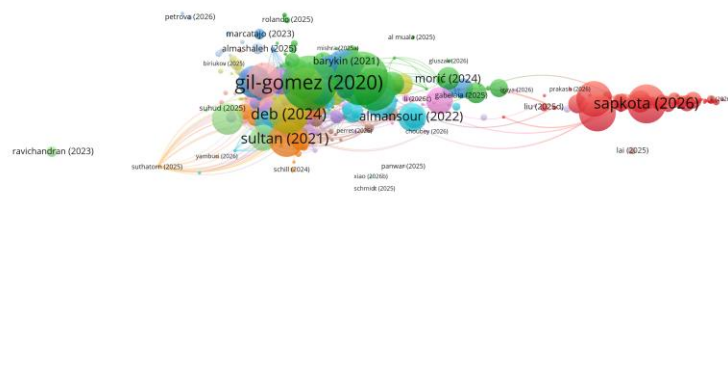
The yellow cluster addresses the behavioural and psychological side of marketing. Leading keywords in this cluster are consumer attitude, consumer trust, ethics, willingness to pay, and human. They emphasise the

growing interest of researchers in customers' perceptions and behaviour concerning the use of AI-based marketing technologies.

Interpretation

From the network, the development of AI-driven marketing innovation research has been through the combination of marketing applications, AI technology, and consumer behaviour research. The strong relationship between the three clusters implies that AI has not been considered a technology innovation but a strategy that enhances marketing effectiveness, intelligence, and sustainable growth. In addition, the emergence of new keywords such as agentic artificial intelligence, AI agents, language models, and generative AI indicates that the research field is moving towards the adoption of autonomous and intelligent marketing systems. The emerging trends are good areas for future research since they show the potential of AI-driven marketing innovation to enhance digital transformation and sustainable nation-building.

6.2 Bibliographic Coupling Analysis



Bibliographic coupling analysis was done via VOSviewer for determining the intellectual structure of research about Artificial Intelligence-driven Marketing Innovation. Several interconnected research clusters have been discovered, demonstrating that the field has evolved via a few but closely related research paths. The node size denotes the significance of a particular publication in terms of its link strength, while the lines connect publications with similar references.

The analysis highlights Gil-Gomez (2020) as the most significant publication, taking the central place within the network, along with having the strongest bibliographic coupling with other studies. It can be concluded that the publication has greatly influenced future research on AI-driven marketing innovation. Other publications with high connectivity include Sultan (2021), Barykin (2021), Almansour (2022), Deb (2024), and Moric (2024),

making up the core intellectual framework of the research field.

Additionally, there is a clear cluster centred at Sapkota (2026) which shows the development of a new research strand that builds on the current body of knowledge. On the other hand, works like Ravichandran (2023) and Gazi (2024) are found to be fairly isolated, implying niche research fields.

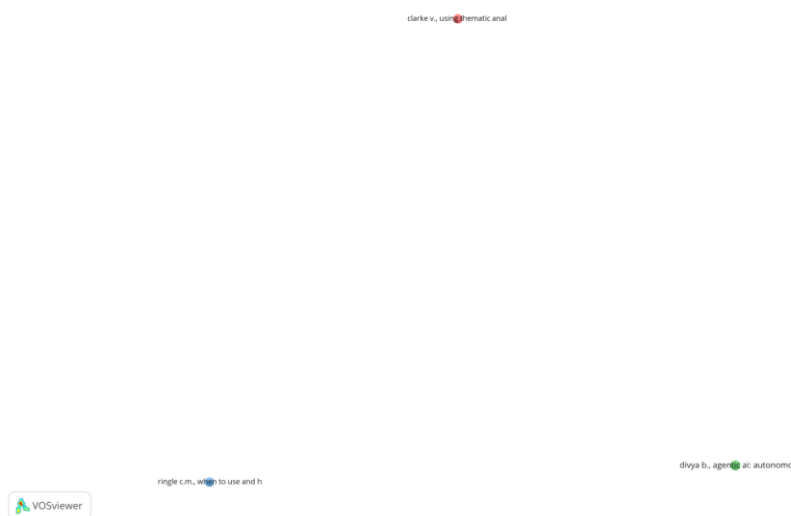
Interpretation

In general, the results of the bibliographic coupling analysis show that research in AI-driven marketing innovation has grown from a highly connected intellectual core while concurrently exploring new frontiers such as intelligent agents, generative AI, and advanced digital marketing innovations. Both the mature and emerging clusters are evidence of the ongoing evolution in the domain and indicate scope for further inter-disciplinary

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studies. The above results provide a solid basis for a future research agenda and confirm the growing strategic relevance of AI-driven marketing innovation in fostering digital transformation, sustainable competitiveness, and sustainable nation-building.

6.3 Co-Citation Analysis



Co-citation analysis has been done using the tool VOSviewer to reveal the intellectual base of research about Artificial Intelligence-driven Marketing Innovation. The result has shown a poor network with a few links among them, which means the field of research is young and does not have a well-developed body of frequently co-cited foundational research.

This visual shows just several separated nodes. Clarke V. (using thematic analysis), Divya B. (Agentic AI: Autonomous...) and Ringle C.M. (When to Use and How to Report PLS-SEM) can be seen as separate references. The lack of connections between these references implies that researchers of this field apply different theories and methodologies without having a set of widely co-cited research.

Ringle C.M. appears in the list due to the wide usage of the PLS-SEM method in artificial intelligence and marketing research. Clarke V. represents qualitative

thematic analysis methodologies. Divya B. shows some new research about Agentic AI and autonomous intelligent systems. But the connections are still poor.

Interpretation

Generally, the minimal number of co-citations within the network denotes that Artificial Intelligence-driven Marketing Innovation represents an emergent and multidisciplinary sphere of study. The knowledge in question is borrowed by researchers from marketing, information systems, artificial intelligence, and management disciplines, hence leading to a rather dispersed citation pattern. In the long run, co-citation relationships should become stronger.

6.4 Co-authorship Analysis



Co-authorship analysis was done using VOSviewer to analyse collaboration in relation to Artificial Intelligence-driven Marketing Innovation. It can be observed from the

network that there exists a low collaboration pattern as the network consists of two small clusters and one isolated author. This suggests that research in this area is

developing and is characterised by limited collaboration among the scholars.

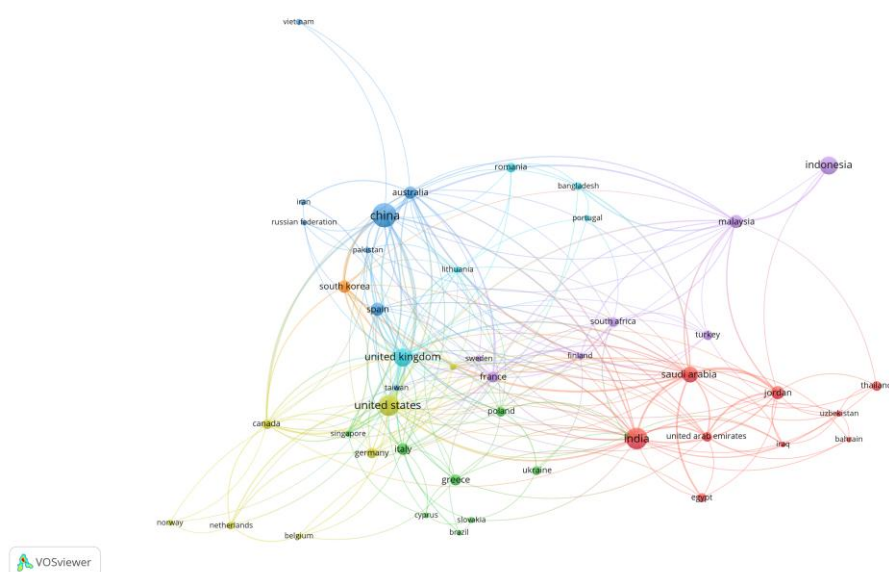
First, we have Dwivedi, Yogesh K. and Jeon, I., who collaborate in the research on Artificial Intelligence-driven Marketing Innovation. Second, we have Al-Ababneh, Hassan Ali, who stands out as an isolated author. This means that most research work in this field is being carried out either individually or within a research team

Interpretation

In conclusion, it is evident that the limited co-authorship network signifies that there is no established global

collaborative network with regard to Artificial Intelligence-driven Marketing Innovation. The few collaborations indicate room for increased collaboration among researchers in the field. Collaboration among researchers from marketing, artificial intelligence, information systems, and sustainability fields can help increase knowledge sharing, research quality, and innovation. More collaboration can also aid in developing more advanced AI-based marketing solutions that can support digital transformation and sustainable nation-building.

6.6 Country Collaboration Analysis



Collaboration among countries was analysed through VOSviewer to gain insights about the international research collaboration trends in the subject of Artificial Intelligence-Driven Marketing Innovation. This network analysis is characterised by an interlinked network of the global research world consisting of several clusters of collaboration, indicating the nature of interdisciplinary and international AI-driven marketing research.

According to the analysis, China, the United States, the United Kingdom, and India have been identified as key countries in the collaboration network due to the comparatively larger sizes of their nodes as well as a large number of collaboration links. They function as important sources of knowledge since they collaborate with a large number of countries, both developed and developing, in the world of research. Out of these four key countries, China collaborates with countries including Australia, South Korea, Pakistan, Iran, Spain, and the Russian Federation.

In a similar manner, the USA has a central position in the network and has active collaborations with countries such as Canada, Germany, Italy, Singapore, Sweden, and many more from Europe. This collaboration network has been created due to the considerable contribution of the USA in the innovation of AI-based marketing and sustainable business practices. Similarly, the United Kingdom has emerged as a key international collaborator by linking

European and Asian research communities in terms of collaborations with many countries like France, Poland, Lithuania, Romania, and Australia.

The other cluster that can be identified is related to the country of India. This country has active research collaborations with countries like Saudi Arabia, Jordan, the United Arab Emirates, Egypt, Iraq, Thailand, Uzbekistan, and Bahrain. This shows the rising collaboration between India and Middle Eastern countries with regard to the innovation of AI-based marketing in developing countries.

Another cluster is related to Malaysia and Indonesia, both of which have close collaborations among themselves, while at the same time collaborating with many other countries. This represents the growing research contribution of Southeast Asian countries in the field of digital marketing, artificial intelligence, and sustainable innovation.

In summary, the collaboration network of countries indicates that the research on Artificial Intelligence-Driven Marketing Innovation has matured to become a research area that is interconnected internationally and characterised by significant international collaborations. The existence of several collaboration clusters implies that there is a lot of knowledge exchange going on among various disciplines as well as different regions, allowing for the inclusion of expertise in marketing, artificial

intelligence, information systems, and sustainability. The enhancement of international collaboration, especially between developed and developing countries, would foster scientific innovations and technology transfer, leading to the development of sustainable nations.

7. Future Research Agenda

The bibliometric study suggests that AI-powered Marketing Innovation is an advancing field of research that offers a number of areas for further inquiry. Although most of the current research is concentrated on digital marketing, consumer behaviour, and marketing innovation, topics such as Agentic AI, Generative AI, intelligent agents, and responsible AI have not been considered thoroughly enough. Therefore, future research must address the role of self-sufficient AI systems in making decisions, managing customer relationships, communicating with customers, and setting dynamic prices. More attention needs to be paid to the implications of Generative AI for marketing purposes, including content production, branding, and customer engagement in various sectors. Finally, issues related to ethical problems associated with the use of AI technology need to be considered: transparency, explainability, privacy, fairness, and consumer trust. Research on sustainable marketing using AI technology and its contribution to the digital transformation and sustainable nation building is also highly needed.

8. Theoretical Implications

This bibliometric analysis adds to the theoretical knowledge about Artificial Intelligence-Driven Marketing Innovation by studying its intellectual structure and emerging themes. It is revealed that the research area has grown to become a multi-disciplinary area of research that combines marketing, artificial intelligence, information systems, consumer behaviour, and sustainability. The appearance of research themes such as Generative AI, Agentic AI and responsible AI shows that the research area is moving towards intelligent marketing systems. This study has provided a theoretical base for future studies through integration of fragmented literature and identification of emerging research themes

9. Managerial and Policy Implications

These results show that Artificial Intelligence has evolved to be a strategic asset to improve marketing performance, consumer interaction, and innovation. The managers need to capitalise on marketing tools using artificial intelligence technology and ensure proper governance of AI through transparency, fairness, accountability, and consumer privacy. The policymakers need to improve the AI ecosystem of their respective nations through investment in digital infrastructure, collaboration in research and regulations to facilitate responsible adoption of AI. Increased collaboration between academia, industry, and government can drive innovation and dissemination of knowledge. These can help sustain marketing activities and foster nation-building.

10. Limitations

While the present study offers an exhaustive bibliometric review of Artificial Intelligence-driven Marketing

Innovation, several limitations need to be highlighted.

First, the current analysis is based on studies that are indexed in the Scopus database. Even though Scopus is the biggest and the most credible bibliographic database in the world, some of the publications indexed in other databases such as Web of Science, Dimensions or Google Scholar could not be used for analysis.

Second, only English-language publications were used for analysis. Thus, some research conducted in other languages was excluded from consideration, especially those published in non-English-speaking countries that actively conduct research in the sphere of Artificial Intelligence.

Third, the bibliometric analysis was done by using VOSviewer software, which was applied to identify co-word analysis, co-authors' network, co-citation, bibliographic coupling and countries' collaborations. Even though the VOSviewer software is an accepted tool for bibliometric analysis, differences in analytical toolkits and parameters could influence the results.

Last but not least, bibliometric analysis mainly captures patterns of publications, research connections, and intellectual structure instead of assessing the actual effectiveness and results of using Artificial Intelligence in Marketing Innovation. Future research needs to combine bibliometric methods with a systematic review of the literature, empirical research, case studies, and meta-analyses to gain more insightful results.

11. Conclusion

The use of Artificial Intelligence technology has become one of the key sources of innovation in the marketing sector, revolutionising organisational customer relations, decision-making processes, and sustainable competitive advantages. In light of such rapid growth of research on the topic, knowledge about its structure and directions is crucial for comprehending the development of the field. The current study performed a bibliometric analysis of 600 publications indexed by Scopus through the use of VOSviewer and examined the development of Artificial Intelligence-Driven Marketing Innovation. As per the findings of bibliometric analyses, the research field is characterised by the following aspects: growing interest towards the topics of digital marketing, consumer behaviour, sustainability, intelligent agents, Generative AI, and Agentic AI. This study shows that the process of Artificial Intelligence-driven Marketing Innovation is moving away from the adoption of technology towards intelligent, autonomous and sustainable marketing ecosystems. New emerging research themes in terms of Agentic AI, Generative AI, responsible AI and sustainable digital marketing reveal many opportunities for future theory building and empirical studies.

In summary, this study makes contributions to the current literature by presenting the knowledge map of Artificial Intelligence-driven Marketing Innovation and suggesting a future research agenda. With the continuing revolution in Artificial Intelligence and its increasing role in the marketing world, interdisciplinary cooperation, responsible innovations and sustainable implementations will be important in making its contribution to

organisational performance and sustainable nation building.

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