PRISMA 2020 Checklist

Manuscript: From eWOM to Synthetic WOM: A Systematic Review and Integrative Framework for AI-Mediated Persuasion in Tourism and Hospitality

Table S1. PRISMA 2020 Checklist

Section	Item #	Checklist item	Location reported
Title	1	Identify the report as a systematic review.	Title
Abstract	2	See the PRISMA 2020 for Abstracts checklist.	Abstract
Introduction	3	Describe the rationale for the review in the context of existing knowledge.	Sections 1 and 2
	4	Provide an explicit statement of the objectives or research questions.	Section 1, RQ1–RQ3
Methods	5	Specify the inclusion and exclusion criteria for the review and how studies were grouped for the syntheses.	Sections 3.2 and 3.5
	6	Specify all databases, registers, websites, organisations, reference lists and other sources searched or consulted to identify studies. Specify the date when each source was last searched or consulted.	Sections 3.1 and 3.5
	7	Present the full search strategies for all databases, registers and websites, including any filters and limits used.	Section 3.1
	8	Specify the methods used to decide whether a study met the inclusion criteria of the review.	Sections 3.2 and 3.4
	9	Specify the methods used to collect data from reports.	Sections 3.4 and 3.5
	10a	List and define all outcomes for which data were sought.	Section 3.4
	10b	List and define all other variables for which data were sought.	Section 3.4
	11	Specify the methods used to assess risk of bias in the included studies.	Not assessed
	12	Specify for each outcome the effect measure(s) used in the synthesis or presentation of results.	Not applicable
	13a	Describe the processes used to decide which studies were eligible for each synthesis.	Sections 3.2 and 3.5
	13b	Describe any methods required to prepare the data for presentation or synthesis.	Sections 3.3 and 3.4
	13c	Describe any methods used to tabulate or visually display results of individual studies and syntheses.	Sections 3.3–3.6; Figures 2–7; Tables 1–4; Supplementary File S2, Tables S2–S12.
	13d	Describe any methods used to synthesize results and provide a rationale for the choice(s).	Sections 3.3–3.6 and 5.4.
	13e	Describe any methods used to explore possible causes of heterogeneity among study results.	Not applicable
	13f	Describe any sensitivity analyses conducted to assess robustness of the synthesized results.	Bibliometric threshold sensitivity: Section 3.3 and Supplementary Table S9. No sensitivity analysis of pooled effect estimates was conducted.
	14	Describe any methods used to assess risk of bias due to missing results in a synthesis.	Not assessed
	15	Describe any methods used to assess certainty in the body of evidence.	Not assessed
Results	16a	Describe the results of the search and selection process, from the number of records identified to the number of studies included in the review, ideally using a flow diagram.	Sections 3.1 and 3.2; Figure 1
	16b	Cite studies that might appear to meet the inclusion criteria but were excluded, and explain why they were excluded.	Not applicable. No separate eligibility stage at report level was conducted. Record exclusions and reasons are reported in Section 3.2 and Figure 1.
	17	Cite each included study and present its characteristics.	Sections 4–5; Supplementary Tables S2–S4 and S7 report source characteristics and selection decisions; Tables S10–S11 document displayed network membership.
	18	Present assessments of risk of bias for each included study.	Not assessed
	19	For all outcomes, present for each study the summary statistics and effect estimate and its precision.	Not applicable. No effect estimates or meta-analysis were conducted.
	20a	For each synthesis, briefly summarise the characteristics and risk of bias among contributing studies.	Sections 3.5–3.6 and 5.1–5.4; Supplementary Table S7. Design-sensitive qualitative evidence appraisal was

			conducted; no standardised risk-of-bias assessment was undertaken.
	20b	Present results of all statistical syntheses conducted.	Not applicable. No statistical synthesis was conducted.
	20c	Present results of all investigations of possible causes of heterogeneity among study results.	Not applicable
	20d	Present results of all sensitivity analyses conducted to assess robustness of synthesized results.	Bibliometric threshold sensitivity results: Section 3.3 and Supplementary Table S9. No pooled-effect sensitivity analysis was conducted.
	21	Present assessments of risk of bias due to missing results for each synthesis assessed.	Not assessed
	22	Present assessments of certainty in the body of evidence for each outcome assessed.	Not assessed
Discussion	23a	Provide a general interpretation of results.	Section 6
	23b	Discuss the limitations of the evidence.	Section 6.3
	23c	Discuss the limitations of the review process.	Section 6.3
	23d	Discuss implications of the results for practice, policy and future research.	Sections 6.1–6.3
Other information	24a	Provide registration information for the review, including register name and registration number, or state that the review was not registered.	Section 3.1
	24b	Indicate where the review protocol can be accessed, or state that a protocol was not prepared.	Section 3.1
	24c	Describe and explain any amendments to information provided at registration or in the protocol.	Not applicable
	25	Describe sources of financial or non-financial support for the review and the role of funders or sponsors.	Funding and Acknowledgments
	26	Declare any competing interests of review authors.	Conflicts of Interest
	27	Report which materials are publicly available and where they can be found.	Data Availability Statement