REVIEWER'S REPORT

Manuscript No.: IJAR-50374   Date: 24-02-2025

Title: Website Analysis in Qualitative Research

Recommendation:
Accept as it is……………**YES………….**
Accept after minor revision……………..
Accept after major revision ……………..
Do not accept (*Reasons below*) ………

Rating	Excel.	Good	Fair	Poor
Originality	√			
Techn. Quality		√		
Clarity		√		
Significance			√	

Reviewer's Name: Mr Bilal Mir

Reviewer's Decision about Paper: Recommended for Publication.

Comments (*Use additional pages, if required*)
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Reviewer's Comment / Report

The article **"Website Analysis in Qualitative Research"** presents a comprehensive discussion on the role of qualitative research in analyzing website content, focusing on methodologies, applications, and challenges. The study effectively integrates traditional qualitative research techniques such as interviews, focus groups, and observations with systematic approaches like content analysis, triangulation, and grounded theory. It highlights the advantages of web-based data collection in improving research transparency and accessibility.

A notable strength of the paper is its discussion on the internationalization of higher education curricula through website analysis. By evaluating university websites, the study provides insights into global engagement strategies and quality assurance frameworks. The integration of content analysis tools such as Nvivo12 and R Studio is a key aspect, reinforcing the structured and rigorous nature of the research.

The introduction effectively situates the study within the broader context of increasing internet usage and the role of websites in research. It presents a well-grounded theoretical background, referencing key qualitative research principles. The paper also discusses the inherent challenges of qualitative research, such as subjectivity and time consumption, and contextualizes how website analysis helps address these concerns.

The methodology is well-structured, outlining key steps in qualitative research: research planning, data collection, and analysis. Various approaches to qualitative data analysis, including triangulation,

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grounded theory, and content analysis, are clearly presented. The study successfully demonstrates how website analysis contributes to qualitative research by offering structured and accessible data sources.

The paper also acknowledges the shortcomings of website analysis in qualitative research, particularly in areas of ethical considerations and data reliability. It provides a balanced perspective by discussing the limitations of web-based research while emphasizing its growing importance in contemporary academic and professional fields.

Overall, the article presents a thorough examination of website analysis in qualitative research. It effectively synthesizes theoretical and practical perspectives, demonstrating the relevance of website content analysis in modern research methodologies. The study contributes to the broader discourse on qualitative research and its adaptation to digital environments.