

REVIEWER'S REPORT

Manuscript No.: IJAR-50574

Date: 10/03/2025

Title: A study of the Digital media consumption among Indian youths with special reference to Uttar Pradesh.

Recommendation:

Accept after minor revision.

| Rating | Excel. | Good | Fair | Poor |
|----------------|--------|------|------|------|
| Originality | ✓ | | | |
| Techn. Quality | | ✓ | | |
| Clarity | | ✓ | | |
| Significance | | ✓ | | |

Reviewer Name: Dr. Bishwajit Rout

Date: 10/03/2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This study is significant as it examines the evolving digital media consumption habits among Indian youths in Uttar Pradesh, highlighting the impact of socio-economic and cultural factors. It provides valuable insights for policymakers and educators to design interventions that bridge digital disparities and enhance academic engagement, social networking, and health awareness.
- Strength:** A major strength of the paper lies in its mixed-methods approach, which combines quantitative surveys and qualitative interviews, ensuring a comprehensive analysis of youth digital media behavior. The study also stands out for its focus on regional disparities, shedding light on the urban-rural divide in digital access.
- Key Insight:** A key insight from this research is that higher socio-economic status leads to greater access to digital platforms, improving academic and social engagement, while lower-income youths face limitations in digital exposure, affecting educational opportunities. This emphasizes the urgent need for equitable digital literacy programs to ensure inclusive technological access and informed media consumption.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

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Reviewer's Comment / Report

The paper titled "*A study of the Digital media consumption among Indian youths with special reference to Uttar Pradesh.*" examines digital media consumption patterns among Indian youth in Uttar Pradesh, analyzing the socio-economic, cultural, and educational factors that influence media habits. The study utilizes a mixed-methods approach (quantitative surveys and qualitative interviews) to understand how digital media affects social interactions, academic performance, and health awareness.

Suggestions for Improvement:

1. Include a comparative analysis of digital media consumption in other Indian states or countries.
2. Clarify research gap- what new insights does this study offer beyond previous research?
3. Include inferential statistics (e.g., chi-square tests, ANOVA, regression analysis) to support key claims with numerical evidence.
4. Include visual representations (graphs, tables) for clarity.
5. The study does not clearly explain how survey participants were selected or whether the sample is representative of Uttar Pradesh's diverse demographics. Provide sampling methodology details, including sample size justification and response rate.
6. Discuss how future research can explore evolving media trends.

This study provides valuable insights into digital media consumption among Indian youth in Uttar Pradesh. However, minor revisions are required to enhance its methodological rigor, statistical analysis, and practical recommendations.

I recommend this paper for publication after minor revision.