

REVIEWER'S REPORT

Manuscript No.: IJAR-52126

Date: 07/06/2025

Title: An insight into the new media consumption trends among the youths of India - A study of North India.

Recommendation:

Accept after minor revision.

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

Reviewer Name: Dr. Bishwajit Rout

Date: 07/06/2025

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 uncovers how youth in North India engage with new media in ways that shape their health literacy, identity, and cultural interaction. By examining technological, demographic, and socio-cultural influences, the research provides essential insights for policymakers, educators, and health communicators seeking to create effective, youth-centric digital outreach strategies.
- Strength:** The study's strength lies in its mixed-methods approach, combining quantitative surveys and qualitative interviews to provide a holistic understanding of youth media consumption. It contextualizes digital behavior with respect to urban-rural divides, content preferences, and identity formation, offering nuanced, data-driven insights into the rapidly shifting digital ecosystem of one of India's most dynamic population.
- Key Insight:** A key insight is that North Indian youth prefer interactive, visual-based content on platforms like Instagram and WhatsApp, significantly influencing their knowledge, behavior, and social identity. This shift from traditional media toward peer-influenced, mobile-based engagement highlights a transformation in how youth consume information emphasizing the urgent need for culturally and technologically aligned communication strategies.

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

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Reviewer's Comment / Report

The paper titled “*An insight into the new media consumption trends among the youths of India - A study of North India.*” provides a timely and comprehensive analysis of new media consumption patterns among youth in North India. Its mixed-method approach yields rich insights into how demographic, technological, and cultural factors shape digital media behavior. While the work is well-researched and structured, minor revisions are needed to enhance clarity, reduce redundancy, and improve academic tone.

Suggestions for Improvement:

1. In introduction, streamline repetitive phrasing across paragraphs.
2. Explicitly state research objectives or hypotheses toward the end of the introduction section.
3. In Literature Review, organize subtopics more clearly (e.g., urban vs. rural trends, digital literacy, socio-political impacts).
4. In Literature Review, add more critique of existing work to better highlight the study's unique contribution.
5. Clearly describe sampling method, number of respondents, and data collection instruments.
6. Provide information on how interviews were conducted and analyzed.
7. Include visuals or tables for quantitative findings.
8. Distinguish more clearly between data summary and interpretation.
9. Discuss more deeply how the findings differ from or support prior studies.

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The study offers a timely and insightful exploration of new media consumption trends among North Indian youth, combining qualitative depth with contextual relevance. It contributes meaningfully to understanding digital behavior, identity formation, and regional media preferences. With minor revisions in methodology clarity, result presentation, and academic tone, the paper is suitable for publication or academic submission. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.