

REVIEWER'S REPORT

Manuscript No.: IJAR-52126

Date:

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

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision **yes**

Do not accept (*Reasons below*)

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

Reviewer Name: Alem Mequanint

Date: 06/06/2025

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.

This study significantly advances understanding of youth media behavior in North India, bridging academic and practical needs in a digital era. Future research should address gaps via interdisciplinary collaboration. It could robust mixed-methodology (surveys + interviews) validates trends. And moreover, it gives practical implications for policymakers and marketers to tailor health/educational content. While I politely recommend revising with longitudinal data to track evolving habits and update its Minimal focus on negative impacts (e.g., cyberbullying, addiction). Inclusive studies covering rural demographics and Policy frameworks to promote digital literacy and equitable access. The study is moderately original 70%

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Detailed Reviewer's Report

This study examines new media consumption trends among North Indian youth, employing a mixed-methods approach to analyze demographic, technological, and cultural influences. Key findings reveal a dominant shift from traditional media (TV, print) to digital platforms (WhatsApp, Instagram, Facebook), driven by smartphone proliferation and affordable internet. Urban youth prefer video content, while rural counterparts engage more with text-based resources, highlighting an urban-rural divide. Peer influence and regional content preferences further shape consumption patterns, emphasizing the role of social identity in media choices.

The research underscores **critical gaps**:

1. **Urban bias:** Rural/semi-urban experiences are underrepresented.
2. **Intersectional factors:** Gender, caste, and class impacts on media use need deeper exploration.
3. **Misinformation risks:** Youth struggle with discerning credible sources, warranting digital

literacy interventions.

Title-Lacks clarity

Abstract-Lacks methodological framework and quantitative result presentations, and the result is not as dissertation intensive format and contents

Keywords- Missed

Introduction-Missed problem, objective, and key contributions on it

Literature review- I would be happy if you address theoretical framework, conceptual review, methodological review and previous studies gap accordingly but there was no, even there is inappropriate and undesirable citation has observed like (Abbas J et al., p. 1683-97 1683)(Kapoor KK et al., p. 531-558)(Benjamin K Sovacool et al., p. 101617-101617)(Baker P et al.) etc. kindly please update according to APA citation style.

Methodology; There are 22 citations here but no need. In general it is not enough and convincing. I request a rework

Result and discussion-not enough

Conclusion and conclusion-not enough

References and citation- not enough