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REVIEWER'S REPORT

Manuscript No.: IJAR-52170 Date: 11.06.2025

Title: Language Politeness Practices on Social Media Among University Students

Recommendation:

Accept as it is .....

Accept after minor revision.....

Accept after major revision √

Do not accept (*Reasons below*) .....

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

Reviewer Name: Dr P Karthikeyan Date:11.06.2025

Reviewer's Comment for Publication.

The study offers relevant insights into student communication ethics on social media, focusing on politeness in academic settings. It is well-structured and informative, though it requires major improvements in writing clarity, statistical depth, and citation formatting. Recommended for publication with major revisions.

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Detailed Reviewer's Report

1. Originality: The topic is timely and socially significant, exploring language politeness practices among students in the context of social media—a space often characterized by informal or even offensive discourse. The study adds originality by focusing on a Malaysian university setting and integrating cultural and educational elements in its analysis. It contributes usefully to communication ethics and youth digital behavior research.

2. Methodology: The study employs a **quantitative approach** with data collected from 106 students via structured surveys. While the methods (survey, observation, and library research) are appropriate, the paper can be improved by:

- Clearly distinguishing between **primary and secondary methods**.
- Providing **instrument validation details** and **reliability measures**.
- Expanding on how the **data analysis** was conducted beyond just average scores.

3. Structure and Clarity: The paper follows a coherent structure (Abstract, Introduction, Methodology, Results, Discussion, Conclusion). However:

- **Language needs editing** for grammar, conciseness, and tone.
- Some sections (like the university background) are **overly detailed** and can be shortened.
- Tables are clear but would benefit from **proper APA formatting** and captions.

4. Data Presentation and Interpretation: The findings are well-presented through average scores for various contexts of digital interaction (e.g., peers, lecturers, university staff). The interpretation is clear and aligns with the objectives, but:

- **Statistical depth is minimal**; including standard deviations or significance levels would strengthen the analysis.
- The discussion would benefit from **more critical insights** and **comparisons with existing studies** cited in the review.

5. Citations and References: References are relevant and contextually appropriate, covering both foundational theories (e.g., Brown & Levinson, Leech) and recent local studies. However:

- Some **APA 7 formatting errors** persist (e.g., inconsistent journal title styles, missing volume or issue numbers).
- A few references mentioned in-text are **missing in the reference list** and vice versa.

Strengths

- Strong cultural and educational relevance.
- Detailed survey covering various communication contexts.
- Positive findings with clear recommendations for institutional action.

Areas for Improvement

- Improve grammar, conciseness, and overall writing clarity.
- Add analytical depth to data interpretation.
- Enhance methodological transparency (tool validation, sampling rationale).
- Standardize citation formatting and match in-text references with the list.