

International Journal of Advanced Research

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REVIEWER'S REPORT

Manuscript No.: IJAR-52845

Date: 16.07.25

Title: Analyzing the Impact of Social Media Health-Related Videos on Public Health Behavior

Recommendation:

Accept as it is

Accept after minor revision...**MINOR REVISION**

NEEDS.....

Manuscript should follow the **format** of journal.

Index , literature review etc should be removed.

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

Reviewer Name: PROF DR DILLIP KUMAR MOHAPATRA

Date: 16.07.25

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.

Detailed Reviewer's Report

Study Limitations

- **Sample Size:** The study included only 101 respondents, which may limit the generalizability of findings to the larger population.
- **Self-Reported Data:** The survey relied on self-reported behaviors, which could introduce bias.
- **Geographical Focus:** Most respondents were from Punjab and nearby regions, limiting insights into other cultural and geographical contexts.

Future Research Directions

- **Broader Sample Size:** Conduct studies with larger, more diverse sample sizes to increase generalizability.
- **Objective Measures:** Use objective measures to assess behavioral impact and credibility assessment.
- **Comparative Analysis:** Compare the impact of health-related videos on public health behavior across different social media platforms.

Conclusion

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The study highlights the need for regulatory measures and greater public awareness to mitigate the risks of misinformation. Social media platforms, healthcare professionals, and public health organizations must work together to promote accurate and evidence-based health information.