

## REVIEWER'S REPORT

Manuscript No.: IJAR-52845

Date: 17-07-2025

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

### Recommendation:

**Accept as it is .....YES.....**

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 Aamina

### Reviewer's Comment for Publication.

### General Assessment:

The manuscript presents a timely and relevant investigation into the influence of health-related content on social media platforms—specifically focusing on how such content affects public health behavior. The study offers valuable empirical insights derived from a structured survey, targeting user engagement, information credibility, and behavioral outcomes. It contributes meaningfully to ongoing discourse on health communication in digital spaces.

### Abstract Evaluation:

The abstract concisely summarizes the study's objectives, methodology, key findings, and implications. It effectively highlights the dual nature of social media as both a source of accessible health information and a potential vector for misinformation. The focus on platforms like Instagram and YouTube reflects current usage patterns and enhances the study's relevance.

### Relevance and Contextualization:

The paper addresses a critical area of public health—digital health communication—within the

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context of a rapidly evolving social media landscape. By localizing the study to Punjab and neighboring regions in India, the research provides culturally and demographically specific data that enriches the global conversation on digital health behavior.

### **Methodological Approach:**

The methodology is structured and appropriate for the research objectives. The use of a cross-sectional survey enables the authors to assess public perceptions and behaviors with reasonable breadth. Elements such as the description of study design, population sample, confidence levels, and statistical analysis indicate methodological rigor.

### **Findings and Interpretation:**

The findings reveal high engagement with health-related videos and point to a notable gap in public capacity to discern credible information. Respondents reported behavioral changes based on social media content, ranging from mild experimentation to health consequences, highlighting the real-world impact of digital misinformation. The study clearly illustrates the behavioral link between content consumption and individual decision-making.

### **Clarity and Organization:**

The manuscript is logically structured, with well-defined sections and a coherent flow. The contents list ensures navigability and enhances reader comprehension. The discussion links empirical results to broader public health implications, reinforcing the importance of the topic.

### **Theoretical and Practical Contribution:**

The study contributes to both theoretical discussions on media effects and practical debates on digital health literacy. It sheds light on the mechanisms through which media shapes health behavior and offers a foundation for future research and policy exploration concerning digital health regulation and education.

### **Originality and Scholarly Value:**

The manuscript addresses a research niche with growing importance—namely, the behavioral impact of online health content in non-Western, regional populations. This localized yet globally relevant focus lends originality and practical importance to the study. It also captures real-time data on a phenomenon that continues to evolve.

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### **Final Recommendation:**

This manuscript is a timely, relevant, and empirically sound contribution to the field of public health and digital media studies. It offers meaningful insights into the behavioral consequences of social media health content and supports the broader academic understanding of health communication in the digital age.

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