REVIEWER'S REPORT

Manuscript No.: IJAR-54013   **Date: 26-09-2025**

Title: THROUGH SEM MODEL IDENTIFY THE INFLUENCE OF SOCIAL MEDIA ON COLLEGE STUDENTS IN ERODE DISTRICT.

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: Mr. Bilal Mir

Reviewer's Comment for Publication

The manuscript provides an empirical investigation into the impact of social media usage among college students in Erode district, Tamil Nadu, using the Technology Acceptance Model (TAM) and Structural Equation Modeling (SEM). It addresses an important topic by linking social media adoption to educational outcomes, perceived usefulness, ease of use, and intention to use. The use of quantitative methods, including ANOVA and SEM, strengthens the reliability of findings.

Strengths

- Clear objectives and a well-defined research gap focusing on social media's educational impact.
- Use of TAM framework provides a solid theoretical basis for analyzing behavioral intention.
- Good sample size (n=210) with demographic breakdown, allowing meaningful analysis.
- Comprehensive review of relevant literature contextualizing findings.

REVIEWER'S REPORT

- SEM analysis provides valuable insights into the relationships among perceived usefulness, perceived ease of use, and intention to use social media.

Suggestions for Minor Revision

1. **Language and Style**
   - Edit for grammar and punctuation; several sentences are long and need restructuring (e.g., lines 8–12, 33–42).
   - Standardize capitalization and spacing (e.g., "Facebookis" → "Facebook is").
   - Correct minor typos (e.g., "hashighly impacted" → "has highly impacted").

2. **Formatting & Tables/Figures**
   - Ensure that all tables and figures are clearly formatted with captions aligned to journal style.
   - SEM figure (Fig. 1) should include path coefficients and fit indices for clarity.

3. **Data Interpretation**
   - Clarify statements regarding ANOVA results: some text suggests acceptance/rejection of the null hypothesis inconsistently (lines 215–217).
   - Provide brief discussion on why perceived ease of use has a stronger influence than perceived usefulness—linking it to behavioral trends among students would strengthen the discussion.

4. **Conclusion & Recommendations**
   - Streamline the conclusion section for clarity; some points (e.g., differences between male and female usage) are repeated.
   - Include a note on policy/educational implications for colleges to leverage social media effectively for academic purposes.

Conclusion

The study contributes valuable insights into the role of social media in college students' educational engagement in Erode district. With minor revisions to language, formatting, and clarity of interpretation, this paper is suitable for publication.