

Review Form 3

Journal Name:	Asian Research Journal of Arts & Social Sciences
Manuscript Number:	Ms_ ARJASS _130311
Title of the Manuscript:	The Applicability of Social Media Platforms for Academic Purposes: A Case of Selected Higher Learning Institutions in Tanzania
Type of the Article	Original Research Article

General guidelines for the Peer Review process:

This journal’s peer review policy states that **NO** manuscript should be rejected only on the basis of ‘**lack of Novelty**’, provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

<https://r1.reviewerhub.org/general-editorial-policy/>
Important Policies Regarding Peer Review

Peer review Comments Approval Policy: <https://r1.reviewerhub.org/peer-review-comments-approval-policy/>
Benefits for Reviewers: <https://r1.reviewerhub.org/benefits-for-reviewers>

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	<p>This manuscript is of significant importance to the scientific community as it sheds light on the applicability of social media platforms for academic purposes in higher learning institutions. The study's findings have implications for educators, policymakers, and researchers seeking to understand the role of social media in supporting student learning outcomes. By examining the use of social media platforms in an African context, this manuscript contributes to the growing body of research on the digital divide and the potential of technology to enhance education in developing countries. Furthermore, the study's results can inform the development of strategies to leverage social media platforms for academic purposes, ultimately improving student engagement, participation,</p> <p>Additionally, this manuscript is important because it highlights the need for educators and institutions to reconsider their approach to social media use in academic settings. Rather than viewing social media as a distraction or a hindrance to learning, the study suggests that it can be a valuable tool for supporting student learning outcomes. The manuscript also underscores the importance of considering the cultural and contextual factors that influence social media use in academic settings, and the need for further research on this topic in diverse contexts. Overall, this manuscript has the potential to contribute meaningfully to the ongoing conversation about the role of technology in education, and to inform the development of innovative strategies for supporting student learning in the digital age.</p> <p>The significance of this manuscript can also be seen in its potential to inform policy and practice in higher education. By providing insights into the ways in which social media can be used to support student learning, the study's findings can inform the development of policies and guidelines for social media use in academic settings. This can help to ensure that social media is used in ways that are safe, responsible, and effective, and that students are able to reap the benefits of social media use while minimizing its potential risks. Moreover, the manuscript's focus on the African context highlights the need for more research on the use of social media in academic settings in developing countries, and the importance of considering the unique challenges and opportunities that arise in these contexts.</p> <p>In terms of its contribution to the existing literature, this manuscript builds on previous research on the use of social media in academic settings, and extends our understanding of the ways in which social media can be used to support student learning outcomes. The study's findings also have implications for theories of learning and technology use, and can inform the development of new frameworks and</p>	Acknowledging and appreciating reviewer's positive comments.

Review Form 3

	models for understanding the role of social media in education. Overall, this manuscript is an important contribution to the scientific community, and has the potential to make a meaningful impact on our understanding of the role of social media in academic settings.	
Is the title of the article suitable? (If not please suggest an alternative title)	<div>1. Clear and concise: The title clearly conveys the main topic of the study, which is the applicability of social media platforms for academic purposes.</div> <div>2. Specific context: The title specifies the context of the study, which is higher learning institutions in Tanzania. This helps to narrow down the scope of the study and provides a clear focus.</div> <div>3. Relevant keywords: The title includes relevant keywords such as "social media platforms", "academic purposes", and "higher learning institutions", which can help with search engine optimization (SEO) and make the study more discoverable.</div> <div>4. Research-oriented: The title has a research-oriented tone, which is suitable for an academic study.</div> <div>On the basis of the above the title is suitable.</div>	Acknowledging and appreciating reviewer's positive comments.

Review Form 3

Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	<p>The abstract provided is comprehensive and effectively summarizes the study's objectives, methodology, results, and conclusions. However, I do have some suggestions to enhance its clarity and effectiveness:</p> <ol style="list-style-type: none">1. Add a brief background: Consider adding a sentence or two to provide context about the importance of social media in academic settings and the need for this study.2. Clarify the research question: While the aim is mentioned, it would be helpful to explicitly state the research question or hypothesis that guided the study.3. Specify the institutions: Instead of just mentioning "higher learning institutions," consider specifying the types of institutions (e.g., universities, colleges, polytechnics) or the level of study (e.g., undergraduate, graduate).4. Provide more detail on the methodology: While the abstract mentions the use of SPSS 25 and Cronbach's Alpha coefficient, it would be helpful to provide more information on the survey instrument, sampling strategy, and response rate.5. Highlight the key findings: The abstract mentions the leading social media platforms, but it would be helpful to emphasize the most significant findings, such as the positive impact of social media on academic matters.6. Use a more concise conclusion: The conclusion could be more concise and focused on the main implication of the study, rather than providing a general statement about the potential of social media in education. <p>Here's an edited version of the abstract incorporating these suggestions: it is a sample only</p> <p>Background: The increasing use of social media in academic settings has raised questions about its potential to support student learning. This study aims to examine the applicability of social media platforms for academic purposes in higher learning institutions in Tanzania.</p> <p>Aim: To investigate the use of social media platforms for academic purposes (add objectives)</p> <p>Methodology: A cross-sectional survey was conducted among 318 students from six regions in Tanzania, using a structured questionnaire. The data were analyzed using SPSS 25, and Cronbach's Alpha coefficient was used to determine the reliability and internal consistency of the items.</p> <p>Results: The study found that WhatsApp, YouTube, Facebook, X (formerly Twitter), and Instagram are the most commonly used social media platforms for academic purposes. A multiple linear regression model revealed that social media usage explains 57.9% of the variance in students' academic matters, with a statistically positive significance ($p < 0.005$).</p> <p>Conclusion: The study suggests that social media platforms can be effectively used to support student learning, particularly in sharing assignments, handouts, and homework. The findings imply that social media can be blended with conventional learning approaches to enhance student participation and engagement.</p>	<p>Acknowledging and appreciating reviewer's positive comments. The abstract has been updated and reads as:</p> <p>Background: The increasing use of social media in academic settings has raised questions about its potential to support student learning. Recent studies examined the impact and usage of social media platforms in other parts of the world, but Sub-Sahara Africa remains unattended. This study examines the applicability of social media platforms for academic purposes in colleges and tertiary institutes in Tanzania.</p> <p>Aim: To investigate the use of social media platforms for academic purposes. The study aims to identify frequent social media platforms used for academic purposes, identify male-female statistical usage distribution, and identify the applicability of social media platforms for academic purposes.</p> <p>Study design: The study employed a cross-sectional and quantitative approach to provide more reliable and generalizable results. Mention the design of the study here.</p> <p>Place and Duration of Study: The study was conducted across six (6) regions in Tanzania: Dar es Salaam, Dodoma, Mbeya, Kilimanjaro, Mwanza, and Singida between July and December 2023.</p> <p>Methodology: The study involved 318 students from higher colleges, including undergraduate, diploma, and technician certificate students. It used purposeful sampling among college students and both offline and online questionnaires, with a response rate of 90%. Data were analyzed using SPSS 25, and Cronbach's Alpha coefficient was used to determine the reliability and internal consistency of the items. The significance of the parameter difference in this study was analyzed using Analysis of Variance. A multiple linear regression model was used to assess the applicability of social media platforms for academic purposes in higher learning institutions.</p> <p>Results: The study found that WhatsApp, YouTube, Facebook, X (formerly Twitter), and Instagram are the most commonly used social media platforms for academic purposes. A multiple linear regression model revealed that social media usage explains 57.9% of the variance in students' academic matters, with a statistically positive significance ($p < 0.005$).</p> <p>Conclusion: The study suggests that social media platforms can effectively support student learning, particularly in sharing assignments, handouts, and homework. It implores that social media platforms can be blended with conventional learning approaches to enhance student participation during their learning trajectory.</p>
Is the manuscript scientifically, correct? Please write here.	<p>Yes scientifically correct but needs some improvement- In the abstract, consider adding a brief background on the importance of social media in academic settings.</p> <ul style="list-style-type: none">- In the introduction, consider providing more context on the current state of social media usage in Tanzania.- In the methodology section, consider providing more details on the questionnaire design and the sampling strategy.- In the discussion section, consider providing more context on the implications of the findings and the potential limitations of the study. <p>- In the conclusion section, consider summarizing the main findings and implications, and providing recommendations for future research.</p>	<p>Acknowledging and appreciating reviewer's positive comments and suggestions:</p> <ul style="list-style-type: none">- The abstract has been updated- Conclusion section featured findings, implications, and recommendations for future studies- The discussion section now features a separate sub-section to discuss the implications of the findings.
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	<p>Yes, Reference is suitable</p>	<p>Acknowledging and appreciating reviewer's positive comments.</p>

Review Form 3

Is the language/English quality of the article suitable for scholarly communications?	Yes communicable and most suitable but Improving the language will enhance clarity and ensure the message is conveyed effectively.	Acknowledging and appreciating reviewer's positive comments.
Optional/General comments	The article suitable and can published after making some given necessary additions and revisions.	Acknowledging and appreciating reviewer's positive comments.

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	No ethical issues.