

Review Form 3

Journal Name:	Asian Journal of Probability and Statistics
Manuscript Number:	Ms_AJPAS_130529
Title of the Manuscript:	Assessing the most frequently viewed media content and its effect on the moral construct of Ghana youths: The case of Tamale Technical University
Type of the Article	Journal article

PART 1: Comments

	Reviewer’s comment	Author’s Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
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.	This article examines the impact of social media consumption and media content on the morality and behavior of university students, particularly in Ghana. This is important for the scientific community as it provides empirical insights into how digital platforms contribute to social change, both positively and negatively. Findings such as the impact of adult content on morality and the popularity of certain media genres among youth can be used to inform educational policy, media regulation, and support further research on youth behavior.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title “Assessing the most frequently viewed media content and its effect on the moral construct of Ghana youths: The case of Tamale Technical University” is quite relevant. However, it could be more concise or tailored to highlight the morality and behavioral aspects at the core of the study, such as “The Effect of Media Consumption on the Morality of Ghanaian Youth: A Case Study of Tamale Technical University.”	
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.	The abstract of this article is comprehensive, including objectives, methods, results, and recommendations. However, it needs to be improved by adding a positive perspective, specifying objectives, and making more practical recommendations. Also, the results section needs to be summarized to make it more efficient and in accordance with scientific abstract standards.	
Is the manuscript scientifically, correct? Please write here.	In general, the manuscript meets scientific standards. The methodology is clear with a cross-sectional design and stratified sampling. Data analysis using Structural Equation Modeling (SEM) is relevant to the research objectives. However, the results tend to be descriptive and could be further deepened with inferential analysis that highlights causal relationships.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references used are adequate and refer to relevant studies. Some references related to social media are fairly recent (2018-2021). However, the authors could add more recent literature (2022-2024) to increase relevance.	
Is the language/English quality of the article suitable for scholarly communications?	The article's language is clear, but there are some grammatical and sentence structure errors that may confuse the reader. I suggest professional editing to improve the text's readability, especially for international readers who use English as an academic language.	
Optional/General comments	Overall, this is a good article. The article discusses the influence of media consumption on the morality of Ghanaian university students, focusing on the impact of adult content and social media platforms. This study is important because it provides insight into the relationship between media and social behavior. The title is relevant, although it could be more concise. The methodology is clear with valid data analysis. References are adequate, although additional recent literature would increase relevance.	

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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)	

Reviewer Details:

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