

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	Empirical Research

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.	The manuscript titled "Assessing the most frequently viewed media content and its effect on the moral construct of Ghana youths: The case of Tamale Technical University" provides valuable insights into the influence of media on youth behaviour and morality. Understanding the impact of media content on young individuals is crucial for developing effective regulatory policies and educational programs. The findings contribute to the broader field of media studies and sociology, offering empirical evidence that can inform future research and interventions. Additionally, the study highlights the need for stricter media regulations to mitigate the promotion of social vices, thus fostering a more positive and healthy media environment.	
Is the title of the article suitable? (If not please suggest an alternative title)	The current 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 descriptive but somewhat lengthy and could benefit from refinement for clarity and conciseness. A more focused title would better reflect the study's scope and main findings. Suggested alternative title: "Impact of Media Content on the Moral Construct of Youth: A Study at 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 the article is generally comprehensive, but there are a few areas where it could be improved for better clarity and completeness.	
Is the manuscript scientifically, correct? Please write here.	The manuscript appears to be scientifically correct based on the information provided in the abstract. The research addresses an important topic examining the influence of media content on youth behavior and moral constructs and employs appropriate methodologies such as a cross-sectional design, stratified sampling, and Structural Equation Modelling (SEM). These methods align with the study's objectives and are suitable for analyzing the relationship between media consumption and moral behavior.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references included in this manuscript seem pretty comprehensive and well-relevant to the focus of the current paper. They range from different aspects, such as those related to media influences, social behaviors, and necessary methodological approaches for the studies. However, to make the manuscript updated with fresh research, one may recommend looking at some recently published studies to include in one's reference list.	

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Is the language/English quality of the article suitable for scholarly communications?	The language and English quality of the article are generally suitable for scholarly communications. The text is clear, coherent, and follows an academic tone, which is essential for scholarly writing. However, there are some grammatical and structural improvements that could enhance its clarity and precision.	
Optional/General comments	<p>Based on the detailed review and considering the strengths and areas for improvement, I would give this manuscript an overall score of 7.5. This places it in the "Major Revision" category.</p> <p>Reviewer's comment</p> <p>The authors should address the following:</p> <ul style="list-style-type: none"><li>• Reframe the aims to be more specific: There is a problem in the articulation of the sentence. This should be rephrased as: "This article identifies the influence of social media on students' behavior, the role of media content in promoting social vices, and the most cherished media programs among the youth."</li><li>• Provide a rationale for the chosen methodology: The description of SEM may require a little more elaboration to explain its appropriateness and application in the study.</li><li>• Organize and interpret the results more effectively: The sentence would be better recast for readability as follows: "The most preferred genre among students is football, at 49.5%, followed by news, 12.5%, and comedy, 10%. WhatsApp, at 43%, is the most preferred platform among 73% subscribers of streaming services. As far as content preference goes, adult content is the most preferred at 44.5%, followed by movies at 34%, while web series is the least preferred at 4% only."</li><li>• Streamline the conclusion to avoid redundancy</li><li>• Expand recommendations to include actionable and practical strategies.</li></ul>	

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)	

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