

Review Form 1.6

Journal Name:	Journal of Experimental Agriculture International
Manuscript Number:	Ms_JEAI_92814
Title of the Manuscript:	“Impact of social media selected TV programmes on current social issues and factors affected the categories of viewers”
Type of the Article	Original Research Article

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

<https://www.journaljeai.com/index.php/JEAI/editorial-policy>)

PART 1: Review Comments

	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)
Compulsory REVISION comments	<p>A good effort, the author tried to make contribution to the body of knowledge. However, I suggest the article to have Major revision to be more scientific and quality research. Below are the lists of my comments:</p> <p>ABSTRACT: It will be better, the abstract included study purpose, method and finding.</p> <p>INTRODUCTION 1. It would be better to have explanations what is social media (based on your title) 2. There were no citation form other previous studies. Are there no previous studies in this field? How does the author know the issues? 3. It would be better to include the gap in Literature such as What have been done in previous studies? 4. What is the motivation for this study? May be included problem statement and statistics to support the statements</p> <p>METHODOLOGY 1. Please clarify this section. Who are respondents? New channels or localities? Random sampling? Please write detail 2. Please clarify what is DV and IV?</p> <p>RESULTS AND DISCUSSION 1. Will be better to have citation from previous studies to support all the statement. 2. Plaese answer your Research Questions 3. Need more discussion inline with your title and research questions</p>	
Minor REVISION comments		
Optional/General comments		

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PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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