

Review Form 1.7

Journal Name:	Asian Journal of Research in Computer Science
Manuscript Number:	Ms_AJRCOS_119564
Title of the Manuscript:	Smart Media or Biased Media: The Impacts and Challenges of AI and Big Data on the Media Industry
Type of the 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.journalajrcos.com/index.php/AJRCOS/editorial-policy>)

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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)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>1. The manuscript is highly important for the scientific community. It addresses the pressing issues of ethical challenges and biases introduced by AI and big data in the media industry, offering significant insights into how these technologies shape content diversity, viewer experiences, and societal norms.</p> <p>2. Yes, title is suitable.</p> <p>3. The abstract of the article is comprehensive as it provides a clear and concise overview of the study's objectives, methodologies, key findings, and recommendations.</p> <p>4. Yes, the subsections and structure of the manuscript appear to be appropriate.</p> <p>5. The manuscript appears to be scientifically correct.</p> <p>6. The references appear to cover a range of significant topics related to AI, big data, and their impacts on the media industry.</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>the language and English quality of the article appear to be suitable for scholarly communications.</p>	
<p>Optional/General comments</p>	<p>1- Try to include more recent studies and a broader range of sources. 2- I need to see more case studies of media companies successfully mitigating AI biases. 3- Try to integrate insights from psychology, sociology, and cultural studies to understand the broader impact of AI and big data.</p>	

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

Reviewer Details:

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