

REVIEWER'S REPORT

Manuscript No.: JNHST-108

Title: DIGITAL MEDIA AND SOCIAL CHANGE: EXPLORING THE IMPACT OF SOCIAL NETWORKING PLATFORMS ON HUMAN RELATIONSHIPS AND CULTURAL VALUES.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality			✓	
Clarity		✓		
Significance		✓		

Reviewer Id: JPR-275

Reviewer's Comment for Publication.

The manuscript addresses a relevant contemporary topic and provides a comprehensive discussion of the influence of digital media on human relationships, digital identity, cultural transformation, social belonging, and digital literacy. The study is logically organized, with clearly defined objectives and research questions, and presents a balanced perspective on the benefits and challenges of social networking platforms. However, the research methodology lacks sufficient detail regarding literature search strategies, selection criteria, databases, and the time frame of the reviewed studies. The theoretical framework requires stronger integration with the discussion, and the literature review would benefit from additional scholarly references and more critical comparison of existing research. The manuscript should also clarify its original contribution and identify specific research gaps. Minor improvements in language, citations, and formatting are recommended. Overall, the manuscript has academic relevance and practical significance but requires minor revisions to strengthen its methodological transparency, critical depth, and scholarly contribution before publication.