



REVIEWER'S REPORT

Manuscript No.: IJAR-56403

Title: Social Media Addiction and Work–Life Balance among Youth: Empirical Evidence

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's ID: JPR-002

Detailed Reviewer's Report

The manuscript titled “*Social Media Addiction and Work–Life Balance among Youth: Empirical Evidence*” presents a timely and relevant investigation into the relationship between social media addiction and perceived work–life balance among young individuals aged 16–27 years. The topic is contemporary and significant, particularly in the context of increasing digital immersion among youth. The study attempts to bridge an identified research gap by integrating social media addiction with work–life balance within a unified analytical framework, especially in the Indian context where empirical evidence remains comparatively limited. The manuscript is generally well-structured, logically organised, and written in a clear academic tone.

The introduction provides adequate background and successfully establishes the importance of examining social media addiction beyond mental health outcomes, extending the discussion to role balance and resource allocation. The review of literature is comprehensive and draws upon relevant prior studies to justify the conceptual positioning of the research. However, while the literature is descriptive and well-synthesised, it could be strengthened by offering deeper critical comparison between previous findings and more explicitly identifying theoretical inconsistencies or unresolved debates. The integration of the Conservation of Resources (COR) perspective is appropriate and theoretically sound, and it effectively supports the proposed hypotheses. The distinction between internal and external addiction factors represents a meaningful conceptual contribution, adding nuance to existing discussions that often treat social media addiction as a unidimensional construct.

REVIEWER'S REPORT

The conceptual framework is clearly articulated, and the hypotheses logically follow from the theoretical discussion. The methodology section is adequately detailed, explaining sampling procedures, measurement design, and statistical techniques. The use of MANOVA and regression analysis is appropriate for the stated objectives. However, the reliance on convenience sampling and a relatively modest sample size ($n = 100$) limits generalisability. Additionally, while reliability statistics are reported, the Cronbach's alpha for the external addiction factor (0.619) is marginal and would benefit from further scale refinement or justification. The manuscript would also be strengthened by providing more detailed information regarding item development, pilot testing procedures, and potential construct validation measures such as factor analysis.

The results are clearly presented and logically interpreted. The statistical findings are consistent with the hypotheses, and the regression analysis demonstrates moderate explanatory power. The finding that internal psychological factors exert a stronger influence on work-life balance than external situational factors is theoretically meaningful and well-discussed. The absence of significant demographic differences is interesting and has practical implications, though the discussion could elaborate further on why such uniformity may exist within the sampled population. The section on digital detox practices adds practical relevance but would benefit from more quantitative detail and analytical depth.

The discussion and conclusion appropriately connect the findings to theoretical and practical implications. The manuscript successfully highlights the importance of psychological self-regulation and boundary management in digitally mediated environments. The implications for educators, employers, and policymakers are relevant and realistically framed. Limitations are acknowledged, particularly the cross-sectional design and self-reported measures, though future research directions could be expanded further to include longitudinal designs, behavioural tracking data, or mediation/moderation analysis.

In terms of presentation, minor language refinements are needed in a few sections to correct typographical inconsistencies and improve formatting clarity (e.g., spacing, alignment of tables, and minor repetition in interpretation statements). Reference formatting appears largely consistent, though careful proofreading is recommended to ensure adherence to the target journal's citation style.

Overall, the manuscript makes a meaningful empirical and conceptual contribution to the literature on digital well-being and youth behavioural research. With moderate revisions focusing on

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REVIEWER'S REPORT

scale validation clarity, deeper analytical discussion, and minor editorial refinement, the paper would be suitable for publication.