

REVIEWER'S REPORT

Manuscript No.: IJAR-57179

Title: Health Communication in the Digital Era: New Media Influence on Knowledge, Attitudes, and Practices of University Students in Khyber Pakhtunkhwa Province of Pakistan

Recommendation:

Accept as it is
Accept after minor revision.....Y.....
 Accept after major revision
 Do not accept (*Reasons below*)

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

Reviewer's ID: JPR- 077

Detailed Reviewer's Report

The title is clear, relevant, and well aligned with the study objectives. It effectively reflects the key concepts of health communication, new media, and youth in Khyber Pakhtunkhwa.

The abstract provides a good summary of the study, including objectives, methodology, and findings. It clearly presents the research scope and significance.

The introduction gives a strong contextual background of Pakistan's healthcare and media environment. It justifies the need for the study well but contains some repetition and could be more focused on the core research problem.

The literature review is comprehensive and relevant, covering key theories and previous studies. However, it is more descriptive than analytical and needs better synthesis and organization.

The methodology is clearly described and appropriate for the study. The use of survey and mixed methods is suitable, but convenience sampling limits generalizability and introduces bias.

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The results are well presented with detailed tables and figures. However, some sections include interpretation rather than pure results, and redundancy could be reduced.

The conclusion summarizes the findings well and highlights both opportunities and challenges of social media in health communication. It is slightly repetitive and needs more conciseness.

The limitations are appropriately identified, including sampling and contextual constraints. However, they are general and could include deeper methodological critique.

The recommendations are relevant and forward-looking, focusing on media literacy and rural inclusion. However, they are broad and need prioritization and more specificity.