



REVIEWER'S REPORT

Manuscript No.: IJAR-57205

Title: An Assessment on the Digital Facebook Page as Means of Information Dissemination

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-180

Detailed Reviewer's Report

The paper titled "*An Assessment on the Digital Facebook Page as Means of Information Dissemination*" examines the role of Facebook as a communication tool in local governance, particularly within selected barangays in the City of Malolos. The study is relevant and timely, as it addresses the increasing reliance on social media platforms for public information dissemination, especially in the context of e-governance. The introduction effectively situates the research within broader technological and societal changes, emphasizing how digital platforms have transformed communication between governments and citizens. The study is grounded in a solid review of literature, drawing from both global and local perspectives on social media use in governance. It incorporates previous studies on citizen engagement, digital communication, and e-government practices, which helps establish a strong theoretical framework. The discussion on the Philippine context, particularly the high usage of Facebook among citizens, strengthens the relevance of the research. However, while the literature is extensive, it could benefit from a more critical synthesis rather than a largely descriptive presentation of sources.

Methodologically, the paper adopts a mixed-method approach, combining quantitative survey data with qualitative content analysis. The use of 400 respondents across three barangays provides a reasonable sample size, and the application of tools such as Likert scales and EUCS (End-User Computing Satisfaction) adds structure to the analysis. The methodology is generally clear, although there are minor inconsistencies for instance, the explanation of qualitative and quantitative methods could be more precise. Additionally, reliance on student respondents may limit the generalizability of the findings to the broader population. The results and discussion section is detailed and provides valuable insights into user behavior and engagement. The findings reveal that Facebook is the most preferred social media platform among respondents, with videos being the most engaging content type. The study also highlights that while the Facebook pages are effective in terms of content, accuracy, format, and ease of use, they fall short in terms of timeliness. This balanced evaluation strengthens the credibility of the research, as it acknowledges both strengths and weaknesses of the platform in governance.

One of the key strengths of the paper lies in its practical implications. The recommendations such as hiring social media managers, improving content strategies, and conducting training programs are realistic and directly applicable to local government units. These suggestions demonstrate the study's potential contribution to improving public communication and policy implementation at the grassroots level. However, the paper has some limitations. The writing occasionally lacks clarity and contains grammatical inconsistencies, which affect readability. Some sections are repetitive, particularly in discussing the importance of Facebook. Moreover, the study could be strengthened by incorporating comparative analysis with other social media platforms or by including longitudinal data to observe trends over time.

In conclusion, the paper provides a meaningful contribution to the field of digital governance and communication studies. It successfully highlights the significance of Facebook as a tool for information

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dissemination in local government units while also identifying areas for improvement. Despite minor methodological and stylistic issues, the study offers useful insights and practical recommendations that can guide future research and policy development in e-governance.