

Evaluating the Role of Social Media in Promoting Health-Oriented Lifestyles and Behavioral Change: A Health Management Approach




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E d i t o r	R e v i e w e r s
Leila Youzbashi ¹  Department of sport science, Faculty of Humanities, University of Zanjan, Zanjan, Iran l.youzbashi@znu.ac.ir	Reviewer 1: Masoud Mirmoezi ¹  Department of Physical Education and Sport Sciences, Islamic Azad University, Central Tehran Branch, Tehran, Iran. Email: massoudmirmoezi@live.com Reviewer 2: Seyed Mohammad Hosseini ¹  Assistant Professor, Department of Health and Rehabilitation in Sports, Shahid Beheshti University, Tehran, Iran. Email: moh_hosseini@sbu.ac.ir

1. Round 1

1.1 Reviewer 1

Reviewer:

In the introduction, when discussing the significance of lifestyle in public health (paragraph 2), it would be beneficial to include more recent statistics or studies to strengthen the argument about the current global burden of chronic diseases.

The explanation of the Social Cognitive Theory in section 3.1 lacks depth in terms of how it specifically applies to different social media platforms. It would be helpful to provide examples of how specific platforms (e.g., Instagram, Facebook) utilize observational learning in health promotion.

In section 2.5, "Quality Assessment," the methods used to assess the quality of studies should be elaborated. Consider providing a table or appendix summarizing the quality ratings of the key studies reviewed.

In section 3.2, the discussion on the Transtheoretical Model (TTM) is valuable, but it would benefit from a concrete example of how a health campaign has successfully moved individuals through the stages of change using social media.

The review identifies several challenges but does not sufficiently discuss gaps in the literature. Consider adding a paragraph that highlights where future research is needed, especially regarding emerging social media platforms.

Throughout section 4, the discussion on "Influence on Health Behaviors" would be strengthened by including specific case studies or examples of successful social media health campaigns.

In section 5.1, while misinformation is discussed, the impact on specific health outcomes (e.g., vaccination rates, smoking cessation) is not thoroughly analyzed. Provide examples or data to quantify these impacts.

Author revised the manuscript and uploaded the updated document.

1.2 Reviewer 2

Reviewer:

The literature review in the introduction mentions studies by Hu, Jin, & Li (2022) and Cohen (2023), but these references are not discussed in detail later in the review. Consider expanding on these studies in the body of the paper to strengthen the argument.

In section 2.2, "Data Sources and Search Strategy," the search strategy is briefly mentioned. Please provide more detail on the specific search terms used and how Boolean operators were applied. This will enhance the replicability of the study.

The criteria in section 2.3 should be more specific. For example, instead of "Articles that directly address the role of social media," specify the types of health behaviors or social media platforms that were considered relevant.

In section 2.4, while data synthesis is discussed, there is no mention of how conflicting findings from different studies were resolved. Include a description of the approach used to address contradictions in the literature.

Section 5.2 touches on the digital divide but does not provide sufficient examples of how this divide manifests in different regions or populations. Consider including statistics or case studies that illustrate these disparities.

The discussion in section 5.3 on privacy and ethical concerns is somewhat general. It would benefit from specific examples of data breaches or ethical dilemmas related to health promotion on social media.

In section 6.2, the policy recommendations are broad. It would be useful to include a discussion on the feasibility of implementing these policies, considering different governmental and organizational constraints.

Author revised the manuscript and uploaded the updated document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.