




Analyzing Alternative Futures Facing Iranian News Organizations in the Post-Corona Era

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1. Round 1

1.1. Reviewer 1

Reviewer:

The statement "COVID-19 accentuated the informational role of the media more than ever before" would benefit from more specific examples or data, particularly regarding how media consumption metrics changed during the pandemic.

When mentioning "Bell identifies the post-industrial society as an information society," it would be helpful to briefly define what constitutes an "information society" and how it specifically relates to the Iranian context.

The statement "Purposeful sampling was used to collect the sample" needs more detail. Specify the criteria for inclusion and how these criteria ensured a representative and diverse sample of media experts.

The explanation of the Delphi method should include details on the rounds of questioning and how consensus was measured. Was a specific statistical threshold used to determine consensus?

The table lists several extracted codes without sufficient context. Consider providing a brief discussion of each category to explain why these particular codes were significant in the analysis.

The discussion on "death of traditional media with the rise of social network platforms" is quite bold. Provide empirical evidence or data to support this claim or clarify it to reflect a trend rather than a definitive conclusion.

The code "Viewing messages in the night sky with future technologies" is intriguing but unexplained. Provide context or examples to clarify what this entails and its relevance to the study.

The findings mention "control over internet management algorithms and big data." This could be expanded by discussing specific examples of how these factors have influenced media operations in Iran.

Authors revised the manuscripts.

1.2. Reviewer 2

Reviewer:

The discussion on Manuel Castells' theories would benefit from a more nuanced explanation of how the "space of flows" and "real virtuality" have manifested in Iranian news organizations specifically during the post-COVID era.

The text discusses the "diffusion of innovations theory" but does not provide sufficient linkage to the Iranian media context. Explain how this theory specifically applies to the adoption of new media technologies in Iran.

The research question could be more precisely articulated. Consider breaking it down into sub-questions that address the different facets of media transformation (e.g., technological adoption, content strategy changes, etc.).

The description of the sample is vague. Clarify the criteria used for selecting participants in the Delphi method and provide more detail on how "theoretical saturation" was determined.

The statement "media must redefine their position" is very general. Recommend providing specific strategies or frameworks that Iranian news organizations could use to navigate the post-COVID media landscape.

The comparison of the post-COVID era to the years following World War II is compelling but requires more support. Include historical parallels or specific examples to justify this analogy.

The discussion of "new communication and information technologies" should be more closely tied to the empirical findings of the study. How do these technologies specifically align with the codes extracted from the interviews?

The recommendation that "policymakers prioritize future-oriented strategies" is vague. Suggest more concrete actions or policy recommendations that could be implemented based on the findings of this research.

Authors revised the manuscripts.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.