



**Peer-Review Report Form**

|                          |                                                                                              |
|--------------------------|----------------------------------------------------------------------------------------------|
| <b>Manuscript Title:</b> | The Lived Experiences of Content Creator in Creating Social Media Content: A Phenomenography |
| <b>Type of Article:</b>  | Original Article                                                                             |

**FIRST EDITOR**

**Editor**

| <b><u>General Comments and Recommendations</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The reviewers acknowledge the significance of your manuscript and recommend several revisions to further improve its clarity, coherence, organization, and overall scholarly quality. In addition, you are advised to thoroughly review and validate all references included in the manuscript. Please ensure that all cited sources are accurate, accessible, and retrievable through Google Scholar to uphold the credibility and reliability of the study. Additionally, make sure to include the DOI or website link for every reference to facilitate verification and accessibility of sources. Furthermore, only sources that are cited within the manuscript should appear in the References section, and all entries listed in the References section must also be cited in the text. For example, if 20 unique sources are cited in the manuscript, then only those 20 sources should be included in the References section. Please note that repeated citations of the same source within the text are counted as a single reference entry; therefore, the total number of references may be lower than the total number of in-text citations. |

**Reviewer 1**

| <b><u>General Comments and Recommendations</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The manuscript has a good foundation. The exploration of digital platforms relates well to current media discussions. However, I noticed a major confusion between phenomenology and phenomenography throughout the text. These two qualitative designs have different philosophical roots. You must align your theoretical framework and data analysis to just one specific design. Also, the transition to SDG 4 feels abrupt and needs better integration. The language also needs a thorough check to correct plural words and verb agreements. |

| <b><u>Specific Comments and Recommendations</u></b>                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The title has redundancy. You can improve it. For example, change it to: 'The Lived Experiences of Social Media Content Creators: A Phenomenography'. Ensure the word 'Creator' is plural.                                                                                                 |
| <b>Abstract</b><br>The abstract summarizes the study well. But it lacks a clear statement of the exact research gap. Also, please correct grammatical errors. For instance, the phrase 'experiences on content production is a goal oriented endeavor' should have correct verb agreement. |
| <b>Introduction</b>                                                                                                                                                                                                                                                                        |



Your introduction provides good context. The inclusion of Media Ecology and Participatory Culture is appropriate. However, the mention of Mindanao and Cotabato appears very late. You should introduce the geographical context earlier. The connection to SDG 4 looks forced. You need to explain exactly how digital content links to quality education.

**Methodology**

This section needs heavy revision. You state the design is phenomenography, but you constantly cite phenomenology experts like Moustakas. Phenomenography studies the variations in conceptions, while phenomenology studies the essence of a lived phenomenon. You must choose one and use the correct authorities. Furthermore, please remove the word 'will' in your data collection procedure because the study is already done. Past tense is necessary.

**Results and Discussion**

The themes are excellent. The quotes from participants provide strong evidence. But the discussion sometimes feels repetitive. You should connect your results back to McLuhan and Jenkins to deepen the theoretical analysis.

**Conclusion and Recommendations**

Your conclusion restates the results nicely. For recommendations, try to provide more actionable steps for policymakers and platform developers.

**References**

Please ensure all citations in the text appear in the reference list with proper format. Some references lack consistent capitalization.

**Please indicate your recommendation by checking the appropriate box below.**

| <b><u>Decision</u></b> |                                                                                                                                          |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
|                        | Accept the manuscript for publication.                                                                                                   |
| /                      | Reconsider the manuscript after the authors have satisfactorily addressed and complied with the reviewers' comments and recommendations. |
|                        | Reject the manuscript, as it is not suitable for publication.                                                                            |

**Reviewer 2**

| <b><u>General Comments and Recommendations</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The manuscript discusses a timely and relevant experience of social media content creators. The participants also provided meaningful accounts that may contribute to understanding digital work. However, I have one major ethical concern regarding the protection and identification of the participants.                                                                                                                                                                                                                                                                           |
| <b><u>Specific Comments and Recommendations</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| The manuscript states that pseudonyms will be used and that the identity of participants will remain confidential. However, the results directly mention the full names of several participants, while other participants are represented only through initials. Considering that the participants were selected from a published "Top 50" list, have at least 100,000 followers, and provided detailed quotations about their income, personal challenges, beliefs, and professional practices, they can be easily identified. It is not clear whether each participant gave specific |



written consent to publish their real name and attributable statements. General consent to participate in an interview is not automatically a consent for public identification in a journal article.

The authors must provide clear evidence that the ethics committee approved the disclosure of participant identities and that the participants explicitly agreed to be named in the publication. The ethics approval number and date should also be stated. If this permission was not obtained before data collection and publication, all names, initials, occupations, locations, and other identifying details must be properly anonymized. However, even anonymization may be difficult because the sampling source and quotations can still reveal the participants.

**Please indicate your recommendation by checking the appropriate box below.**

| <u><b>Decision</b></u> |                                                                                                                                          |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
|                        | Accept the manuscript for publication.                                                                                                   |
| /                      | Reconsider the manuscript after the authors have satisfactorily addressed and complied with the reviewers' comments and recommendations. |
|                        | Reject the manuscript, as it is not suitable for publication.                                                                            |

**SECOND ROUND**

| <u><b>Decision</b></u>                                                                                                                   | <u><b>Editor</b></u> | <u><b>Reviewer<br/>1</b></u> | <u><b>Reviewer<br/>2</b></u> |
|------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------------|------------------------------|
| Accept the manuscript for publication.                                                                                                   | /                    | /                            | /                            |
| Reconsider the manuscript after the authors have satisfactorily addressed and complied with the reviewers' comments and recommendations. |                      |                              |                              |
| Reject the manuscript, as it is not suitable for publication.                                                                            |                      |                              |                              |