

**Paper: “Measuring the Success of Grandpa Aki’s Short Video Series in Cross-cultural Transmission of Traditional Chinese Culture”**

**Submitted: 27 May 2024**

**Accepted: 12 August 2024**

**Published: 31 August 2024**

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Doi: 10.19044/esj.2024.v20n23p11

Peer review:

Reviewer 1: Stefan Vladutescu  
University of Craiova, Romania

Reviewer 2: Edona Llucaçaj  
University College Beder, Albania

Reviewer 3: Jorge Tenório Fernando  
Paula Souza State Center for Technological Education - FATEC, Brazil

Reviewer 4: Sharad K. Soni  
Jawaharlal Nehru University, India

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Reviewer A:

Recommendation: Revisions Required  
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**The TITLE is clear and it is adequate to the content of the article.**

The title of the manuscript reflects its content.

**The ABSTRACT clearly presents objects, methods, and results.**

The abstract correctly retains the objective, theme, method of investigation and research results.

**There are a few grammatical errors and spelling mistakes in this article.**

It would be good for the manuscript to be read by a native English speaker.

**The study METHODS are explained clearly.**

The method used is appropriate to the topic approached.

**The body of the paper is clear and does not contain errors.**

The results are relevant.

**The CONCLUSION or summary is accurate and supported by the content.**

The conclusions of the manuscript are based on the investigation carried out.

**The list of REFERENCES is comprehensive and appropriate.**

It is necessary to update the bibliography with 2-4 relevant works from 2023, 2024.

It is required that these references be from the area of Africa, Europe, USA, etc., because the bibliography used seems to be from a single area. ESJ has permeability all over the world.

*Please rate the TITLE of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the ABSTRACT of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the LANGUAGE of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the METHODS of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the BODY of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the CONCLUSION of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the REFERENCES of this paper.*

[Poor] 1-5 [Excellent]

2

**Overall Recommendation!!!**

Accepted, minor revision needed

**Comments and Suggestions to the Author(s):**

It is necessary to update the bibliography with 2-4 relevant works from 2023, 2024. It is required that these references be from the area of Africa, Europe, USA, etc., because the bibliography used seems to be from a single area. ESJ has permeability all over the world.

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Reviewer C:

Recommendation: Revisions Required

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**The TITLE is clear and it is adequate to the content of the article.**

the Title is clear adequate for the article being reviewed.

**The ABSTRACT clearly presents objects, methods, and results.**

The Abstract incorporates the necessary information. However, it is advisable to review and enhance it with results.

**There are a few grammatical errors and spelling mistakes in this article.**

There are few grammatical errors in the manuscript. Most of them have been highlighted in the attached review. Special attention should be paid to the use of passive voice instead of "we" to refer to the author. or Chinese people.

**The study METHODS are explained clearly.**

The Methodology/ approach for the analysis is clear and implemented thoroughly. Moreover, the Methods is adequate for the analysis.

**The body of the paper is clear and does not contain errors.**

The body of the article is fluent and enlightening. It is advisable it incorporates more concrete examples from the videos and help the reader understand the author's points. This would enhance the overall quality of the article.

**The CONCLUSION or summary is accurate and supported by the content.**

The conclusions are adequate and compliant with the points made by the author previously.

**The list of REFERENCES is comprehensive and appropriate.**

The references are fairly rich and inclusive, yet they need to be alphabetically ordered.

*Please rate the TITLE of this paper.*

[Poor] 1-5 [Excellent]

5

*Please rate the ABSTRACT of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the LANGUAGE of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the METHODS of this paper.*

[Poor] 1-5 [Excellent]

5

*Please rate the BODY of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the CONCLUSION of this paper.*

[Poor] 1-5 [Excellent]

5

*Please rate the REFERENCES of this paper.*

[Poor] 1-5 [Excellent]

4

**Overall Recommendation!!!**

Accepted, minor revision needed

**Comments and Suggestions to the Author(s):**

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Reviewer D:

Recommendation: Revisions Required

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**The TITLE is clear and it is adequate to the content of the article.**

YES - title summarizes what the paper is about.

**The ABSTRACT clearly presents objects, methods, and results.**

PARTLY - it shows "WHAT" (objectives) and "HOW" (method). However, "SO WHAT" (results, contributions, the value of the paper) is missing.

**There are a few grammatical errors and spelling mistakes in this article.**

YES - there are no visible mistakes.

**The study METHODS are explained clearly.**

PARTLY. It merely shows which sequence steps were taken in the text. That is not properly an academic research method. You could use, for instance, content analysis technique. If so, you may want to check the reference as follows:

Prasad, B. D. (2008). Content analysis. A method in Social Science research. In Lal Das, D.K and Bhaskaran, V (eds.). Research methods for Social Work, New Delhi:Rawat, pp.173-193.

**The body of the paper is clear and does not contain errors.**

PARTLY. It is clear and does not contain errors. However, I recommend a deeper analysis of the research object, i.e. the videos.

**The CONCLUSION or summary is accurate and supported by the content.**

PARTLY: as a result of the previous comments, it lacks some profundity.

**The list of REFERENCES is comprehensive and appropriate.**

YES. It seems appropriate. However, it must be listed in alphabetical order.

Besides, I suggest adding the links to all the Grandpa Aki's youtube videos mentioned into Table 1 directly and/or in the references at the end.

***Please rate the TITLE of this paper.***

[Poor] 1-5 [Excellent]

4

***Please rate the ABSTRACT of this paper.***

[Poor] 1-5 [Excellent]

3

***Please rate the LANGUAGE of this paper.***

[Poor] 1-5 [Excellent]

3

***Please rate the METHODS of this paper.***

[Poor] 1-5 [Excellent]

2

***Please rate the BODY of this paper.***

[Poor] 1-5 [Excellent]

2

***Please rate the CONCLUSION of this paper.***

[Poor] 1-5 [Excellent]

2

***Please rate the REFERENCES of this paper.***

[Poor] 1-5 [Excellent]

3

**Overall Recommendation!!!**

Return for major revision and resubmission

**Comments and Suggestions to the Author(s):**

Your paper brings an interesting subject for discussion, that of a series of Youtube short illustrative videos as a means to convey Chinese traditional culture and values.

To boost and make your research piece more valuable to readers, I suggest you could add a degree of breadth and depth to the core of the study, by tackling:

- 1) the methods - doing a content analysis approach,
- 2) the body - describing in more detail some of the videos, and finally
- 3) the conclusion - presenting a bold summary of your findings as well as your contributions to the research topic.

Anyway, as the true owner of the study, you can weigh those recommendations and make the changes you deem adequate.

Good luck with your efforts,

Your Reviewer.

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Reviewer E:

Recommendation: See Comments

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**The TITLE is clear and it is adequate to the content of the article.**

Although the title is clear and is adequate to the content of the article, it may be considered to be changed as "Measuring the Success of Grandpa Aki's Short Video Series in Cross-cultural Transmission of Traditional Chinese Culture".

**The ABSTRACT clearly presents objects, methods, and results.**

Although the abstract clearly presents objects and results, it lacks methods.

**There are a few grammatical errors and spelling mistakes in this article.**

There are grammatical errors and spelling mistakes which can be rectified during proof-reading.

**The study METHODS are explained clearly.**

Yes, the study methods have been explained clearly.

**The body of the paper is clear and does not contain errors.**

Yes, the body of the paper is clear without having major errors.

**The CONCLUSION or summary is accurate and supported by the content.**

The conclusion appears to be accurate and supported by the content.

**The list of REFERENCES is comprehensive and appropriate.**

Yes, the list of references can be considered as comprehensive and appropriate.

*Please rate the TITLE of this paper.*

[Poor] 1-5 [Excellent]

3

*Please rate the ABSTRACT of this paper.*

[Poor] 1-5 [Excellent]

3

*Please rate the LANGUAGE of this paper.*

[Poor] 1-5 [Excellent]

3

*Please rate the METHODS of this paper.*

[Poor] 1-5 [Excellent]

4

*Please rate the BODY of this paper.*

[Poor] **1-5** [Excellent]

4

*Please rate the CONCLUSION of this paper.*

[Poor] **1-5** [Excellent]

4

*Please rate the REFERENCES of this paper.*

[Poor] **1-5** [Excellent]

4

**Overall Recommendation!!!**

Accepted, minor revision needed

**Comments and Suggestions to the Author(s):**

The manuscript demonstrates a good piece of research work. The uniqueness of this work lies into the fact that the author has taken Grandpa Aki's short video series as an example to highlight how the success of a short video can contribute immensely to the cross-cultural transmission of traditional Chinese culture. Not only he analyses the characteristics and the reasons for the success of the video series he undertook as a case study but also deals with the implications of the cross-cultural transmission of the Chinese traditional culture. Having said that the following minor corrections are suggested: 1. Methods needs to be included in the abstract, and 2. the title of the article may be changed, if the author agrees, as "Measuring the Success of Grandpa Aki's Short Video Series in Cross-cultural Transmission of Traditional Chinese Culture".

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