

OPEN PEER REVIEW

Analysis of Dimensions and Components of Strategy in Media Based on the Meta-Synthesis Method

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
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1. Round 1

1.1. Reviewer 1

Reviewer:

The selection of articles seems robust, but the process of applying the checklist for quality control is not sufficiently detailed. Provide more explanation of how the 15 indicators were used to assess each article (Methods and Materials section). Were any articles excluded based on specific criteria?

The term "meta-synthesis" is briefly explained but would benefit from further elaboration. Specifically, how does this differ from meta-analysis in terms of synthesizing qualitative research?

The sample size of 23 articles is relatively small for meta-synthesis. It would be useful to acknowledge this as a limitation or justify why this number is sufficient to draw meaningful conclusions.

In Table 1, the "rank" of codes is not sufficiently explained in the text. How were these rankings determined, and what do they signify in terms of media strategy importance or relevance?

The categorization of "media strategy as position, pattern, perspective, and plan" (Table 1) is an insightful framework but could benefit from more detailed examples or definitions. How do these categories interrelate, and can one strategy fall under multiple categories?

Authors revised the manuscript and uploaded the document.

1.2. Reviewer 2

Reviewer:

The introduction lacks a clear connection between media strategy and the broader context of its application in contemporary media environments. Consider expanding on the implications of media strategy beyond "turbulent and complex environments" (Paragraph 1) to include digital disruption and globalization.

The article mentions that media affects all aspects of life, but it does not specify how this study fills a research gap in current media strategy literature. Expanding on the unique contributions of your research will strengthen the study's purpose.

The objective to "analyze the dimensions and components of strategy in media" is somewhat broad. It would benefit from being more specific. For example, which particular components or frameworks are you focusing on, and how do they differ from existing frameworks?

The term "strategic learning" (paragraph discussing the Evaluation and Impact Domains) is used but not clearly defined. Consider providing a more thorough explanation of what this entails in the context of media strategy.

While the article discusses theoretical concepts extensively, there is a lack of real-world examples or case studies to demonstrate how these strategies are applied in practice. Including case studies would enhance the applicability of your findings.

Authors revised the manuscript and uploaded the document.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.