Global Conference on Advances in Business and Social Sciences (GCABSS – 2020 Online)

Comments and Questions
GCABSS 2020

Paper No. 201204

Comment 1: The researcher has presented very deep and wide-ranging ideas in the paper. I would have liked to see a more focused and uni-directional focus of the data, the methodology and the analysis in the article.

Reply: The paper focuses on the impacts of a social media tax, it is therefore uni-directional in this sense. It should not be confused with social media. However, we shall consider this comment by focusing on just one type of impact and methodology in preparing the paper for a journal submission.

Comment 2: The research paper is very useful in presenting ideas, and it has the potential to be developed into a study that may be used in with the greater scope. I think the authors should take extra care in the data collection and then assimilate their scholastic approach in a manner that is well connected with outcomes they are pretending to have from the analysis. Please explain.

Reply: Thanks for the comment. Unfortunately, we cannot go back to the field for data collection. As mentioned in the limitations, the data collection period was short given that it was a funded project. Nonetheless, we appreciate and will consider the comment on connecting the outcomes.

Question No. 1: How did you ensure the robustness of the data?

Reply: Data was collected 6 months after the tax was passed. This ensured robustness of the qualitative data as we collected it because the tax and its impacts still had a reasonably fresh effect on the lives of our participants. We also ensured that all our participants accessed social media via the cell phone. The quantitative analysis was another robustness check.

Question No. 2: Can you please explain a bit more about the methodology used in the paper, I think the methodology is a bit uncooked?

Reply: The methodology is robust. Unfortunately, due to time limitations on the presentation we could not explain in detail. Overall, we used a mixed method approach. The qualitative involved an in-depth questionnaire and focus group discussions that were handed out to 106 social media using youth in two districts. We intended to have 119 but one focus group discussion could not hold because the participations thought we were from the government.
There was a mismatch on the number of participants in the abstract and the methodology given in the slides, I apologize for that. We complemented the study with a quantitative approach, using a recent household survey data. We used the OLS and PSM as the estimation strategies.

Question No. 3: Can you please explain the factors that may limit the application of your study’s outcomes?

Reply: At the moment social media tax is exclusive for countries that have passed such a law. As always qualitative results are subjective and may not be obtained if the same research tool is applied to other countries or set of people. Nevertheless, the quantitative results can be applied to other countries. The study is limited because of the small sample of the qualitative approach.