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| Book Name: | [**An Overview of Literature, Language and Education Research**](https://www.bookpi.org/bookstore/product/an-overview-of-literature-language-and-education-research-vol-1/) |
| Manuscript Number: | **Ms\_BPR\_4460** |
| Title of the Manuscript:  | **Exploring Cognitive Dissonance among Undergraduate Students at the University of Cape Coast: Investigating Resistance and Acceptance in the Adoption of Technology** |
| Type of the Article | **Book Chapter** |

**General guidelines for the Peer Review process:**

**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.**

This Book’s peer review policy states that **NO** manuscript should be rejected only on the basis of ‘**lack of Novelty’**, provided the manuscript is scientifically robust and technically sound.

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**Special note:**

**A research paper already published in a journal can be published as a Book Chapter in an expanded form with proper copyright approval.**

**Source Article:**

**This chapter is an extended version of the article published by the same author(s) in the following journal.**

**Creative Education, 15(12): 2499-2520, 2024.**

**DOI: 10.4236/ce.2024.1512152**

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| PART 1: Comments |
|  | Reviewer’s comment**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | The abstract effectively highlights the critical role of cognitive dissonance in shaping students' technology adoption behaviors, particularly within the context of higher education. The study’s integration of the Technology Acceptance Model (TAM) provides a strong theoretical foundation, making it relevant for understanding students' perceived ease of use and usefulness of technology. The findings on peer influence, financial constraints, and digital skills gaps are insightful and align with broader discussions on digital divide challenges. However, the abstract could benefit from further clarity on the specific interventions recommended for reducing cognitive dissonance. While peer mentoring and training are mentioned, a more detailed exploration of how institutions can practically implement these strategies would strengthen the study’s contributions. Additionally, discussing how these findings can be generalized beyond the University of Cape Coast would enhance its broader applicability. Overall, the research offers valuable insights into the psychological and social barriers to technology adoption and presents meaningful recommendations for improving digital integration in academic settings. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | **Yes but we can do more better,** The Digital Dilemma: Understanding Cognitive Dissonance in Technology Adoption |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | The abstract is comprehensive but can be refined for clarity and impact. It should explicitly state the research gap and specify the sample size for methodological clarity. Expanding on how peer support and social influence interact with TAM variables would strengthen findings. Institutional recommendations should include concrete examples like digital literacy programs. Redundant mentions of cognitive dissonance can be streamlined for readability. Instead of broadly stating contributions to literature, specifying how the study extends TAM would enhance relevance. Overall, adding specificity in methodology, findings, and practical applications would improve clarity and make the abstract more compelling. |  |
| **Is the manuscript scientifically, correct? Please write here.**  | **Yes**  |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.****-** | [A Systematic Review on Evaluating the Influence of Social Media Marketing in Higher Education in Current Scenario & Future Implications using the PRISMA Model](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=Z0Ryqs4AAAAJ&citation_for_view=Z0Ryqs4AAAAJ:qjMakFHDy7sC) |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes  |  |
| Optional/General comments |  |  |

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| **PART 2:**  |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?**  | *(If yes, Kindly please write down the ethical issues here in details)* |  |

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| **Reviewer Details:** |
| Name: | **Anonymous reviewer (Only for this stage as per Review policy)** |
| Department, University & Country |  |