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From: XXX YYY <xxx@yyy.zzz>

Sent: Thu, Mar 28, 2013 at 6:11 PM

To: Managing Editor

Subject: Urgent request for clarification for manuscript number 2013/BJEMT/3751

Thank you for your email and for the peer review comments, which is much appreciated.

Indeed the article mentioned has effectively been published in the said journal.

The title of the article which I have sent to your publication is Purifying a Television Viewing Measure for Use in Consumer Socialization Research: An Exploratory and Confirmatory Factor Analysis Approach.

It is correct that the article is based on the same project. It is a combination of instruments used to build a model.

For publication purposes, particularly for the instruments used, we have separated them.

The lit.review opens a discussion on the specific instrument (i.e television viewing) and how the instrument has been used in previous studies.

the methodology is also different in contrast to another paper which was published on family communication.

The technique employed to validate the instrument is however similar to the study published in IJAR-AFMS.

I wish the information can help to clarify the issue.

Note: Modification was done in this email ONLY to hide the identity.