

Review of: "Interrogating the Role of Opinion Leaders in Media's COVID-19 Awareness Campaign to Mass Audience"

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Potential competing interests: No potential competing interests to declare.

The present paper, titled "Interrogating the Role of Opinion Leaders in Media's COVID-19 Awareness Campaign to Mass Audience," examines the level of awareness generated by Nigerian media during the COVID-19 pandemic. The study employs the Health Belief Model as the theoretical framework for this research. The topic is interesting, yet the paper requires refinement, particularly in the focus areas listed below.

Abstract

To rephrase the research objectives and research questions, it is preferable for them to be aligned rather than intermingled.

Introduction

To provide a comprehensive context for the study, it is essential to include some related prior research.

The research objectives and/or research questions should be direct and aligned.

It is not appropriate to use yes/no questions as research questions.

It is essential to explicitly articulate the research gap.

It is recommended to include a literature review, as it is necessary for scholarly papers.

Methodology

This section needs to be detailed. For instance, the details of the questionnaire are not provided.

Most of the content in the first paragraph under "Data Presentation and Analysis" (p. 9) should be mentioned in the methodology section.

There's a confusion between research questions and the questionnaire; in other words, the same questions are used in Research Question 2, "Has information on COVID-19 been distorted by communication infidelity or otherwise?" A questionnaire is a research tool that facilitates the collection of data to address research questions.

Data Presentation and Analysis

Overall, the analysis requires more focus and depth.

If applicable, it is advisable to consider any instances of misinformation that the participants may have reported when considering Research Question 2.

In the subsection “Further Discussions on the Adoption of COVID-19 Safety Precautions,” the focus should be more on communication regarding Nigeria.

Conclusion and Recommendations

This subsection should start with restating the research objectives/research questions and how they were achieved/answered.