

Review of: "Design of an Educational Campaign Based on the Theory of Planned Behavior to Encourage People to Donate Organs: A Study Protocol"

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Potential competing interests: No potential competing interests to declare.

Limitations

1. Self-reported measures: This study initially intended to utilize a researcher-developed questionnaire based on the Theory of Planned Conduct (TPB). However, relying on self-reported measures for a sensitive topic like organ donation may introduce bias or inaccuracies in reporting intentions and conduct.
2. Lack of control group: The lack of a control group hinders the ability to directly attribute observed changes to the campaign. While it is challenging to include control groups in educational campaigns, using alternate evaluation methodologies can enhance the accuracy of causal inference.
3. Generalizability concerns: Although this study is robust in its environment, the specific cultural, religious, and social dynamics of Sirjan, Iran, may restrict the applicability of the findings to other regions or people.

Suggestions for enhancement

1. Utilizing quantifiable criteria: To enhance the accuracy of data, it is advisable to include objective measures of behavior change, such as monitoring the actual number of registrations for organ donation, in addition to relying solely on self-reported information.
2. Utilize quasi-experimental designs: In order to overcome the absence of a control group, future studies could employ quasi-experimental designs, such as time series or matched community analysis, to enhance the validity of causal conclusions.
3. Enhancing cultural sensitivity: Considering the impact of cultural, religious, and societal factors on decisions regarding organ donation, it would be advantageous for future campaigns to thoroughly investigate these aspects in order to customize messaging in a more impactful manner.