

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

Mehdi Zahid

Potential competing interests: No potential competing interests to declare.

## Report on the manuscript (by Prof Mehdi ZAHID)

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

This article talks about the role of opinion leaders in the media awareness campaign on COVID-19 among the general public. In this work, we can find a detailed analysis of the level of awareness created by Nigerian media during the pandemic and the impact of the information received by the public on their adoption of safety protocols. We will also learn about the potential distortion of information due to the mass media filtering process and its impact on the population's perception of the severity of the pandemic. The file also addresses the issue of potential distortion of information due to the mass media filtering process, as well as its impact on the population's perception of the severity of the pandemic. The authors used a quantitative method to explore the COVID-19 experience in Nigeria, using a survey to collect data. The results of the study show that there were distortions in the dissemination of information due to the mass media filtering process, as well as some level of non-compliance among high-ranking individuals. However, NCDC data shows that the percentage of changes in recoveries is significantly higher than the percentage of changes in deaths. The file also examines population behavior and the trend of infections, recoveries, and deaths for certain periods in May and June 2020. The authors formulated a position on the Nigerian experience regarding the pandemic, as well as the political implications of this experience, particularly regarding the intransigence of some opinion leaders in the government and their collaborators among the population. Finally, measures to limit the excesses of dissidents are proposed.

#### Conclusion:

This paper offers a comprehensive overview of the roles played by the media and opinion leaders in the COVID-19 awareness campaign in Nigeria. While commendable, there are suggestions for enhancing the article's depth and impact. Firstly, on research methods, a more detailed explanation of the survey's execution, including random respondent selection, questionnaire design, and data processing, would enrich the context, ensuring a more thorough understanding of the findings' validity and reliability. Additionally, the article could benefit from incorporating recommendations or strategies to address information distortion caused by opinion leaders, offering valuable insights for governments and media organizations.

Furthermore, to enhance relevance, the inclusion of latest references or recent data pertaining to the dynamic nature of the COVID-19 pandemic would bolster the article's accuracy. Despite its focus on Nigeria, a global perspective could be integrated by providing context or comparisons with other countries, thereby increasing the article's global appeal.

To fortify the conclusion, practical steps for governments and media to enhance communication during pandemics or similar crises could be outlined, providing a more robust and actionable closing to the paper. These suggested improvements aim to elevate the article's overall quality, contributing to a more comprehensive understanding of the intricate dynamics involved in COVID-19 awareness campaigns.

Prof Mehdi ZAHID