

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 topic is very interesting and pertinent to the field of public health, specifically the role of media.

Abstract feedback:

The manuscript needs support in providing additional detail. Providing the type of quantitative methodology used and the rationale for the selection of a quantitative approach.

"Does the information received by the public on COVID-19 have an influence on their adoption of safety protocols?" Seem out of place as it is the only clear question, however, the paper examination is more aspects than the one question. It would be in the authors best interest to pose all as statements or all as questions.

Manuscript feedback:

Introduction

Figure 1 seems unnecessary and does not support the text. It appears to be an unneeded figure. Are these Nigerian marketing figures or created by the authors? If these are part of the quantitative study approaches they align, but otherwise seem unneeded.

The integration of HBM is a worthy framework for the scope of this study.

Methodology

What type of quantitative methodology? Be more specific. Provide more details about the type of quantitative study and why utilizing descriptive design is the best approach.

Eliminate "I followed." What databases were utilized in the literature search? How were articles sorted?

Data Presentation and Analysis

Why were only 20 respondents selected? Was this a stratified sample? The research questions need to be more clearly stated in the introduction.

Conclusion and Recommendations

“At this stage, the mass media becomes the two-in-one darling bride, serving both the government and the people.”

Revise this sentence as it is not common knowledge of the saying.

Other Feedback

Providing in the supplemental material the survey that was used and a PRISMA chart.

The PRISMA chart is an important use of a systematic review and is missing in this article.

The article has a good purpose and start, but needs major revisions to be prepared for publication.