

# 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.

Reviewer's Comment\_ Interrogating the Role of Opinion Leaders in Media's COVID-19 Awareness Campaign to Mass Audience

**TITLE-** "Interrogating the Role of Opinion Leaders in Media's COVID-19 Awareness Campaign to Mass Audience." The study failed to define who the opinion leaders are in the introduction. Overall, the reader is left with the impression that the study considered mainly the role of the media in disseminating COVID-19 information to the public and the effectiveness of that information. As such, the Authors may want to consider revising the title.

## ABSTRACT

This paper examines the level of awareness created by Nigerian media during the COVID-19 pandemic, most especially the flow of information on COVID-19 pandemic from the government to the people, who most times mainly depend on the media. **It also sought to determine whether** the information received by the public on COVID-19 have an influence on their adoption of safety protocols. Lastly, **the study aimed** to find out if such information has been distorted in any form due to the mass media gatekeeping process and the impact that such may have had on the perception of the populace regarding the seriousness of the pandemic. The study adopts a quantitative method using a survey to explore the COVID-19 experience by Nigerians **and a review of NCDC records**. Where is the role of opinion leaders in these aims?

## INTRODUCTION

As this virus ~~becomes~~ became a major disease ~~of~~ in 2020 ~~since~~ after it broke out in Wuhan, China, in November 2019, governments across the globe ~~are taking~~ took drastic measures towards preventing the virus's spread. However, these measures ~~are~~ were continuously disseminated through various media to numerous citizens in virtually all continents (PAHO, 2020).

The Health Belief Model (HBM), ~~however, becomes~~ is instrumental as the theoretical framework for this study.

The figures included in the introduction were not cited within the text except for Figure 4.

## METHODOLOGY

The data analysed were sourced from the website of the (NCDC) and a survey. There was no further information on the survey, how was the questionnaire developed and administered, who was the target population? How was the data

analysed, what statistical methods were used?

In searching and selecting literature, papers, and other reference materials that align with the purpose of the study, **We** followed the principle of systematic reviews and meta-analyses (PRISMA)

## RESULTS

The Authors merged results and discussion together and also appeared to present them under the sub-heading of Data presentation and analysis. I would suggest that the Authors separate these 3 distinct sub-headings. Present the results, then discuss them in line with the aims and objectives of the study under the sub-heading of 'Discussion'.

There is no need to duplicate the result presentation as tables and figures for the same result. The authors can use tables for some and figures for some.