

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 article deals with a very relevant subject and can be useful in improving health communication. However, I have the following concerns

1. the theoretical background used (authors communication model (it looks too close to the Shannon Weaver model!) and HBM) seems to have no direct application/ bearing on the study and just used as an insignificant intellectual prop.
2. the authors could well have asked the research questions directly and arrived at the conclusions
3. how do you say that there is a message distortion due to media gate keeping? have you looked at the difference between what the healthcare authorities wanted to communicate and what the audience have understood? such an exercise assumes significance if you have to really understand the effectiveness of the health communication and media induced message distortion.
4. if there has been significant message distortion about audience Covid-19 awareness (or even lack of awareness), the authors should find out the reason for the same and it would be appropriate using a sequential explanatory design (quant/ survey followed by a qualitative portion to understand the distortion)
5. overall, I feel the methodology is too weak. I am not sure of the application of PRISMA here! as the authors objective doesn't call for the application of such a method.
6. overall, I feel there is an incongruity between the research objective and methodology employed to achieve the objective.