

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

Vitor Roque<sup>1</sup>

<sup>1</sup> Instituto Politécnico da Guarda

**Potential competing interests:** No potential competing interests to declare.

Dear authors,

This is an interesting manuscript that the authors say tries to analyze the Role of Opinion Leaders in Media's COVID-19 Awareness Campaign to Mass Audience.

The title is the first flow of the manuscript because the core research is reduced to a simple table (table 3). In fact, the research core of the manuscript needs to be more developed, because as it is, it is very poor.

The main problem of this manuscript is probably its methodology, and this weakness conditions all the content. This section needs attention and needs to be better described.

Some examples:

- (i) the authors refer to PRISMA (systematic reviews and meta-analyses) but its application is unclear;
- (ii) on page 7 "*The role of the media in the dissemination and management of information during the pandemic is supported by two models as presented by the authors: ...*". No explanation about the usage of these two models. In fact, the models also need to be described in detail, when they are introduced in the manuscript. For example, the relations/flows between the build blocks need a description;
- (iii) concerning the Nigeria population it's necessary to explain why it was used data from 2006, instead of using the data, for example, of the World Bank (2020);
- (iv) why do the authors define 600 questionnaires to be applied? It is necessary to support this decision;
- (v) why the rural areas were neglected in this research? They were, also, a very important point of research;
- (vi) despite the questionnaire being designed upon findings from the former literature it must be better described: (a) Was the questionnaire face and validity content assessed? If yes, by whom?; (b) How was the sample gathered (respondents and hotels)? How were the respondents selected? Is it a random sample? (c) How was the distribution of the questionnaire made? (d) How long was the questionnaire open?

It is my recommendation, in addition to the manuscript, as supplementary material, to add the survey used.

Given the content of the manuscript, and the reasons mentioned above, I will reject the manuscript. However, I believe this research restructured has the potential to be published in the near future.

Regards