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

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Context

Effective communication from community leaders and persons of influence is an imperative, especially during pandemic periods. Such communication helps getiing a shared perception by masses on issue(s) of critical signifcance. The present paper is an attempt to look at the awareness campaign launched for raising awareness for Covid-19 in Nigeria. Specifically, the objectives of the paper include -critically examine the extent to which the flow of information moved from the government to the people, and how this flow has affected adoption of safety protocols inter alia any distortion in such information dissemination process.

Literature Review

Authors have cited relevant literature Importance of mass communication and role of influence leaders is articulated. I would have expected the authors to cite literature on experience sharing from developing countries in African region . A few lines on how distortion or misinformation happens and variables responsible for this such as literacy, maturity of masses or the role of e-media could be commented upon. PRIMA , a meta analysis process has been used for pursuing the objectives.

Methodology

Authors have used Health Belied Model (HBM) model as a reference. I would compliment the authors for nice depiction as in Fig 4. A survey based methodology coupled with secondary sources like NCDC is adopted.

Questions-

Is the sample size of 600 adequate (Basis for the same could be highlighted)

Within each zone, what was the spread of the respondents? Was it urban centric? Is there any gender bias in the respondents? What were the literacy levels of the respondents?

Analysis and interpretation

The authors have used a simplistic descriptive statistics to an oversimplified questionnaire. I would expect a good and

thorough discussion on various issues such as how safety protocols were adopted ? Was media the major influencer in such adoption? What was the role of "noise" in such communication process? Is this noise different from the noise present in any government to public communication? What are the interdependencies between mass media like TV and social media?

Is there any evidence to suggest that the political affiliation of opinion leaders/influencers affect the way message is received by the public.

Comment

I would like the auteurs to

i) Comment and critically evaluate a number of statements/hypotheses.

ii) Compare Nigerian experience with other countries

iii) Enrich the statistical analysis.