

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

Ifekristi T. Ayo-Obiremi<sup>1</sup>

<sup>1</sup> Bowen University

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

The academic paper titled "Interrogating the Role of Opinion Leaders in Media's COVID-19 Awareness Campaign to Mass Audience," is a very interesting one, as it addresses an important aspect of health, communication and opinion leaders. It is timely, a well thought and researched paper.

A few comments that can be considered are summarized below:

## Abstract

The objectives can be rewritten for better understanding and comprehension for readers. ... "This paper examines the level of awareness created by Nigerian media during the COVID-19 pandemic, ~~most especially~~ **particularly**, the flow of information on COVID-19 pandemic from the government to the people, who ~~most times~~ mainly depended on the media. **The research will answer the question on if** Does the information received by the public on COVID-19 ~~have~~ had an influence on their adoption of safety protocols? **Also, the research attempted to** ~~Lastly~~, 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."

Since the research has been carried out and concluded, I suggest that abstract, methodology and findings be changed to past tense.

## Methodology

The researcher should refrain from using personal pronouns in the paper. For instance, in the methodology, "...In searching and selecting literature, papers, and other reference materials that align with the purpose of the study, ~~the research adopted~~ **the research adopted** followed the principle of systematic reviews and meta-analyses".

Also, in the methodology, it will be of great help to state clearly the respondents who participated in the survey, the population, sample size, parameters for respondent selection and other needed information, so the research process will be clearer. I noticed these were provided in the 'data analysis and presentation' section, but it may be more appropriate in the 'methodology' section.

## Data Presentation and Analysis

This section is interesting, but the findings from the meta-analysis are not explicitly stated and I think it will make the work more robust.

Summarily, the research is a good one and with a few corrections and modifications, it would be an interesting read for academics.