

# 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 introduction

1. The author started the introduction well with a broad analysis of the concept but failed to narrow it down to the scope of the study. It is expected that the objectives of the study should have ended the introduction.
2. Explain abbreviations – NCDC.
3. Use of singular first-person pronouns for multiple authors. *"I followed the principle of systematic reviews and meta-analyses (PRISMA) process in analyzing and selecting peer-reviewed....."*

## The study objective/topic

The objective of the study is *"to critically examine the extent to which the flow of information on COVID-19 pandemic moves from the government to the people, who most times majorly depend on the media."* This objective does not tally with the topic of the study *"Interrogating the Role of Opinion Leaders in Media's COVID-19 Awareness Campaign to Mass Audience."* The focus of the topic is the role of opinion leaders in the awareness campaign about COVID-19 by the media and not the flow of information on COVID-19 from the government to the people. Though the topic is not as straightforward as it should be, the meaning is not entirely hidden.

## Theoretical framework

Based on the topic, it should be expected that theories like two-step or multi-step flow and agenda-setting theories should be used about the role of opinion leaders and creating awareness about COVID-19.

## Methodology

The methodology is not well detailed to readers the proper understanding of the process of data collection.

1. While the researchers said that the study adopted a quantitative methodology, they gave elaborate space to qualitative approaches.
2. Details of the survey conducted are absent – survey type and method, Study population and sample size, sampling technique, instrument for data collection, and data analysis. How was the questionnaire distributed to ensure national spread?
3. The units of analysis are not specified – what types of media were used for the study?

## **Data presentation and analysis**

1. The population of study and sample size under this section is misplaced.

## **Discussion**

The discussion is hollow and is not founded on literature and theoretical frameworks.

Generally, the work is not properly structured.