

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 MS discusses the role of media and its perceived reliability, as well as the confidence of people in the reliability of opinion makers during a public risk like COVID-19.

While the concept is interesting and important- the sample size is small and biased towards those who are educated and have access to internet.

Still, the results are interesting in that 1. largest number of people get their information from media, and 2. Opinion leaders are trusted.

It would have been nice if the authors pointed out that this increases the responsibility of media and opinion makers towards the general masses.

It is important that people trust them- and this trust has to be built over time by repeatedly demonstrating the accuracy of the information they provide and very clearly accepting errors made if any.

By the way, COVID-19 is no longer considered an emergency by the WHO and thus the Introduction part could be suitably modified by the authors.

Overall an interesting and useful study.