

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 topic of the study seem somehow behind schedule because of the time-based nature of the COVID-19 pandemic, however, the issues raised by the study could be applied in relation to communications around other diseases and societal issues. The authors may need to cite more empirical evidences in the concluding part of the introduction to establish the state of the art. On the overall, the article is technically correct, and contributes useful perspectives to media awareness and the roles of opinion leaders.