

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.

This academic paper seeks to assess the level of awareness created by Nigerian media for the public, coupled with the media's deliberate efforts to draw the attention of the populace to adopt COVID-19 safety protocols.

The following observations are presented to enhance the research's clarity for its readers.

Title:

1. Interrogating the Role of Opinion Leaders in Media's COVID-19 Awareness Campaign to Mass Audience – does not fit the purpose the authors described, and the conclusion "It was concluded that the implication of the sustained higher recovery rate over the rate of fatalities is indicative of the possibility of convergence due to some level of perceived awareness the media made during the pandemic" that the authors draw.

Introduction:

1. Authors should revise the first sentence, as it does not reflect the situation in November 2023.
2. Why is the Health Belief Model not used in the Methodology of the paper presented, yet authors say that it is instrumental in judging the government's communication strategies?

Methodology:

1. Why do the methodology and data presentation and analysis sections partially duplicate the purpose of the paper described in the introduction?
2. If the systematic review is presented in the Methodology section, it should be included as one of the objectives for the study, and the results should show what the results of the systematic review are according to the PRISMA guidelines.
3. Why were different census reports used in the methodology and data presentation sections? Please provide justification.

It might have been more helpful if the methodology section was presented to reflect the three-fold objective of the study with defined methods for each objective.

Data presentation

1. Please provide a description of the end result sampling frame – who were the respondents?

2. Different illustrations could be used to present the information for Figure 6 and Figure 7.
3. The definition of opinion leaders is duplicated throughout the text.
4. It is unclear how the information on COVID-19 from the media was received from opinion leaders.
5. What are the other reasons for the change in the recovery rate, fatality rate, and death rate?

There are many repetitions throughout the text.

Implications

1. Where is the evidence to support the claim that the application of direct information dissemination makes it more understandable?
2. Please reconsider the word choice for elusive understanding.
3. Why was the information regarding compromised opinion leaders introduced in the conclusion of the paper?