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

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The subject of the article is interesting as well as the adopted methodology. However, there still remain several "doubts' points" that should be improved: I suggest a major revision as follows:

Introduction: Please improve this part by adding the following references that may help the reader to better understand the background.

-De Rosis, S, Lopreite M. Puliga, M, and Vainieri M (2023). Emotions in Twitter and crises management during the early phase of coronavirus outbreak: Lessons from a BVAR analysis on Italy. Socio Economic Planning Sciences. First published online: 12th May. DOI: 10.1016/j.seps.2023.101610. ISSN 0038-0121

-De Rosis, S, Lopreite, M, Puliga M, Vainieri M (2021). "The early weeks of the Italian Covid-19 outbreak: sentiment insights from a Twitter analysis", Vol 125, Issue 8, pp. 987-994. Health Policy. DOI:10.1016/j.healthpol.2021.06.006.

-Lopreite, M., Panzarasa, P., Puliga, M. et al. Early warnings of COVID-19 outbreaks across Europe from social media. Sci Rep 11, 2147 (2021). https://doi.org/10.1038/s41598-021-81333-1

Introduction. Please reduce the discussion relative to COVID disease.

Introduction: Please add more references when you discuss of the "gatekeeping process".

Method: The authors affirm to use the random sampling in selecting the sample. I am not sure that this method is really robust. Please discuss better this point and consider further techniques that allow to select " representative sample"

Please discuss the section "Conclusion" in terms of "Policy implications"

Please discuss the limitations of the study

A linguistic review is strongly suggested.