Reviewer’s report

Title: Too many crying babies: A systematic review of pain management practices during immunizations on YouTube

Version: 2
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Reviewer: Joe Kossowsky

Reviewer’s report:

This study is a worthwhile effort as the transfer of research evidence into clinical practice is of high importance. The paper employs a novel approach to address an interesting and important question and could be of interest to the readers of BMC Pediatrics. However, there are some major compulsory revisions that need to be addressed.

1) For the most part, the aims are well defined. However, in the introduction, the authors state one aim to be to evaluate the messages being portrayed in the videos. However, they don’t address the messages clearly in the discussion.

2) The methods used are based on a recent paper reviewing methods used for studying consumer health YouTube videos, with implications for potential systematic reviews. However, due to the lack of clear standards for conducting systematic reviews on youtube videos (e.g. search strategies), the term “content analysis” might be more appropriate than systematic review in both the title and throughout the manuscript.

3) In this regard, another big limitation of the paper is how the authors addressed the issue of what is considered risk of bias in traditional systematic reviews. For example, the authors found no evidence of the use of breastfeeding, yet I wonder if that might have to do with people feeling uncomfortable of uploading videos depicting breastfeeding (a negative reporting bias) rather than concluding that it’s not common practice.

4) The tone of the paper is overly definitive. The evidence provided by the paper for a lack of usage of pain management strategies in clinical practice is weak, yet the paper reads as if it is strong. I would recommend toning down the strength of the conclusions on this point.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:
I declare that I have no competing interests