Reviewer's report

Title: The Foxconn suicides and media prominence: Is the Werther effect applicable in China?

Version: 1 Date: 16 August 2011

Reviewer: Stephen Platt

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MAJOR COMPULSORY REVISIONS

1. The study aims (pp. 5-6) need to be stated more clearly.

2. The authors need to include a description of how cases of "suicide" and "attempted suicide" were defined and ascertained.

MINOR ESSENTIAL REVISIONS

3. Social learning theory (p. 5) is only one of several mechanisms that have been proposed to explain 'contagious' or 'copycat' suicidal behaviour. See, e.g. Mesoudi A (2009) 'The cultural dynamics of copycat suicide', PLoS ONE 4(9): e7252. doi:10.1371/journal.pone.0007252. A more extended discussion of these mechanisms should be included in the paper.

4. References needed for citations on 2nd last line, p. 6.

Level of interest: An article of importance in its field

Quality of written English: Not suitable for publication unless extensively edited

Statistical review: Yes, but I do not feel adequately qualified to assess the statistics.

Declaration of competing interests:

I declare that I have no competing interests.