Reviewer's report

Title: The Growth in Newspaper Coverage of Tobacco Control in China, 2000-2010

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Reviewer: Gonghuan Yang

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Comments for “The Growth in Newspaper Coverage of Tobacco Control in China, 2000-2010”

In a social-environmental public health approach, interventions that change public and private tobacco use policies are among the most powerful interventions available to tobacco control advocates. The paper is very interesting to review the growth in newspaper coverage of tobacco control in China. But there are some issues need to be improved.

The first paragraph of the methods, author did not introduce the database of Chinese Important Newspapers, such as how many newspaper to be included for each year, which is a basic massage. Based on the introduction, the database cover more than 500 newspapers, 7.95 million papers, cover 168 topics and 3600 subgroup. How to search, authors need to introduce in detail.

The second, the key words are a few, only including smoking, cigarettes, tobacco and tobacco prohibition. I suggested focused the mains agenda on the MPOWER tobacco control strategies recommended by WHO and expanded key words for search#I give the Table for searching strategy as reference

It is fine for Coding that covering topics, type point of view and origin of article. I suggested give a case, how to coding for one paper, then how to form database for tobacco control. By the way, these is a small print mistake: 2.2 tobacco control topics.

For 2.6 Statistical Analysis, authors did not describe indicators, only mentioned the frequency of articles. Besides the raw frequency of articles, the author adds the relative (percentage) frequency.

The results just the number of article related to tobacco use, in fact, authors has coded the topic, BUT the authors did not report the results, the so authors should analyze the different topic, such as protect people from SHS exposure, of increasing cigarettes tax and prices.

The paper will be accepted after minor essential revisions.

By Gonghuan Yang

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