Reviewer’s report

Title: Snus user identity and addiction. A Swedish focus group study on adolescents

Version: 4 Date: 24 July 2012

Reviewer: Nora Wiium

Reviewer’s report:

The revision has to some extent improved the content and clarity of the paper. However, there are still some flaws that need to be addressed.

Major Compulsory Revisions

1) A major flaw in the paper is the several poorly formulated phrases and sentences throughout the paper; this makes it difficult to follow the line of argument.

The following are just some examples of the phrases and sentences which will need revision:

Abstract, first paragraph: “The teenage years are the years when they seek their identity, and also when experiment with tobacco. The use of tobacco and norms among friends are more important to the individual than those of the parents regarding whether he/she will start using tobacco or not”.

Background, third paragraph: “Friends have an important role in a young person’s life and group norms, attitudes and behaviour have a stronger impact on the youth than those of the parents ...”.

Results, fourth paragraph: “The availability to snus enabled the progression to becoming a snus user”.

Discussion, third paragraph: “Girls who used snus were seen as unwomanly, and it was more accepted that the smoked, which stresses the stereotype cultural image about was is manly and womanly ...”.

The paper will need to be submitted for proofreading and editing.

2) Background, fourth paragraph: The second sentence that describes Ajzen’s theory needs to be reformulated. As it is, it does not rightly describe the theory.

3) Results, third paragraph: The following appears to be a citation from the participants but it is not obvious as it is: “You used snus to impress, be tough and super, defy something that was forbidden and because it looked grown-up”.

4) It is still not clear what the limitations of the study are. Putting all the limitations under the title “Limitations of the study” may solve the problem.
Level of interest: An article of importance in its field

Quality of written English: Needs some language corrections before being published

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.