Reviewer's report

Title: A qualitative study of the coverage of influenza vaccination on Dutch news sites and social media websites

Version: 2 Date: 1 May 2013

Reviewer: Tanya Berry

Reviewer's report:

Minor essential revisions.

The authors have addressed the majority of my concerns. However, the lack of a second coder is a limitation that needs to be addressed. If the authors decide not to have a second coder look at the data, at the very least they should discuss the limitations of having just one coder (e.g., the greater likelihood of bias).

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