Reviewer's report

Title: A scoping review of research regarding CAM and mass media: Looking back, moving forward

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Reviewer: Karsten Muenstedt

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The problem of the article is the extremely limited number of retrieved articles. With this background the authors have summarized the current knowledge on the topic.

Personally I feel that they have left out one important aspect, namely the impact of the media on patients’ choices. There are several articles which found that media influenced patients decisions towards CAM which seems to vary within various countries.

Furthermore it remains unclear whether the authors have also considered literature from non-English speaking countries and looked into articles in Spanish, Russian etc. The mere focus on articles in English may have biased or limited their conclusions.

As the selected articles only from a limited number of countries, the results should be interpreted very cautiously. The role of the press in Italy or Spain may be completely different.

What next?: Accept after minor essential revisions

Level of interest: An article of limited interest

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