Reviewer's report

Title: The experiential health information processing model: supporting collaborative web-based patient education

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Reviewer: Robert A Logan

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Discretionary revisions:

I think the manuscript would be easier to read if it contained sections organized by subtopics. While I realize correspondences often do not contain subsections, I think this addition would help the flow and clarity of the current manuscript.

As explained by the authors, Kolb's conceptual framework describes the functional cognitive rewards that undergird why consumers use affinity web sites. However, one of the basic premises of media theory is consumers are motivated and reinforced by a website's uses (its cognitive rewards) as well as its gratifications (the affective dimension of consumer engagement and behavior). Kolb's framework seems to account for cognitive processes but it does not seem to encompass the affective dimensions that underlie consumer website utilization and satisfaction. So, I suggest the authors explain if Kolb's framework is a multidimensional platform that encompasses both dimensions of consumer media use. If this is not the case, then, the authors can acknowledge this issue as a limitation of Kolb's framework (and perhaps the other theories they review as well) and note the assessment of gratifications remains a challenge to add in future research about consumer use of blogs, wikis, internet 2.0, affinity sites, etc.

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 I have no competing interests.