Reviewer's report

Title: Factors and typologies of general practitioner's preferences, usage and appraisal of educational media - a German perspective

Version: 1 Date: 16 October 2008

Reviewer: Vernon Curran

Reviewer's report:

Major Compulsory Revisions

This paper is intended to discuss the findings of a survey of German GPs preferences for educational methods and media. The study also includes an extensive discussion of factor analysis of the survey instrument used for conducting the survey study.

The paper really appears to include 2 objectives, first is the survey study of GPs educational media preferences for CME, the second appears to be the factor analysis of the survey items. The main theme of the paper appears to be lost within the discussion of the factor analysis, and while this aspect of the study is interesting, it would appear that these 2 objectives need to be very clearly specified at the start of the paper so the reader is aware of the connection between the 2 study objectives and the rationale for the detailed factor analysis and its relationship to the main theme of the study, that being the survey study of educational media preferences.

There needs to be a more extensive review of previous CME research related to physicians preferences for learning methods and media, there is quite extensive literature on this topic which should be discussed and related to the study rationale. Some of this appears to be presented towards the end of the paper, however it really needs to be added to the Introduction as a rationale for study.

Methodology discussion is somewhat confusing, it is not quite clear how this survey study was related to the WIDA trial? Could the survey study be described as a stand alone study?

What was the sampling method for the survey? It appears that the sampling methodology was purposive, however this is not explicitly described.

How representative was the survey sample of the actual German GP population?

Again, the factor analysis discussion is interesting, however it is quite extensive and seems to detract from the main theme of the paper. Could this section of the paper be reduced in length and made more concise?

What are the implications of the study findings?

Grammar needs to be improved throughout the paper, number of sentences are
incomplete and concepts are not communicated well in some instances.

**Level of interest:** An article of limited interest

**Quality of written English:** Not suitable for publication unless extensively edited

**Statistical review:** Yes, but I do not feel adequately qualified to assess the statistics.

**Declaration of competing interests:**

'I declare that I have no competing interests'