Reviewer's report

Title: Digital Media-based Health Intervention on the Promotion of Women's Physical Activity: A Quasi-Experimental Study

Version: 0 Date: 30 Mar 2017

Reviewer: Serge Brand

Reviewer's report:

The authors dealt with a very important and timely topic; this holds particularly true as from cultural reasons, women have more issues to do sports/to be physically active in open spaces in Iran. Therefore, I congrats on the authors to tackle this topic. Further, they dealt with such issues in a creative and timely way.

The Introduction is generally well written; I suggest to adding Ekelund et al 2016 and Ding et al 2016 (both papers were published in The Lancet); they showed the economical and health-related costs of a sedentary life-style. Further, I suggest to reporting in more details the state-of-the-art as regards media-driven interventions to improve physical activity.

Based on previous studies, I suggest to formulating hypotheses; what kind of results did the authors expect, and why?

Methods: the tools are well described. I suggest to explain in more details the recruitment procedure. In this view, a CONSORT flow chart to report the number of eligible participants approached, the number of drop-outs and the assignment to the two study conditions.

As regards statistics, I suggest to running an ANOVA for repeated measures with the following factors: Time (pre vs. post), Group (intervention vs. controls) and the Group by Time-interaction; next, I suggest to performing post-hoc analyses with Bonferroni-Holm corrections for p-values.

Table 1; please add BMI and N. I suggest to introducing at least one figure to show one of the main results.

Discussion: I suggest to underscoring what is new of this study, compared to previous studies. Limitations: I suggest to adding the PA was not objectively assessed via a PA assessment or activity trackers.
Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

No

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I am able to assess the statistics

Quality of written English
Please indicate the quality of language in the manuscript:

Needs some language corrections before being published

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