Reviewer’s report

Title: Selling health and happiness How influencers communicate on Instagram about dieting and exercise: mixed methods research

Version: 1 Date: 02 Jul 2019

Reviewer: Anna Danielewicz

Reviewer's report:

I appreciate taking this important topic and thank you for your extensive explanations for my comments.

I would like you to consider a few more of the following issues, which may improve your manuscript:
1. To simplify the methods section, the list of 38 analysed items may be placed as a supplementary file and cite in the text.
2. Strengths and limitations are usually placed at the end of the discussion, not at the beginning. If this is intentional, please skip this comment.
3. pp. 15, line 161 “[…] eating habits or body image:” Why is there a colon at the end of the sentence? Is it a mistake or has the text been removed accidentally?

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.

Yes

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:

Acceptable

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