Reviewer’s report

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

Version: 1 Date: 24 Jun 2019

Reviewer: Shannon Sahlqvist

Reviewer's report:

I thank the authors for carefully considering the comments made by both reviewers and believe the the manuscript to be substantially enhanced.

I can understand why the authors 'abstained from illustrative quotes as the analysed content is in German, mostly "textspeak" and with liberal use of emoticons'. I think this is important to highlight to the reader however and recommend mentioning it briefly in the methods section.

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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