Reviewer’s report

Title: Acceptability and potential impact of delivering sexual health promotion information through social media and dating apps to MSM in England: A qualitative study

Version: 0 Date: 17 Jun 2019

Reviewer: Reviewer 2

Reviewer's report:

PEER REVIEWER ASSESSMENTS:

OBJECTIVE - Full research articles: is there a clear objective that addresses a testable research question(s) (brief or other article types: is there a clear objective)?

Yes - there is a clear objective

DESIGN - Is the current approach (including controls and analysis protocols) appropriate for the objective?

No - there are minor issues

EXECUTION - Are the experiments and analyses performed with technical rigor to allow confidence in the results?

No - there are minor issues

STATISTICS - Is the use of statistics in the manuscript appropriate?

N/A - there are no statistics in this study

INTERPRETATION - Is the current interpretation/discussion of the results reasonable and not overstated?

No - there are minor issues
OVERALL MANUSCRIPT POTENTIAL - Is the current version of this work technically sound? If not, can revisions be made to make the work technically sound?

Probably - with minor revisions

PEER REVIEWER COMMENTS:

GENERAL COMMENTS: I do not have any significant issue with this paper. That said, it appears to me that it may not provide any particularly major contribution to the store of knowledge in this area? Ie, it's not apparent how much of an addition it is truly making, at the end of day in terms of practical utility and so on, to the published studies cited (e.g., refs 14-18). In conclusion, I have no objection to the publishing of this paper, and leave it completely up to the journal editors whether or not it is worthy of publication, but in my view it would not be egregious to deny said publication.

REQUESTED REVISIONS:

My main concern has already been stated (re overall utility of publishing the paper); otherwise, re some much more minor issues: the number of subjects who had achieved a University degree is missing. Also, this sentence is not entirely clear: "...information encouraging STI testing is unlikely to influence the behaviour of people who test regularly." Finally, is this statement supposed to be "sarcastic" (on behalf of the respondent)?: "Literally I need a pop up that comes up every five minutes just saying 'be safe'!"

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

No

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

No

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.

Not relevant to this manuscript

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

Needs some language corrections before being published

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