Reviewer’s report

Title: Advancing 'real world' trials that take account of social context and human volition. Beyond naive reductionism

Version: 0 Date: 31 Aug 2017

Reviewer: Jakub Gajewski

Reviewer's report:

I find your article relevant, not needing any major revision. However, the ideas are not new, and the need for real-life studies has been already recognised by the research community. I will leave it up to the journal editors to decide whether this article adds enough to the ongoing discussion about the usefulness of pure RCTs vs. studies taking into account the contextual factors.

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