

-----Original Message-----

From: XXX YYY<xxx@yyy.zzz>

Sent: Thu, Sep 11, 2014 at 1:56 AM

To: Managing Editor

Subject: RE: Request for Editorial decision for manuscript number 2014_BJAST_12750

I would like to inform that I accept the publication of the paper titled "Medicine and social media – ethical challenges of the 21st century".

My editorial decision is explained below.

This paper reports a literature study about the problems associated with the use of social media in doctor-patient communication.

Perhaps the main weakness of this paper is the lack of a case study (in the Portuguese health universe) and the corresponding results analysis and discussion in the light of the presented (literature review) findings.

After checking the revised manuscript and considering the reviewers' evaluation, I kindly inform you that in my opinion the article can be accepted for publication in the Journal.

However I would like to suggest:

- Use the word "Findings" instead of "Results" in the title of the third section.

- Improve the methodology section with references to literature on review methods. Perhaps it would be appropriate to consider in this study the template analysis technique (King, 2004; King 2010)

King, N. (2004). Using templates in the thematic analysis of text. In C. Cassel, & G. Symon (Eds.), Essential guide to qualitative methods in organizational research (pp. 256–270). London: SAGE.

King, N. (2010). Template analysis. School of Human and Health Sciences, University of Huddersfield
Web, 25 May 2010

<http://www.hud.ac.uk/hhs/research/template-analysis/>

Editor's Details:

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Note: Modification was done in this document ONLY to hide the email id.