



# More Holiday Review fun at cmaj.ca

**Peer-review payback:** Physicians are inundated with feedback from peer reviewers, which is useful most of time, but other times — not so much. The authors of this article were inspired by *Mad Magazine's* comic, "Snappy answers to stupid questions," to develop an evidenced-based framework for responding appropriately to feedback from peer review. Although the therapeutic value of using the framework cannot be understated, the authors warn that using it may have some negative consequences (e.g., loss of promotions). — Daniel Rosenfield BArtsSc MD, Steven J. Hoffman BHSc JD



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**Writing about colleagues:** Why do so many physicians like to write about their experiences in medicine? Profit? Flattery? Seduction? Self-aggrandisement? Revenge? With tongue firmly in her cheek, our author speculates that it may be all of the above and proposes some simple guidelines for steering clear of trouble. — Lara Hazelton MD

**How random is the toss of a coin?** The ubiquitous coin toss is still used in some research studies as a method of randomization. The authors of this research article provide evi-

dence that certain people are able to successfully manipulate the toss of a coin, thus throwing into doubt the validity of using this method to determine a chance result. — Matthew P.A. Clark MBBS, Brian D. Westerberg MD

**Zombie outbreak:** The author of this faux research article demonstrates how mathematics could have saved the world during a recent outbreak of zombification that wreaked havoc in Canada and elsewhere. Mathematic models were created to evaluate the speed of zombie infection and to evaluate potential intervention scenarios. He found that several potentially promising avenues of intervention — quarantine and cure — only delayed the inevitable by a few days. In conclusion, the best intervention is to "arm yourself to the teeth, hit the zombies hard — and then hit them harder the next time." — Robert Smith PhD



Courtesy of Sony Pictures Canada

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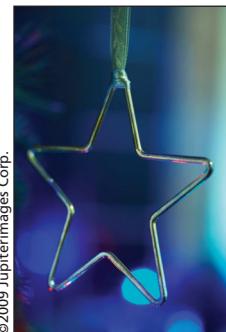
## Holiday review acknowledgements

CMAJ's return to its previous Holiday Review format, including research with a twist, humorous reflections and other entertaining missives, generated a lively response, which resulted in some difficult judging decisions. Thank you to our esteemed panel of humour aficionados — Roger Collier, Jesse Craig, Diane Kelsall, Wayne Kondro, Joan Ramsay and Kate Schissler — to our designer Carole Lalonde and to everyone who submitted a manuscript.

We wish you an hour or two of entertaining reading over the holidays.

**Barbara Sibbald**  
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