Review of: "Detection and Correction of Likert Scale Multiplicative Response-Style Bias"

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Potential competing interests: No potential competing interests to declare.

This paper makes some interesting and important contributions to the literature relating to response-style bias in the context of Likert scales. The paper is clearly written, and you made, and achieved, three clear objectives. When reading your paper, three issues associated with the statistical analysis came to mind.

First, you mentioned that the (weighted) least squares approach outperformed a Bayesian approach. I wondered, “in what sense”? It would be useful to have this clarified, and also to know whether or not this conclusion holds firm regardless of the choice of prior distribution in the Bayesian analysis.

Second, you clearly described the step involved in moving from the initial LS estimator to the WLS estimator. Did you consider iterating this procedure? That is, use the residuals from the WLS estimation to re-compute the weights, and then obtain a new WLS estimator, and then iterate this to convergence? I’m suggesting this because an iterative scheme of this type is standard in the context of regression WLS, for example, with the objective of reducing the estimator’s variance.

Third, although the simulation study (not “Simulation studies”, as in the heading) provides interesting results, it would be interesting to see how sensitive these results are to the choice of the number of simulations (100) and the sample size (300).

Congratulations on a very nice piece of research that will be of great help to practitioners.