

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

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In this manuscript, the author introduces a novel approach to detect and correct response styles for Likert scales. In my view, the approach to estimating and correcting the amount of bias as an individual multiplicative term in a non-linear factor model is innovative and elegant. Addressing response style bias is also highly relevant for applied research, so there is certainly a lot to like about the manuscript. However, my primary concern is the inadequacy of the simulation study, which does not fully support the claims made in the paper or provide sufficient validation of the proposed method:

1. I think the method needs to be evaluated for a congeneric measurement model with differing factor loadings. This is by far the more common measurement model in empirical data sets, compared to a tau-equivalent measurement model.
2. I think the method should be compared to at least one other method that attempts to correct response style bias, for example, by latent class analysis (Moore, 2003). It is important to highlight why the new method is superior to existing methods; otherwise, the advantage remains unclear.
3. On p. 4, the author writes, "A total of 100 samples for sample size $n = 300$ were generated and estimated." However, the results on p. 5 appear to contain both mean absolute errors and RMSEAs for samples with $n = 100$ and $n = 300$. If the sample sizes were indeed varied, the description of the simulation study should be amended.
4. In my opinion, it is crucial to also consider the results for a larger sample size, e.g., $n = 1000$. Ideally, the RMSEA and mean absolute errors would decrease as a function of sample size due to the reduction in random variability. This appears to be the case for ULS but not for WLS estimation, which should be discussed.
5. I think the simulation study should also include at the very least 2 conditions with a different number of items. This would allow for at least a rough estimation of the effect of the number of items on RMSEA and mean absolute error.
6. The author selected a uniform distribution for the multiplicative factor μ , but the rationale for this choice is not clearly explained. Does the accuracy of the estimation methods depend on the choice of distribution? In my opinion, this would not necessarily have to be manipulated systematically in combination with all other conditions, as this might make the simulation study overly complex.