

Peer-review report of

Fisher, J.D. & Fisher, W.A. (2023). An Information-Motivation-Behavioral Skills (IMB) Model of Pandemic Risk and Prevention. *advances.in/psychology*, 1(1), 1-26.
<https://doi.org/10.56296/aip00004>

Round 1

Dear Authors,

Thank you for submitting your interesting work to *advances.in/psychology*. Both the reviewer and I find the manuscript impressive in many ways. Psychological insights that can help societies, groups, and people respond to pandemics such as COVID-19 are of paramount importance. The model you present, review, and apply is well-established and highly suitable. As the reviewer states, the arguments are strong, and the structure of the paper makes them accessible to scholars and practitioners at different levels.

However, I also concur with the reviewer that some reframing of the overall story could substantially increase the paper's impact. COVID-19 will not be the world's last pandemic, and there is some (in my opinion, unjustified) perception that the research field specifically focusing on psychological approaches to COVID-19 has become saturated. Thus, I encourage you to broaden the paper's focus to pandemics generally, using COVID-19 as a case. The reviewer provides constructive suggestions for such a reframing. I agree that a broader title and abstract would be beneficial. As the reviewer suggests, the main text could start broad and general, then focus on the case, and then again zoom out, discussing how the model can be implemented during current and future pandemics.

In addition to these broader comments, I think that some of the arguments surrounding the need to continue our focus on the current COVID-19 pandemic could be further strengthened by research on "Long Covid" or "PASC". Some scholars call Long Covid the second, invisible pandemic that silently debilitates millions of people as we tend to believe that the pandemic is over.

In sum, we were impressed by your paper, and I believe it would make an essential contribution to our journal. I hope you find our comments helpful and would appreciate a revised submission by April 7, 2023.

Best,

Jonas R. Kunst

Editor-in-Chief

Reviewer 1:

I read this manuscript with great interest. The topic is important, the work builds on and extends a prominent model of health behavior generally, and the manuscript is well-written and well-argued. I believe it is a strong candidate for publication.

I have one main recommendation, and it is about an aspect of the framing. The focus of the work is on the extension of the IMB Model to COVID, which I agree is important, but I think that the implications are broader than that. I recommend that the authors couch this more broadly as implications of the IMB for certain types of pandemics. This is important work, and I worry that many readers (erroneously) think of COVID as a “thing of the past.” I also genuinely feel that the model should be at the forefront of people’s minds for future types of pandemics. And, it may be useful in the authors’ thinking about the IMB model to identify what key points in the current manuscript generalize to pandemic responses more generally.

I think this could be accomplished relatively straightforwardly with some key revisions.

One would be to change the title to something like, “An Information-Motivation-Behavioral Skills (IMB) Model of Pandemic Risk and Prevention,” with possibly adding a subtitle like, “: A Case Study of [or an Application to] COVID-19”. (Some mention of this broader frame would also be integrated into the Abstract.)

Then I suggest presenting this larger perspective in the first few paragraphs. One way would be to create a new first paragraph about the threat of pandemics in the current global environment and the importance of having evidence-based interventions related to risk and prevention, introducing the IMB model and its promise in a few sentences. Then end by explaining that these principles are applied to the COVID-19 pandemic. Then the authors can have the paragraph beginning “The COVID-19 pandemic represents” be the second paragraph.

In addition, where relevant in the text, I would recommend that the authors review the text and “tag” key points that they believe are particularly important points that are most generalizable to pandemics (or a type of pandemic). This could be done with subordinate clauses (e.g., “as would be important for other types of pandemics”) or punctuated with a sentence or two (or even a paragraph if the authors choose).

Then I would recommend that the authors come back to the point about the value of the IMB Model for informing interventions related to risk and prevention in pandemics more generally. For example, after the paragraph about the value of the IMB Model established in previous work, which ends at the very top of page 27, I think it would be useful to include a paragraph about how and why the IMB Model is an important one for recent and future pandemics. The paragraph might also highlight in what ways this has offered new insights that extend the model. Alternatively, the authors might insert a brief section on Implications for Pandemics before the Conclusion section, so the authors can be a bit more expansive (playful?) in their thinking.

The premise underlying this set of suggestions is that I believe that the IMB has even more significant value than the current narrative presents and that the authors, who are international leaders in this area, have even more valuable insights and guidance to give readers and to prepare them better for future health challenges.

A couple of very minor points: I noted typos in the first paper in the Reference section: “Agle,y,” should be “Agle,y,”; “E.E.,” should be “E.E.”; “X,” should be “X., &”

I also note that the references are most often in APA format, but some are in AMA format (e.g., . *J Med Internet Res*; 23(10):e3242. doi: 10.2196/32425). The reference should be uniform in the formatting style.

In conclusion, I believe that this is a very strong manuscript. My comments are mainly about increasing the reach and impact of the work.