Reviewer's report

Title: Prevention praised, cure preferred? Results of between-subjects experimental studies comparing (monetary) appreciation for preventive and curative interventions

Version: 1 Date: 27 June 2013

Reviewer: Gérard Reach

Reviewer's report:

Major compulsory revision

1. In Table 1, I think that it would be necessary to split the data into prevention and treatment for all items (sex, education level, smoking status etc.)

2. Page 17: The importance of urgency in explaining differential appreciation for prevention and treatment corresponds with the idea that people are more willing to spend resources on identifiable individuals than on people who are just statistics (17).

I wonder whether there is not another difference which is the following: the situation of prevention is abstract; that of treatment is concrete. This is not surprising if you consider the Construal level theory (Trope and Liberman) suggesting that we categorize concepts into higher level (abstract, long term), and lower level (concrete, short term). I suppose that prevention belongs to the high level construals, and treatment to the lower level. This may have a consequence: if treatment is more concrete, it is more salient and may trigger more emotions. The importance of considering the effect of emotions, and especially of anticipated emotions (see Loewenstein, Risk as feelings, Psychol Bull 2001) may be more emphasized in this paper.

Level of interest: An article of outstanding merit and interest in its field

Quality of written English: Acceptable

Statistical review: Yes, but I do not feel adequately qualified to assess the statistics.

Declaration of competing interests:

I declare that I have no competing interests' below