Reviewer's report

Title: Beyond resistance: Social factors in the general public response to pandemic influenza

Version: 4 Date: 2 March 2015

Reviewer: Afrodita Marcu

Reviewer's report:

The revision of the manuscript "Beyond resistance: Social factors in the general public response to pandemic influenza" reads very well and is a major improvement on the first submitted version. I really enjoyed reading the revised version of the paper! The suggested changes seem to have been all implemented throughout the manuscript. The rationale for the study, the analytic approach, and the findings are much clearer now.

I would like to commend the authors for improving the manuscript, and for ultimately writing a very nice paper which provides interesting insights into how lay people interpret pandemic flu advice in the context of their everyday lives. In its revised form, the manuscript contributes to existing research on public responses to pandemic flu messages.

Discretionary Revision

The last paragraph in the Methods section should be moved to the Results because it does not quite belong in the Methods (it basically describes the results). Instead, it would read better as the first paragraph under Results.

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare I have no competing interests.