Author's response to reviews

Title: Is Anybody Doing It? An experimental study of the effect of normative messages on intention to do physical activity

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Author's response to reviews:

The manuscript has been quickly re-submitted following an email from Victorino Silvestre from BioMed Central's Journal Editorial Office on 27 January 2014. Mr Silvestre raised two points, which have since been addressed:

(a) The manuscript now has a Conclusion and a Competing Interests section. It has also been revised to ensure it follows the correct structure for this journal and article type, as he suggested.

(b) The manuscript also addressed the issue of ethics approval on page 5, in the Methods section. In particular, it states that the social research organisation that collected the data had informed consent from participants and produced an anonymised data set. We understood Mr Silvestre’s request for a statement referring to an official ethics approval board. However, since the study was always considered extremely low risk (it is essentially a questionnaire with a split-ballot), no official ethics approval was sought beyond ensuring informed consent and anonymised data.

Also, please note:

- Neither René van Bavel, Gabriele Esposito nor Tom Baranowski have any relevant financial or non-financial interests related to the research (previously we had only made reference to financial interests).

- Tables 1 and 2 have now been integrated into the manuscript (they are short enough for this) and have therefore been removed as "separate files"