Reviewer's report

Title: Attitudes and Avatars Instrument: Development and initial testing

Version: 3

Date: 1 April 2015

Reviewer: Glenn A Melvin

Reviewer's report:

The author has done a good job of responding to reviewer comments and as a result the manuscript has been improved. Some sections heavily restructured. The scope of the measure has been limited to an appropriate size. Despite these improvements there are a number of minor essential issues that need to be addressed.

Page 6 lines 5-6, 13-14. A sentence “The overweight group…” has been duplicated and there are two very similar sentences on page 9 lines 25-26 and page 10 lines 1-2. The manuscript needs a careful proof read.

Page 6 line 23-25 – the term “evidence-based” seems to be misused.

Page 7 - The method seems to start at the end of the “Purpose and Aims” section. This seems to be the wrong place.

Page 8 - The abbreviation I-CVI is not defined the first time it is used. S-CVI is not clearly defined.

Page 10 line 26 - A definition of current avatar and preferred avatar when first used would be useful, either here or in the Avatar Development section.

Page 11 lines 21-22 - The justification for the 2 week time frame seems circular, and reads as if a shorter time frame was chosen so the score would be higher.

Page 12 lines 11-15 - While inclusion of metric values is useful, this section has become a bit cumbersome and duplicates the results in the table.

Page 13 lines 7-8. This sentence looks like it belongs in the method as it focuses on the response scale.

Page 15 line 11 – I don’t think there is justification for the ATTAIN to be used as a “universal” screening measure based on the findings of the current manuscript.

Page 15 line 15 – Test-retest reliability ranged from low to substantial, this should be reflected in this sentence.

Page 16 line 18-20 - I wasn’t sure where there this finding was reported. Similarly, on page 18, line 6-8, I wasn’t sure where the evidence that “boys had certain perceptions no matter what weight category they were in…”.

Page 18 line 12-14. As I understand it, a comparison of BMI versus BMI plus
ATTAIN would be needed to suggest that ATTAIN “augments” BMI in screening for adolescents at risk.

The manuscript has a single author (The researcher… page 17, line 17), however the pronoun “we” and term “research team” are also used within the manuscript.

I noticed a few typos e.g., page 6 line 22 “creations” instead of “creation” and awkward sentences page 9 line 8 “The clarity of the avatars was 1.00 agreement.”

Page 17 It may not be reasonable to suggest that you will test ATTAIN on all ethnicities.

**Level of interest:** An article of importance in its field

**Quality of written English:** Needs some language corrections before being published

**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.