Reviewer's report

Title: Attitudes and Avatars Instrument: Development and initial testing

Version: 3  Date: 24 March 2015

Reviewer: Eva Penelo

Reviewer's report:

The authors have properly addressed the comments of my previous review.

Minor essential revisions

Page 14, Internal consistency: I am not sure a Cronbach’s alpha value of .62 is acceptable for the internal consistency of the 20 attitude items (see Nunnally & Bernstein, for example, who recommend a minimum of .70 or even .80).

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 that I have no competing interests