Reviewer's report

Title: Attitudes and Avatars Instrument: Development and initial testing

Version: 4  Date: 2 May 2015

Reviewer: Ata Ghaderi

Reviewer's report:

Major Compulsory Revisions

Thank you for being more clear about the methods to calculate the ICC in your paper. Although I see your efforts to consider the limitations of the paper and introducing the term pilot at two places (abstract and Table 1) and putting the word "preliminary" in the conclusion the Abstract, I believe a further step in making the conclusions more cautiously needed. The authors are still asserting that the instrument is a valid one, although it shows not good enough reliability. A measure can never be valid if it is not reliable enough. Please work on the formulations and express more cautiousness in the conclusions given the limitations of the paper. As I have mentioned earlier, I think this is a good piece of work, as a pilot, to be out and available, but I need to feel that the authors are clearly expressing their concern about the limitations of the paper before I can contribute to that process. Please make sure that this is something that is both reflected in the abstract and the Conclusion section of the Discussion in the paper.

Keep up the good work!

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

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 that I have no competing interests