

Peer Review

Review of: "Communicating Cutting Edge Research on Physiological Networks: A Three-Step Method"

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This preprint describes a three-step method used to communicate the research on physiological networks conducted by the Calmecac group at UNAM.

Strengths:

- **Clear Methodology:** The article clearly outlines the three-step method, providing a structured approach to science communication.
- **Targeted Audience:** The authors identify and consider their target audience (university students), influencing their choice of media and content.
- **Practical Application:** The creation of a science communication article and TikTok videos demonstrates a practical application of the method.
- **Consideration of Discursive Strategies:** The authors incorporate credibility, legitimacy, and attention-grabbing elements into their communication materials.
- **Evaluation Plan:** The inclusion of a plan to evaluate the effectiveness of the TikTok videos using the RIRC method adds a valuable research component.

Weaknesses/Points to Consider:

- **Preliminary Data:** The data on the initial video's performance is limited and may not be representative of long-term engagement.
- **Generalization:** The effectiveness of this method may be specific to the Calmecac group's research and target audience, limiting its generalizability.
- **Lack of Results:** As this is a preprint, it mainly describes the method and planned future research, so there are no final results of the effectiveness of the communication materials.

- **Complexity of Concepts:** Although effort was made to simplify the concepts, the complexity of physiological networks might still pose a challenge for the intended audience.
- **Limited Scope of Evaluation:** The evaluation of the effectiveness of the videos only uses the RIRC method. It could be beneficial to add other methods of evaluation.

Overall:

The preprint presents a well-structured and thoughtful approach to communicating complex scientific research. The authors demonstrate a clear understanding of science communication principles and a commitment to evaluating the effectiveness of their methods. The planned evaluation will provide valuable insights into the efficacy of using TikTok for science communication.

Declarations

Potential competing interests: No potential competing interests to declare.