

# Review of: "Perception of Biodiversity versus Connection to Nature: Which Can Influence Wildlife Product Consumption in Vietnam?"

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This is an interesting study but it needs to be re-worked before publication can be considered. There is little to no description of the interviewees except that they were contacted on-line. While the paper acknowledges that this is not a random sample, it does not give information on how non-random it is. That is, what were the total numbers of respondents? I would expect many hundreds to several thousands for an on-line survey such as this. What was the breakdown by sex, age-group, educational level and economic status compared to the overall population? The tables are far too long to be of much use and in some cases, it is not apparent what the numbers in them means. They should be consolidated and reduced greatly in size. I also found very little to no attempts to arrive at policy based solutions that explore incentive-based conservation approaches (e.g. see work by J.T. Heinen and B.S. Low), or how to change minds (see work by R. DeYoung and colleagues). For example, there is abundant evidence that rhino horn and tiger bone have no special medicinal properties and it should be up to governments to get that information out there, and to aggressively go after people who consume these things. Consumption for vanity sake can be stopped, as it largely has for furs in the west, using powerful human emotions such as shame and large fines. In short, this paper needs a lot of work.