

Review of: "Visual Science Communication: The next generation scientific poster"

Mouhamad Bigwanto

Potential competing interests: No potential competing interests to declare.

Thank you for your article. I appreciate your team's hard work on this project. I could imagine how much time and effort were dedicated to the project, this is an excellent project.

I enjoy reading the literature review about developing better visual scientific communication. Although overall it is a well-written and interesting article, I am afraid more work must be done before publishing it. I have some notes for the article that might you want to consider, feel free to disagree if you think it is not relevant to your article.

1. After reading your title, I initially assumed the article will explain the poster presentation for future academic conferences. I was wrong, your target audience is laypeople or people with a minimum understanding of the subject, and this is an even harder target to reach. However, I did not see the result of how far your communication tools are affecting your target audience. Previously you mentioned perceived, interpretation, and action from the audience. An evaluation form about this aspect for the audience might be needed to get this result. Without this, we can only assume the developed attractive poster in this article is more effective. Therefore this is weak to justify its effectiveness. If you don't have the intention to evaluate the poster (how the audience received, interpret and act), you can mention in the article that this part is not included, therefore any conclusion regarding the effectiveness is difficult to make. Evaluating your audience also could help which part of the poster could be improved, please kindly consider this.
2. Since the example that you provide is not exactly a poster by the current definition. Maybe putting the word interactive in the title would help. Ex. 'Interactive Visual Science Communication' or 'The next generation of an interactive scientific poster'.
3. Usually, when we develop a poster, our challenge is the space available in the poster. This interactive poster could solve this problem on the regular poster. But then other questions appear, how much information generally human could absorb within some standard time? do we need that complicated information for the general public? this answer could be a guide to provide how much information we can put on the interactive poster. If you can discuss more it would be better.
4. Last but not least, my assumption this model of the poster might be fitted when we have more resources. Because it is complex and needs the involvement of different experts. Researchers from low-middle-income countries might be difficult to develop this so-called future generation of scientific posters, at least not in the near future. Therefore, in my humble opinion, the authors should also mention and discuss the disadvantages of interactive posters.



Thank you, hope this help.