

Peer Review

Review of: "Feathered Icons: Drivers of Global Attention on Bird Species"

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The study brings important insights into how public and scientific attention is unbalanced among bird species and that the IUCN Red List fails to bring attention to species that are in need of conservation initiatives. As mentioned in other comments, I also believe that some of the results describe the implications of the “extinction of the experience.” The high connectedness between the public and urban birds demonstrates that people are less aware of the threats that species in underdeveloped countries, for example, are currently facing. I believe this study is an important contribution to the scientific community and the general public. I just have some minor comments.

Regarding the Introduction, I suggest summarizing and merging paragraphs four and five and changing the way you start paragraph six. For example, instead of: “Specifically, the effects....,” you could say something like “The IUCN Red List already informed that the effect of the conservation status of species on conservation varies widely across....”

I found an error in the Conclusions: “However, the IUCN status showed limited effect on sustaining public interest and attention.” Or maybe include “scientific” in this sentence, since scientific interest was also influenced by those variables.

Additionally, in the Conclusions, you brought a small comment about the limitations of your study. It is indeed interesting that species in higher latitudes have more attention, and I also believe that one of the factors is that people from those places have wider and easier internet access. At the same time, threatened species in high-biodiversity countries may receive less online attention mostly because the public that is intimately related to them is not accessing online tools. Also, scientific budget is also highly unbalanced, which may lead to the reduced number of published studies about threatened species inhabiting countries and regions near the equator. This may be a limitation of your study. I

suggest including a paragraph addressing these limitations and strategies to overcome them in future studies.

Declarations

Potential competing interests: No potential competing interests to declare.