

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

Esther Greussing

Potential competing interests: No potential competing interests to declare.

I enjoyed reading this paper and very much appreciate that science communication is being looked at from a multidisciplinary and multimodal perspective. I see great applicability of your approach to visual science communication for different audiences and contexts. Nevertheless, I would like to draw your attention to a few points that may strengthen the paper further.

It seems that science communication is primarily understood in light of the deficit model. Given the focus on interactivity, however, I would encourage you to further discuss and position the „next generation scientific poster“ in light of deliberative and participatory models of science communication.

I think the concept of interactivity should be presented in a more nuanced way. It was not entirely clear to me what understanding of interactivity is used throughout the manuscript. For this, a distinction between actual and perceived interactivity might be valuable. Related, the paper's argument could be strengthened by more clearly separating different contexts of application. For example, interactivity takes on a very different role and might elicit very different psychological effects when individuals do not explore the poster themselves but the poster is explained by another person.

Regarding effects of interactivity, the paper almost exclusively stresses the benefits of interactivity, although previous research also finds negative effects such as overstimulation, distraction, etc. This also relates to the degree of interactivity desired by users. Here, I would like to see a more detailed presentation of the current state of research. In addition, a clear conceptualization of interactivity would be helpful to disentangle potential effects.

Finally, in some parts of the manuscript, I miss references to scientific literature / theory (for example, when discussing which audiences might benefit from an interactive poster).