

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

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Potential competing interests: No potential competing interests to declare.

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

Reviewer Comments

General comments:

The paper deals with an important topic which is about *wildlife product consumption (WPC) representing a serious conservation challenge in Vietnam due to biodiversity loss*. This means that tackling such issue calls for a better understanding of the socio-demographic factors and connection to nature (CTN) and how such interconnected variables influence perceptions on biodiversity loss and enhance conservation efforts in Vietnam. However, the authors have failed, firstly to mention the research unit and data collection approach of such a study (ex. Who is involved in the study and how data were collected and analysed?) secondly, the introduction of the paper is not structured as the author go back and forth from global perspective of the topic to specific perspective, again and again disrupting the paper flow and confusing the reader afterwards, and thirdly, the author did not demonstrated how Bayesian logistic regression studies have been used outside of Vietnam to show how socio-demographic factors, connection to nature (CTN) and perceptions of biodiversity (POB) have driven biodiversity loss through WPC? Based of the above mentioned remarks, **I suggest major revision of the paper before acceptance for publication.**

Abstract

One of the key issues with this section is that the authors used publically available data but his/her failed to mention how such data were structured and how the sampling process were used to manipulate such data as well as which kind of data are they (ex. available variables and how such variables were collected?), etc.

Thus, without such information it is hard to assess the effectiveness of the methodology used as well as its replicability for similar studies.

Introduction

Context and problematic

In the introduction, the heading about context and problematic is missing up front. In addition, one of the key weaknesses observed in this section is that the introduction is not structured at all as the authors go back and forth from global perspective to specific perspective, back and forth disrupting the flow of the paper and confusing the reader at the same time.

More importantly, the author failed to demonstrated how past studies have successfully used the Bayesian logistic regression approach to depict the relationships between biodiversity loss based on *wildlife product consumption (WPC)* and the following variables-socio-demographic factors and connection to nature (CTN).

Some of the questions to answered include the following:

- How such interconnected variables influence perceptions of biodiversity (POB) and biodiversity conservation efforts in Asia in general and in Vietnam in particular?, by highlighting from a global perspectives to national (in Vietnam) perspectives.

Another point of concerns is about the section **Literature Review and Main Hypotheses**

I think that the authors should have incorporated nicely the literature review's section in the introduction rather than making it a separated and disconnected section. This point go back to point I highlighted in the above section about going back and forth from global perspective to nationa perspective.

Focusing on the **main hypotheses**, some concerns can also be raised. Instead of wirting out hypotheses, I would have suggested that the authors to rather mention the general and specific objectives of the paper. This could have be important to clarify the vision of the paper and or outcomes to be reached out.

It appears to me that other variables might also influence the association between POB and WPC as well as between CTN and WPC and between POB and CTN.

Lastly, the term biodiversity should be defined the first time it was used not at page number 3 in the manuscript as observed.

Material and methods

There is no section about the description of the study area. Such section could have been crucial to delimit the area of focus of this study instead of talking vaguely about Vietnam as a country. It seems to me that the data come from all over the country with no specifications.

Some of the key questions still remain such as:

- Who were involved in such a study?
- How data were collected?

- What sample unit was used for data collection?
- What was the sampling approach of data collection?
- Etc.

Regarding the methodology used, I think that there is a need to carry out a statistical test to assess the saturation level approach in data analysis phase phase one (581 people got involved in the data collection).

Results

The results appeared to be poorly presented, especially from figure 3 to 8 on General knowledge of biodiversity. For a better global view or (not comparison) of the results about biodiversity, I suggest that figures, 3, 4, 5, 6, 7 and 8 are presented as one bigger figure not 6 different figures as it is actually.

I am not an expert on the use of Bayesian logistic regression method as a result I cannot comment on that.

Discussion

Some headings are missing to guide the reader through key components of the discussion. As examples of headings, I suggest the following ones:

1. Importance of Vietnamese's biodiversity knowledge on consumption of bush meat, traditional medicine, and skin/leather/fur products;
2. The effects of socio-demographic factors, POB and CTN on consumption of consumption for bush meat, traditional medicine, and skin/leather/fur product and implications for biodiversity conservation in Vietnam;
3. The effects of POB on WPC via CTN and or the effect of CTN on WPC via POB and implications for biodiversity conservation in Vietnam

Conclusion and recommendations

In the conclusion, the author need to answer to the specific questions (hypotheses) that were asked and discussing the implications of such key questions for biodiversity conservation and protection of endangered wild species in Vietnam.

Regarding recommendations, and since low level of diversity knowledge appears to be one of the key factors determining current dramatic biodiversity loss therefore policy implication to overturn such trend should be directed towards the following interventions:

1. Awareness campaigns raising to enhance knowledge on the importance of biodiversity and the necessity of its conservation among targeted stakeholders, and checking out its effectiveness on regularly basis (positive attitude about biodiversity care and improve wildlife protection);
2. Such awareness raising programs have to be built around the fact that there are key stakeholders who have an active connection to nature given their positive perception of biodiversity-meaning that they have high likelihood of caring about wild life.

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Recommendations

At the current stage, the paper cannot be published unless the authors **make major changes** as indicated in the report.