

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

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The authors devoted their article to an important and topical theme. There is a consensus among researchers that non-text elements have become an important tool to communicate science to the general public. Additionally, according to the survey I have conducted amongst a wide age range of media consumers in Ukraine (Harmatiy, 2021, p. 107 -108), it is obviously that people like photos, infographic, animation, etc. The point is that specificity of science content often requires additional explanations, and such a function can be performed by nonverbal tools.

Presence of images and videos as well as interesting content, clear and accessible text style, simple language, and interactivity are the decisive features of science reporting. This indicates that audience has formed a sufficiently comprehensive list of science coverage features that can facilitate and contribute to perception of science. This list corresponds to contemporary main trends in mass communication such as simplicity and accessibility, visualization and interactivity.

Considering such trends and requests of the audience, on the one hand, and the active use of the Internet and its technical possibilities, on the other hand, development of the next-generation interactive scientific poster is important and relevant as it helps present scientific findings in an understandable way and adjust the level of detail and information to various non-scientists' audiences.

Susanne Landis and Tom Duscher explain how the interactive scientific poster "Explore the Ocean" by an interdisciplinary team of scientists and information designers has become a platform to bring ocean observations and findings toward a broad public to improve ocean literacy in society. Furthermore, it should be stressed that scientists as a best qualified source of scientific information can grant accurate, objective, complete, credible science data and better than anyone else put obstacles for presumed harm and potentially dangerous fake science information.

In this regard, visual science communication is critically important to promote science content to wide audience in interesting, clear and accessible way. Interesting and understandable content due to non-textual elements such as images and video attract the audiences' members and help better understand science.

Hence, I completely agree with the authors of the study that it is now time to establish a new visual science communication. And interactive science communication plays a leading role in this as it enables the development of a consistent visual language to address various audiences.

Therefore, the survey findings on conceptualization, development and design of the interactive scientific poster that

combines the traditional scientific poster with a new and innovative approach and requires for the collaboration between scientists and design experts deserves the attention of the scientific community.

Harmatiy O. (2021). Science coverage: what does the audience want and really need? Exploring media consumption in Ukraine. Journal of Creative Communications, 16 (1), pp. 97–112<https://doi.org/10.1177/0973258620981799>