

Peer Review

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

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Comments in attachment

- What additional strategies could be suggested to enhance public engagement beyond media campaigns and education?:
 - Both media campaigns and education can be done in different ways: the most common way aims to raise emotional interest and can have negative effects on conservation (although it generates broad consensus); but there is also a way that aims to establish the basis for an understanding and a rational approach to the conservation problem. This last way requires specific skills and the absence of purely promotional purposes (audience, business) and generates less consensus, but it is the only one that could lead to an effective advancement in conservation policies.
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Attachments: available at <https://doi.org/10.32388/VLLDFR>

Declarations

Potential competing interests: No potential competing interests to declare.