

Review of: "Communicating Cutting Edge Research on Physiological Networks: A Three-Step Method"

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Potential competing interests: No potential competing interests to declare.

This is an excellently structured attempt at public awareness using a social media campaign with the aim to provide credible public health information using accessible language and innovative content. The philosophical underpinnings about reductionist vs. holistic approaches have been well delineated. The interdisciplinary collaboration with active use of feedback makes the process of reaching out to the target audience dynamic and engaging. The article is well written with a clear elaboration of methodology and assessment strategy.