Reader's Report

Title:
Science communication: evolving from dissemination to public engagement for science-society participation

Content: Are the arguments, analyses, and insights presented in the manuscript new and important? What are the strongest and weakest features of the work? If published, would the book make a significant contribution to the literature? If so, what do you see as the major contribution of the work? If not, what are the major shortcomings of the work that would hinder its scholarly contribution?

This is a very interesting, well-research and thought-provoking book. The authors have done a great job at creating an overview of the most important concepts in science communication. The very clear case studies and examples throughout the text, makes the manuscript easy to read and understand, and invites to further reflection on the topic. The book highlights how important and necessary science communication is, while explaining the concept of science communication that is quite often wrongfully understood. The biggest strength of this book, in my opinion, despite the circumstances, is the time in which it was written (through Covid and lockdown) and the way the authors have managed to learn from this experience and contribute with the new learnings to the community, with very valuable insights and recommendations for a more efficient science communication. Overall, it is my opinion that it makes a very valuable contribution to the literature.

Scholarship: Does the scholarship appear sound? Is the research careful and complete? Have the appropriate sources been consulted and cited? Are the tone and presentation balanced? Does the author make any claims that could be considered libelous or defamatory (if so, please specify)?

This book is very well written with a choice of highly relevant sources, leading to new theoretical perspectives. The authors have used appropriate sources, cited in a correct manner.

Structure: Is the book structured in a logical manner? Are chapters structured in a way that allows for the clear expression and development of ideas? Is there unnecessary repetition in the manuscript?

The book has a clear and coherent line of reasoning. There is a good flow throughout the chapters. There is one inconsistency where I would recommend reviewing. Both chapter 3 and 4 discuss the topic diversity, and it feels/seems to be a repetition in the chapter 4 (under Diversity and Representation in Science Communication Initiatives) in this matter.

Style: Is the author's writing style appropriate for the work or is the writing too informal or too technical?

The writing style of this book is of very high quality. It is very easy to read and understand, keeping a balanced tone.

Photos/figures/tables: If the author has included photos, figures, or tables in the manuscript, are they well-chosen and essential to the author's argument or are they superfluous? Does the location of photos/figures/tables in the text make sense or should they be moved elsewhere?

All tables, figures and photos are well-chosen. I particularly like that the majority of them have been developed by the authors themselves, and there is a good balance with the figures and photos used from other sources.

Audience: What audiences do you envision for the work? Is it suitable for Lexington's target audience of scholars and academic libraries? Would it be used in courses? If so, in what kind and level of course would it be used?

I believe that this book is suitable for Lexington's target audience of scholars and academic libraries. Although the authors mention that this book may be suitable for graduate or doctoral students, in my opinion it could also be offered to undergraduate students. The mixture of various models, including social media and technology, makes it easily understandable and appealing to any young adult. The courses that I would recommend this book for – limited to my background in business -, or perhaps chapters of the book (to expand the reach) would be: Strategic Communication, Political Sciences, Business Ethics, Sustainability, Marketing, Technology/Digitalization courses. As a non-US researcher, my impression is that through its focus it is very much geared towards American audience rather than a global/European audience, nonetheless still very interesting to read.

Revisions:

There are a few inconsistencies or lose threads, for example:
- as recommended before, the topic of diversity both present in chapter 3 and 4, I'd recommend to maintain into one single chapter.
- the numbering of the case studies is a bit confusing. It is also a bit unclear to what extent all authors contributed to the case studies. I would recommend in the introductory chapter to address the case studies more, since these are an important part of the overall understanding of the book.
- the book is written mostly using the form "we", however in chapter 2, the part of "Relational Dialects Theory" uses the form "I". I would recommend to change this as well to the plural form.
- the ending of chapter 2 seems very abrupt.
- I would recommend adding a few final remarks at the end of the book.

Recommendation: Would you recommend the publication of this manuscript either in its current form or in revised form? Would you purchase this book or recommend it to others? Why or why not?

I would recommend for this manuscript to be published with minor revisions. I would purchase this book and recommend it to others, firstly because of the way it was written (very accessible and easy to read), the thorough overview of all the concepts and the very good new examples and case studies. It was a pleasure to read the book and I believe it motivates us, as researchers, to become better, to want to create a greater impact in the world with our knowledge, to become better communicators and to engage the public.