

Diversity (Secretariat of the Convention on Biological Diversity, 2014) are reported every four years.

In conclusion, different types of media will attract different publics. On the topic of biodiversity loss, peer-reviewed articles, NGO reports and books are the most reliable sources. Table I summarizes the ideas raised in this essay.

Table I. Summary of the advantages and disadvantages of each type of media explored.		
Type of media	Advantages	Disadvantages
Peer-reviewed journal articles	• Reviewed by experts, reliable • Specific or broad • Numerous references to explore	• Extensive complicated language used, hard to understand • Assumes basic knowledge is already acquired • Not accessible to all
Books or book chapters in an edited book	• General and specific information together • Reliable information • Numerous references	• Not widely available • Information sometimes out of date. • Single author can be biased
Newspaper articles, broadsheets & tabloids or scientific magazines	• Published quickly • Widely available • Easily understandable	• Sometimes too simplistic depending on newspaper • Journalists are not experts, unreliable information • Politically implicated