
Proposed typology of the scientific video online

— A categorization for study and —
comparative analysis

Presentation

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"The online video as a tool
to communicate science"

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(CSO2013-45301-P)

Context

- Scientific video
- Online video
- Climate Change



<http://www.theguardian.com/environment/video/2015/jul/08/vegan-climate-change-video>

Aims

Proposed classification
of the video online

To establish a proposed
typology of online video
formats that allow classification
and study.

To provide with a method for
classifying online videos about
science in a technological and
media context.

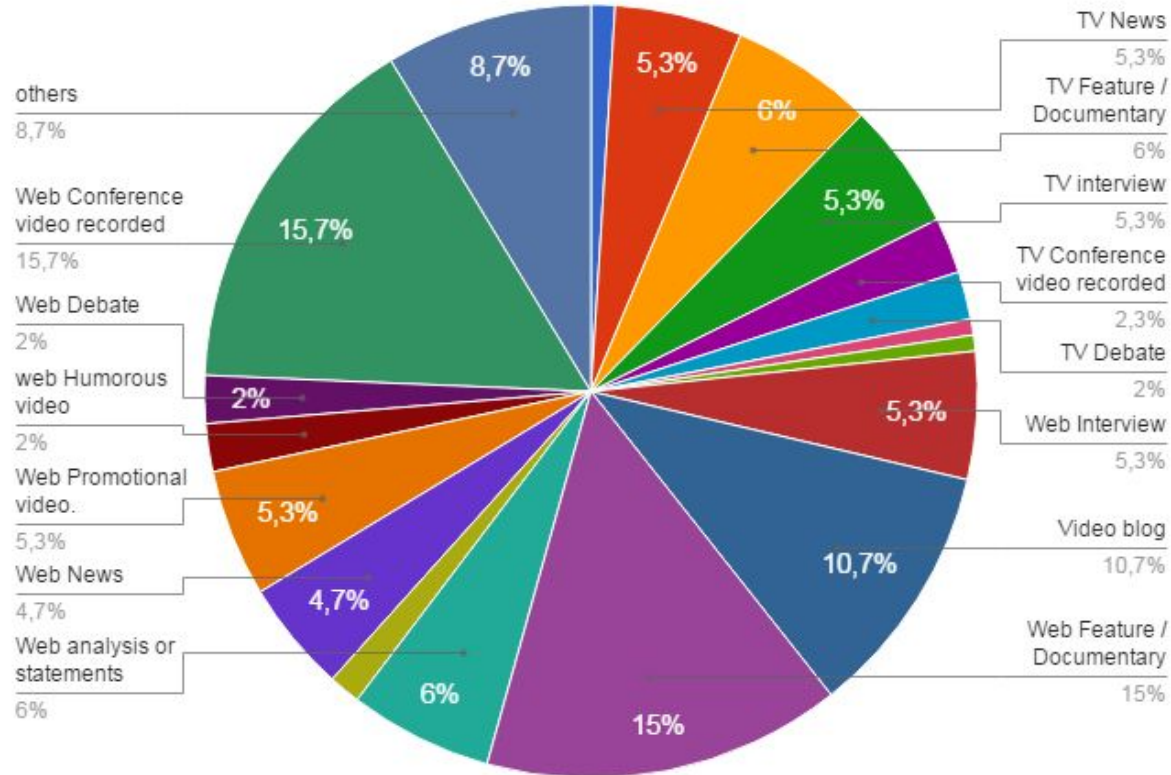
To define general features of
online videos about science.

Methodology

Content Analysis

- Qualitative and quantitative.
 - Authorship; duration; main goal; virality and aspects related to the approach and objectives.
 - The video selection is made via the keyword search of “climate change” in Google videos, with "new incognito window".
 - Videos that exceed 20 minutes (minimal representation) were not included in the analysis.
 - In total: 300 videos.
-

Analysis of results/ Typology



Analysis of results/ Grouping by category

TV Programme

TV News

TV Feature / Documentary

TV Interview

TV Conference video
recorded

TV Debate

TV Humorous video

TV Video analysis or
statements

Web Interview

Video Blog

Web Documentary or webdoc

Web Analysis or statements

Web Music video

Web News

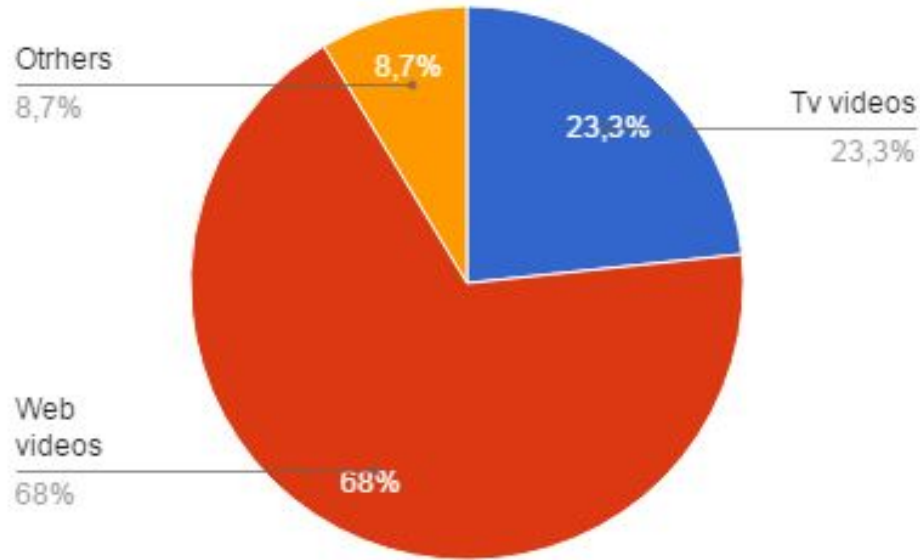
Web Promotional video

Web Humorous video

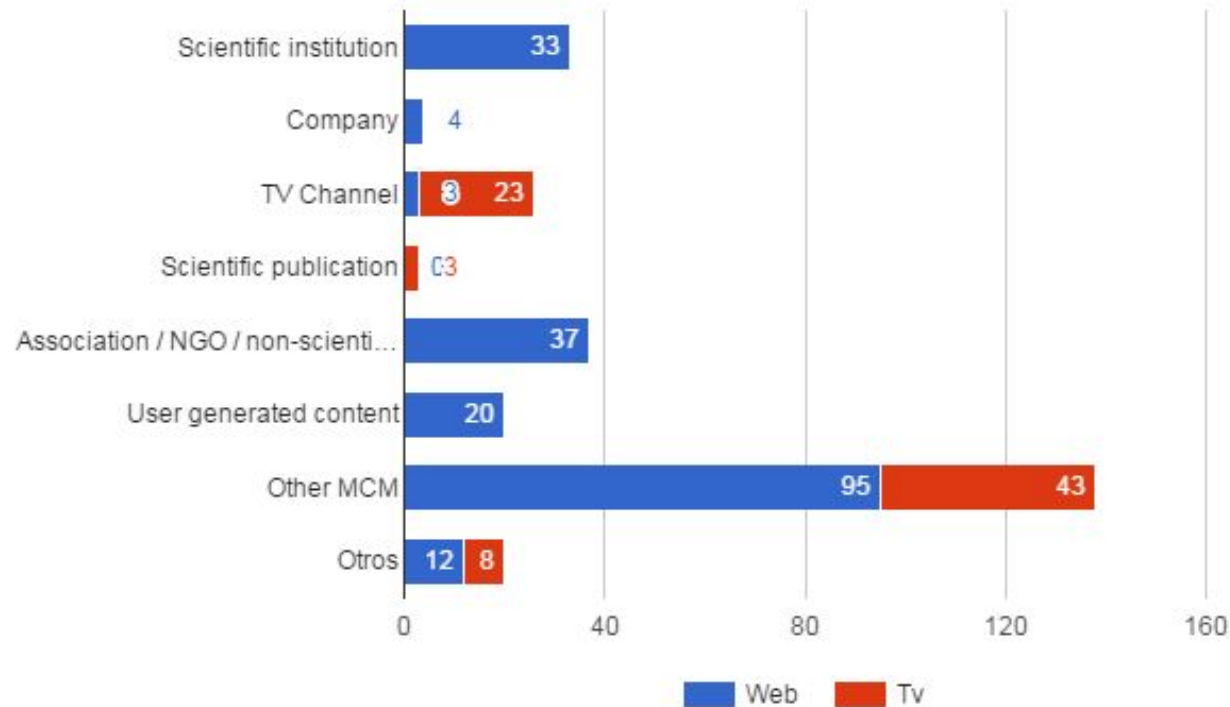
Web Debate

Web Conference video recorded

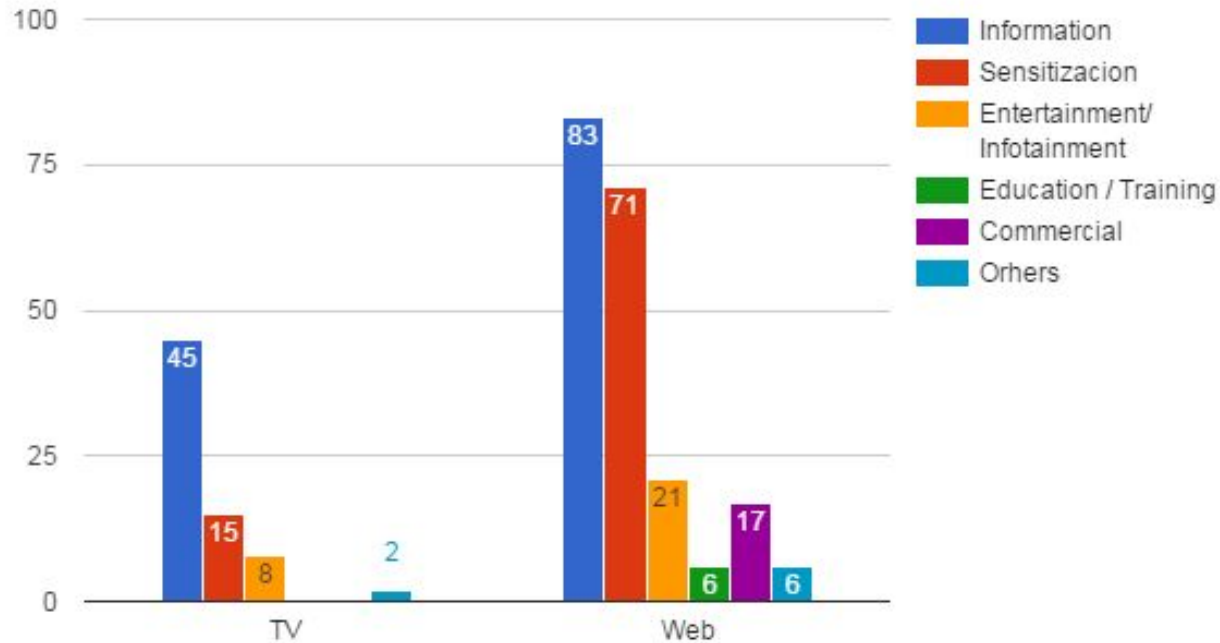
Analysis of results/ Percentage by categories



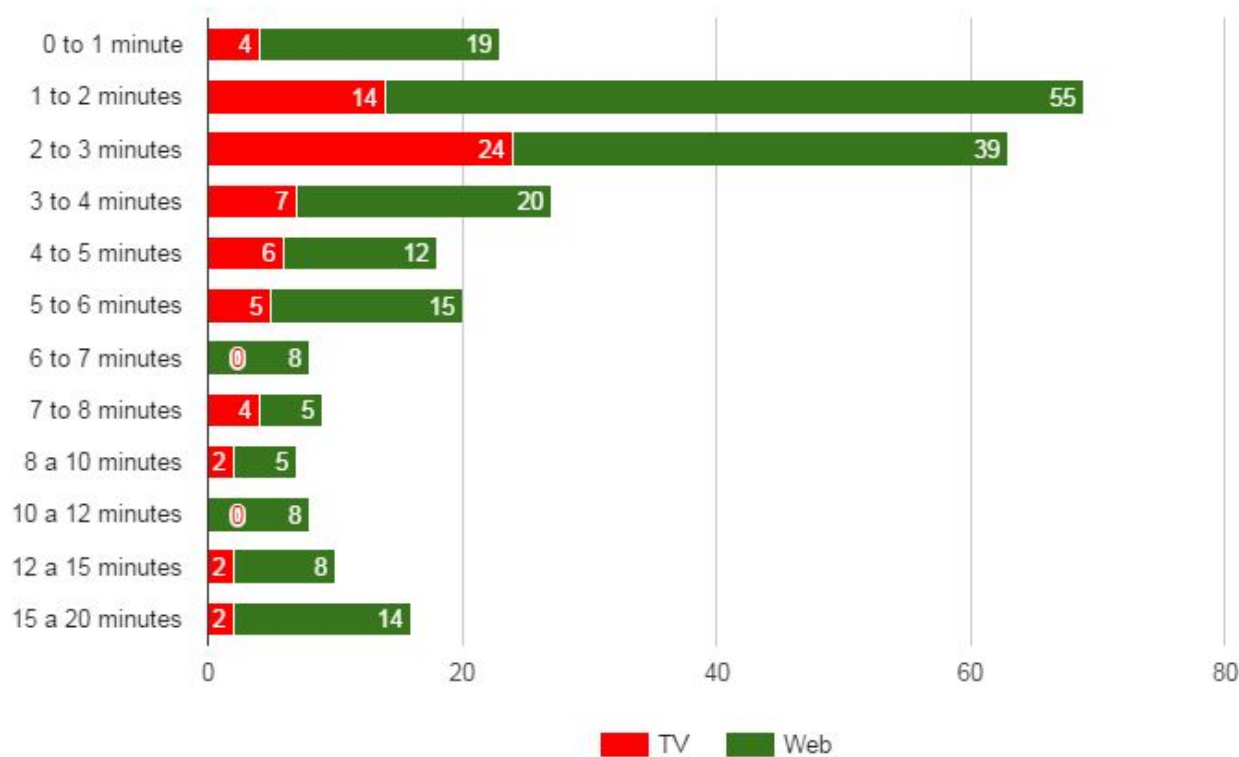
Analysis of results/ Authorship



Analysis of results/ Objective



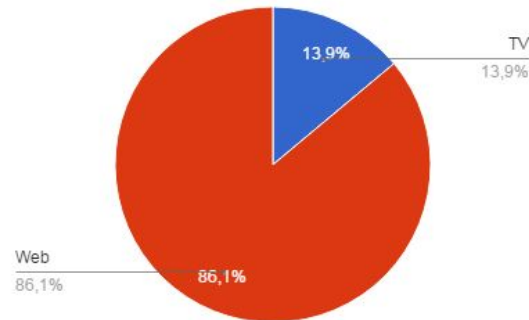
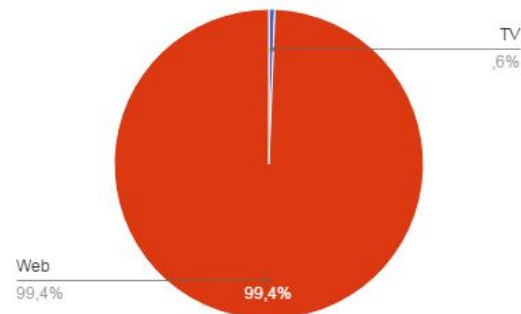
Analysis of results/ Duration



Analysis of results/ Number of views / comments

	Total of videos	Total of views	Average
TV	17	231.205	13.600
Web	70	36.846.561	526.379

	Total of videos	Total of comments	Average
TV	56	21.066	376
Web	161	130.140	808



Science video online/ A representative case

FRONT PAGE POLITICS ENTERTAINMENT WHAT'S WORKING HEALTHY LIVING WORLDPOST HIGHLINE HUFFPOST LIVE ALL SECTIONS

Republican Calls Climate Change A Hoax Because Earth And Mars Have 'Exactly' Same Temperature

07/08/2014 06:25 pm ET | Updated Jul 21, 2014

8.5 K     



Shadee Ashtari
Associate Politics Editor, The Huffington Post



In a condemnatory speech last week against the Obama administration's new Environmental Protection Agency carbon emission [regulations](#), Kentucky state Sen. Brandon Smith (R) claimed that man-made climate change is scientifically implausible because Mars and Earth share "exactly" the same temperature.

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http://www.huffingtonpost.com/2014/07/08/brandon-smith-mars-climate-change_n_5568058.html

Conclusions I

Suggested typology to classify 18 video types (not closed). It is possible to group these types in two subcategories: TV formats and Web formats.

TV formats: with the main characteristics of journalistic formats for TV (documentary, news, TV interview...).

Web formats: for online channels, with characteristics adapted to the web.

Also, any video designed regardless of the channel (TV or Web).

Conclusions II

If we want to fully make the most of the online channel, messages have to be adapted to the requirements of the web, and videos have to be designed specifically for the online format.

Online video pieces on Climate Change tend to be brief, lasting 1-3 minutes. Most of the videos are news pieces and belong to television channels and general information media.

The aim of educating/training is not relevant among the videos, which is surprising if we take into account that they are about Climate Change.

Conclusions III

Future research:

- Bigger sample
- Audience analysis
- Vaccines & Nanotechnologies to find out if the typology defined is applicable to other samples
- Point of view of scientists

Many thanks

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