

How do video content creation goals impact which concepts people prioritize when generating B-roll imagery?

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Overview


Compelling videos often combine a main video narrative (*A-Roll*) and supplemental images (*B-Roll*) to convey impactful messaging to viewers.

But what makes great B-Roll content?

We developed a large-scale behavioral benchmark (N > 800 participants) of how people with different video content creation goals prioritize words in their transcripts to illustrate as B-Roll images.

Experimental task

Highlight words to make an entertaining video



Example video transcript: Kopi Luwak

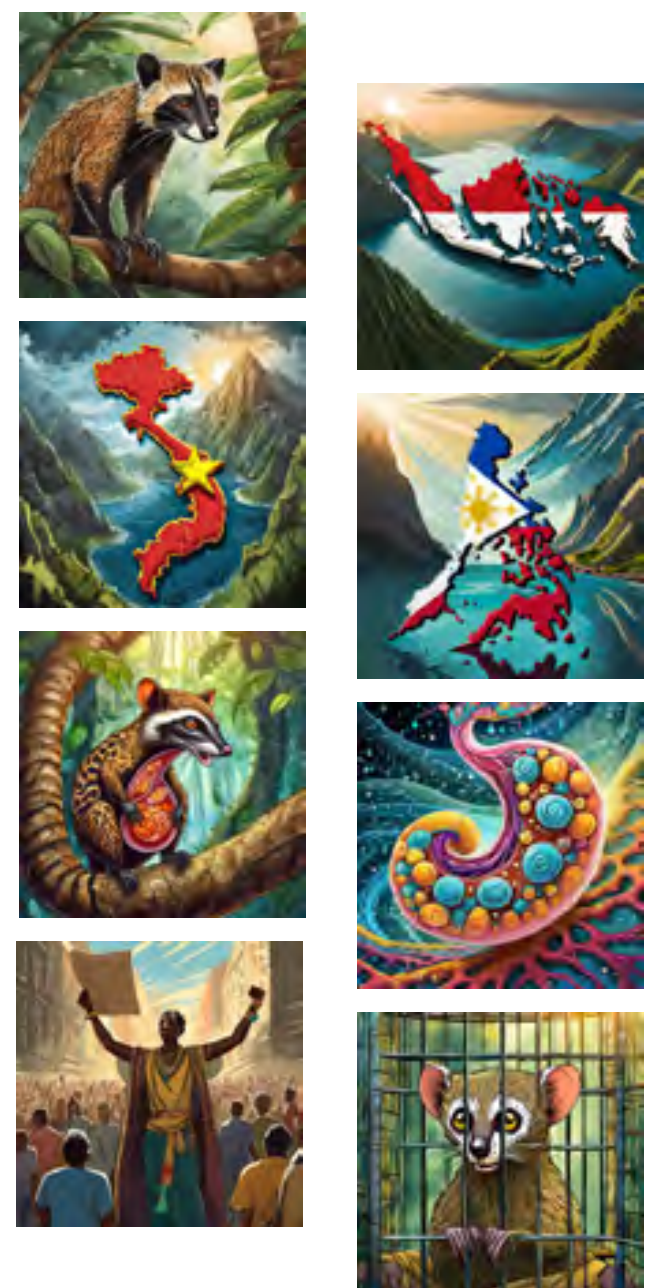
Kopi Luwak, also known as **civet coffee**, is a **unique and enigmatic coffee** variety celebrated for its unusual production process. This coffee gains distinction from its association with the **Asian palm civet**, a **small, cat-like mammal** that plays a crucial role in its production. The unique coffee originates from Southeast Asia, particularly countries like **Indonesia**, **Vietnam**, and the **Philippines**.

Kopi Luwak coffee beans appear similar to traditional coffee beans, but their unique journey through the civet's **digestive system** imparts distinct qualities. The beans are often slightly larger and their flavor is altered by **enzymes** present in the **civet's stomach**. They are **medium to dark brown** in color and possess a smoother surface.

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The rarity of Kopi Luwak stems from its **labor-intensive** and unconventional production process. The limited number of **civets in the wild**, combined with their naturally selective feeding habits, makes the collection of the coffee beans a challenging and time-consuming task. Additionally, **ethical concerns** have arisen regarding the **treatment of captive civets** for commercial production, leading to a focus on responsible sourcing and sustainable practices but elevating the value of Kopi Luwak as a **highly prized coffee** variety.

Highlight words to make an informative video



Participants annotated 12 transcripts spanning 4 popular video topics: *food, fashion, city travel, animals*
Randomly assigned to highlight words to display as B-Roll images in videos either meant to **entertain** or **inform** viewers

