

LAB Deep Research Prompt: The Science of Social Media Video Scripts Conduct a comprehensive analysis of social media video script creation science, focusing on: **### 1. HOOK ENGINEERING (0-3 seconds)** - Psychological triggers that capture attention in first 3 seconds - Pattern analysis of viral video openings across platforms (TikTok, Instagram Reels, YouTube Shorts) - Hook formulas by category: - Question hooks ("What if I told you...") - Controversy hooks ("Everyone is wrong about...") - Promise hooks ("In 30 seconds you'll learn...") - Visual pattern interrupts - Audio hooks (sounds, music drops) - A/B testing data on hook effectiveness - Platform-specific hook requirements **### 2. ENGAGEMENT RETENTION TECHNIQUES** - Micro-commitment strategies (every 3-5 seconds) - Pattern interrupts and visual transitions - Storytelling arc compression for short-form content - The "curiosity gap" principle and applications - Pacing formulas (beats per minute of information) - Visual-audio synchronization patterns **### 3. SCRIPT FORMULAS & FRAMEWORKS** Research and document proven formulas: - AIDA (Attention, Interest, Desire, Action) adapted for social media - PAS (Problem, Agitate, Solution) in 15-60 second formats - The "Hero's Journey" compressed - Educational formats: "How-to" in under 60 seconds - Entertainment formats: Setup-Conflict-Resolution - List-based formats ("5 things you didn't know") - Before/After transformation scripts **### 4. AUDIENCE PSYCHOLOGY &**

TARGETING - Gen Z attention patterns and preferences - Millennial engagement triggers - Professional audience script adaptations - Cultural and regional script variations - Language complexity by audience segment - Emotional journey mapping by demographic #### 5.

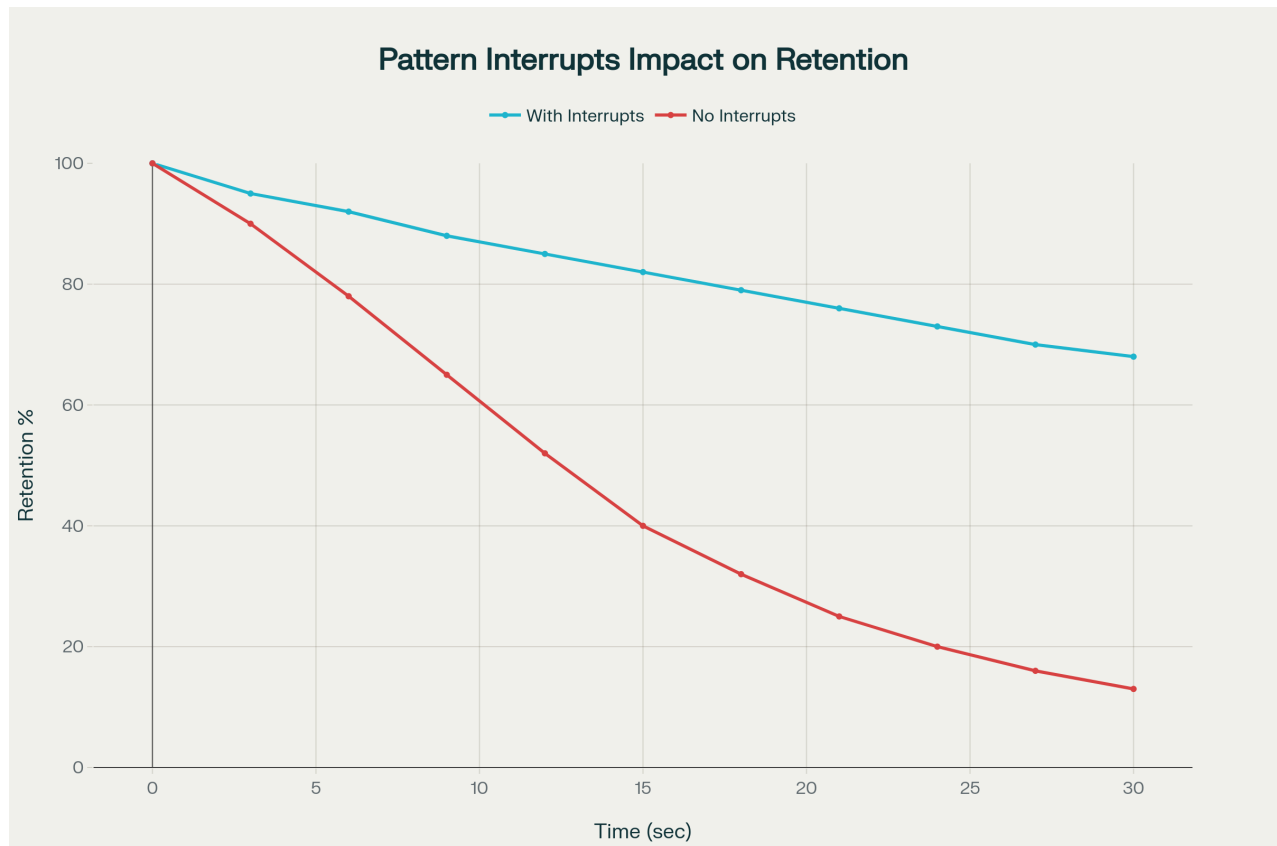
PLATFORM-SPECIFIC OPTIMIZATION Document requirements for: - TikTok: Sound-first scripting, trend integration - Instagram Reels: Visual-first, aesthetic considerations - YouTube Shorts: Search-optimized openings - LinkedIn: Professional tone adaptations - Twitter/X: Thread-to-video conversions #### 6. MEASURABLE

SUCCESS METRICS - Watch time percentage benchmarks - Engagement rate formulas - Shareability factors - Comment-driving script elements - Save/bookmark triggering phrases - Completion rate optimization #### 7. CASE STUDIES &

EXAMPLES Analyze 10 viral videos from each category: - Educational content creators - Entertainment/comedy - Business/entrepreneurship - Lifestyle/wellness - Tech/innovation - Food/cooking For each, document: - Exact opening line - Hook mechanism used - Transition techniques - CTA placement and wording - Total word count and pacing #### 8.

SCIENTIFIC RESEARCH BACKING Find academic studies on: - Attention span in digital media - Cognitive load in video consumption - Emotional contagion through video - Memory retention from video content - Dopamine response to video patterns #### 9. TOOLS & RESOURCES - Script template generators - Pacing calculators - Hook

databases - A/B testing platforms - Analytics interpretation guides ### 10. PRACTICAL APPLICATION FRAMEWORK Create a step-by-step system for: 1. Audience analysis worksheet 2. Hook selection matrix 3. Script structure template 4. Pacing checkpoint system 5. CTA optimization guide 6. Platform adaptation checklist ### DELIVERABLES NEEDED: 1. Comprehensive formula database with examples 2. Decision tree for script type selection 3. Templates for top 10 script formats 4. Timing guides for each platform 5. Word economy techniques 6. Emotional journey maps 7. Testing and iteration framework Research Methodology: 1. Data Sources: - Creator economy reports (Creator Wizard, Later, Hootsuite) - Platform-specific creator guides - Viral video reverse engineering - Neuroscience research on attention - Marketing psychology studies 2. Analysis Framework: - Quantitative: engagement metrics, completion rates - Qualitative: emotional response, memorability - Comparative: cross-platform performance - Temporal: trend evolution over time 3. Output Format: - Executive summary of key findings - Detailed formula explanations with examples - Ready-to-use script templates - Platform-specific cheat sheets - Success metrics benchmarks This research should provide actionable insights for creating highly engaging social media video scripts with scientific backing and proven results.



Pattern interrupts maintain significantly higher viewer retention throughout video duration

Types of Effective Pattern Interrupts^[1]:

- Camera angle changes
- B-roll footage insertion
- Text overlays and animations
- Audio transitions
- Zoom in/out effects
- Color grading shifts

Pacing and Information Density

Studies reveal optimal pacing formulas for maximum retention^[2]:

- **Information Beats:** Deliver new information every 3-5 seconds
- **Visual Changes:** Implement visual shifts every 2-3 seconds
- **Audio Variations:** Introduce sound changes every 5-7 seconds

3. Script Formulas & Frameworks

Classic Formulas Adapted for Social Media

Traditional marketing formulas have been compressed and adapted for short-form content^[3] ^[4]:

AIDA (Attention, Interest, Desire, Action) - 15-60 Second Format:

- Attention (0-3 seconds): Hook with pattern interrupt
- Interest (3-10 seconds): Expand on the promise
- Desire (10-50 seconds): Show transformation/benefit
- Action (50-60 seconds): Clear CTA

PAS (Problem, Agitate, Solution) - Compressed Format:

- Problem (0-5 seconds): Identify relatable pain point
- Agitate (5-15 seconds): Emphasize consequences
- Solution (15-30 seconds): Present your answer

The Hero's Journey Compressed

The classic storytelling arc condensed to under 60 seconds^[5]:

1. **Ordinary World** (0-5 seconds): Relatable starting point
2. **Call to Adventure** (5-10 seconds): Problem** (10-40 seconds): Challenges faced
3. **Transformation** (40-55 seconds): Success achieved
4. **Return** (55-60 seconds): Lesson for viewers

Platform-Optimized Script Templates



1. <https://brandefy.com/psychology-of-viral-video-openers/>
2. <https://sproutsocial.com/insights/social-media-video-specs-guide/>
3. <https://www.firework.com/blog/short-form-video-strategy>
4. <https://lazylines.ai/blog/viral-short-form-video-script-formulas-what-really-works>
5. <https://moonwardmedia.com/the-psychology-behind-high-converting-video-scripts/>