

# The why and how of videos for researchers.

**Kory Stout, Digital Content Editor in the Faculty of Science and Engineering**




# Why video?

Who remembers when websites looked like this?


### Top Sport story

**Man City 4-0 Leeds**  
Manchester City recover from their Premier League loss by making the FA Cup quarter-finals after beating Leeds.




### Fast Track

**Having a whale of a time**  
From the Winterlude festival in Canada to watching marine mammals in Mexico - Michelle Jana Chan shares her latest travel tips.




- Hug a tree for happiness
- Reality tours of Venezuela
- Heli-skiing in Georgia

### News



**Foreign workers abducted in Nigeria**  
Seven foreign workers have been kidnapped by gunmen in northern Nigeria, in the biggest such incident in recent years.



**Country singer Mindy McCready dead**  
US country singer Mindy McCready, 37, has died from "an apparent self-inflicted gunshot wound", an Arkansas sheriff says.

**Armenians vote for new president**

**Bangladesh protests spark law change**

**Sri Lanka group seeks halal boycott**

**Israel to launch Prisoner X inquiry**

**Cyprus election goes to run-off**

### Business

### Sport

### Most Popular in News

Shared	Read	Watched/Listened
Japan 'ghost ship' drifts to Canada		1
Mind mapping: Inside the brain's wiring		2
Disabled piglet gets tiny wheelchair		3
Meteor clean-up under way in Russia		4



toptweets



**RealWizKhalifa** i ended up in a smoked out basement wit @snoopdogg and no wifi so i'll drop the cover tomorrow k? 12 minutes ago via web



**ninadobrev** HAHAAHHAHA Just died. Seriously. Amazing. A Vampire Diaries Parody by @HillywoodShow :) Freakishly accurate. <http://youtu.be/2aidhwtzR2s> 29 minutes ago via web



**mishacollins** My phone was stolen and apparently cast into a parallel universe devoid of magic. I've retrieved it. I promise it won't happen again. 32 minutes ago via Echofon



**thekatvond** Everytime I feel like giving up on things, Life has a way of showing me hope, beauty, n inspiration... Sweet dreams everyone. about 1 hour ago via Twittelator



**FaceBookLikeMe** OMG!!! I've been dying to have a fashion Shopping Spree on a designer site like this >>> <http://lx.im/1aClS> - ad about 1 hour ago via MyLikes Network



**MosDef** Ya'll see Rihanna and Ciara twitters? They're fighting, my question is how the hell did they get WiFi in the kitchen? about 1 hour ago via web



**KhloeKardashian** "Blessed is the man who trusts in the Lord and has made the Lord his hope and confidence." Jeremiah 17:7 about 1 hour ago via Twitter for BlackBerry®



**LoveQuotesx** He ignores you, but you like him. He does nothing, but you fall for him, you miss him, even though you know he's never thought about you. about 1 hour ago via web

# Why video?

Now they look like this:

## BBC iPlayer trailers: New and coming soon >

View more >



An ordinary family caught up in a civil uprising

Drama



The tragic story of a notorious RAF disaster

Factual



A Dublin crime family, outgunned and under fire

Drama



Where have all the celebs gone?

Entertainment

## Money >

View more >



9:17

How to improve your credit score

BBC One



8:10

Are you missing out on valuable cash in your pension?

BBC One



Energy bills predicted to fall by nearly £300

Business

You reposted



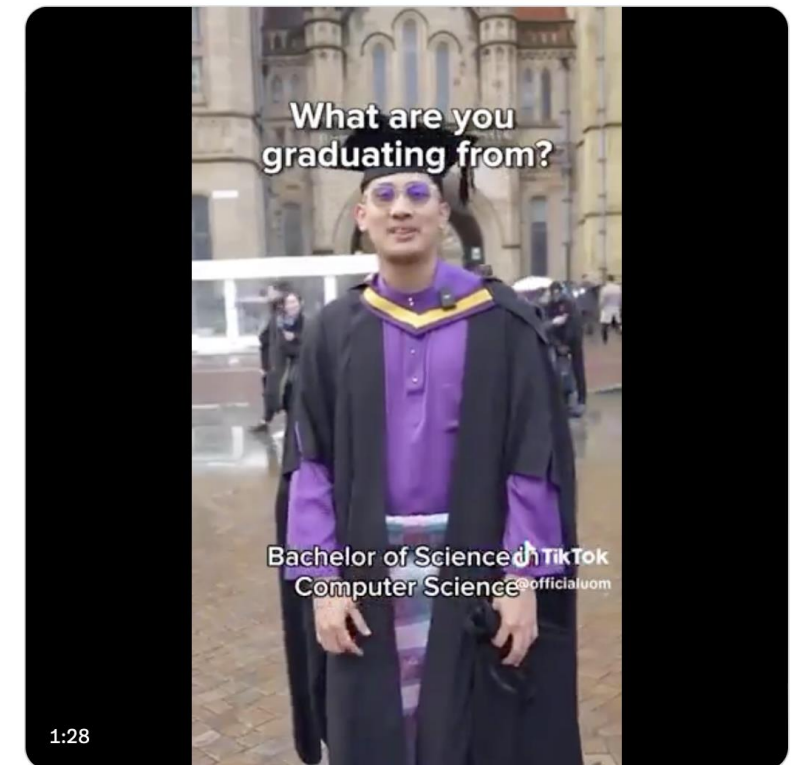
**Social Responsibility** @SocialResponUoM · Jan 9

Hear how our @UoMSciEng December 2023 graduates plan to make a difference.

Prioritising sustainability

Making algorithms that benefit people

Being at the cutting edge of new research



1



262



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# Why video?

Why is video everywhere...

**RETENTION**

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# Why video?

Why is video everywhere...

**ENGAGEMENT**

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# Why video?

Why is video everywhere...

**PASSIVE**

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# Why video?

Why is video everywhere...

**ATTENTION SPAN**

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# Why video?

Why is video everywhere...

**Really it's because  
we love stories**

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# Why video?

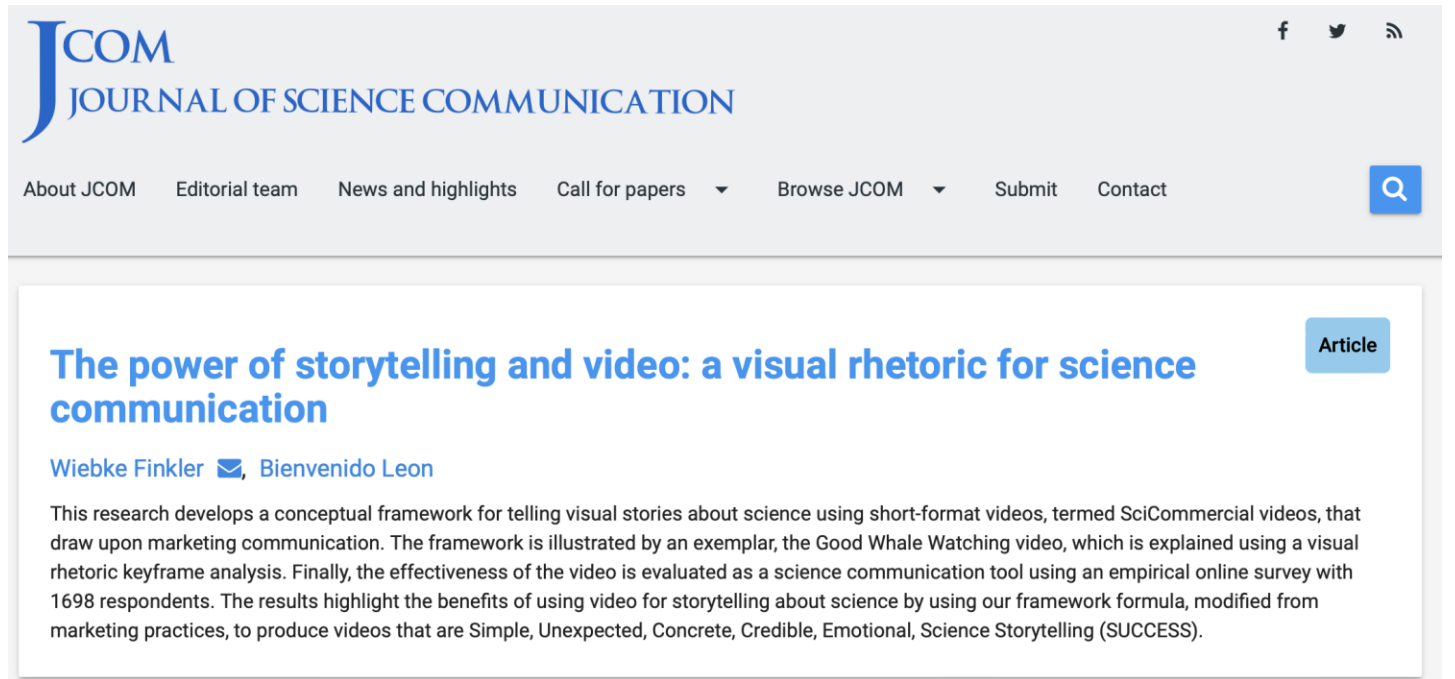
Why is video everywhere...

**Really it's because  
we love people**

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# SUCCESS – Science Communication videos

**SIMPLE**



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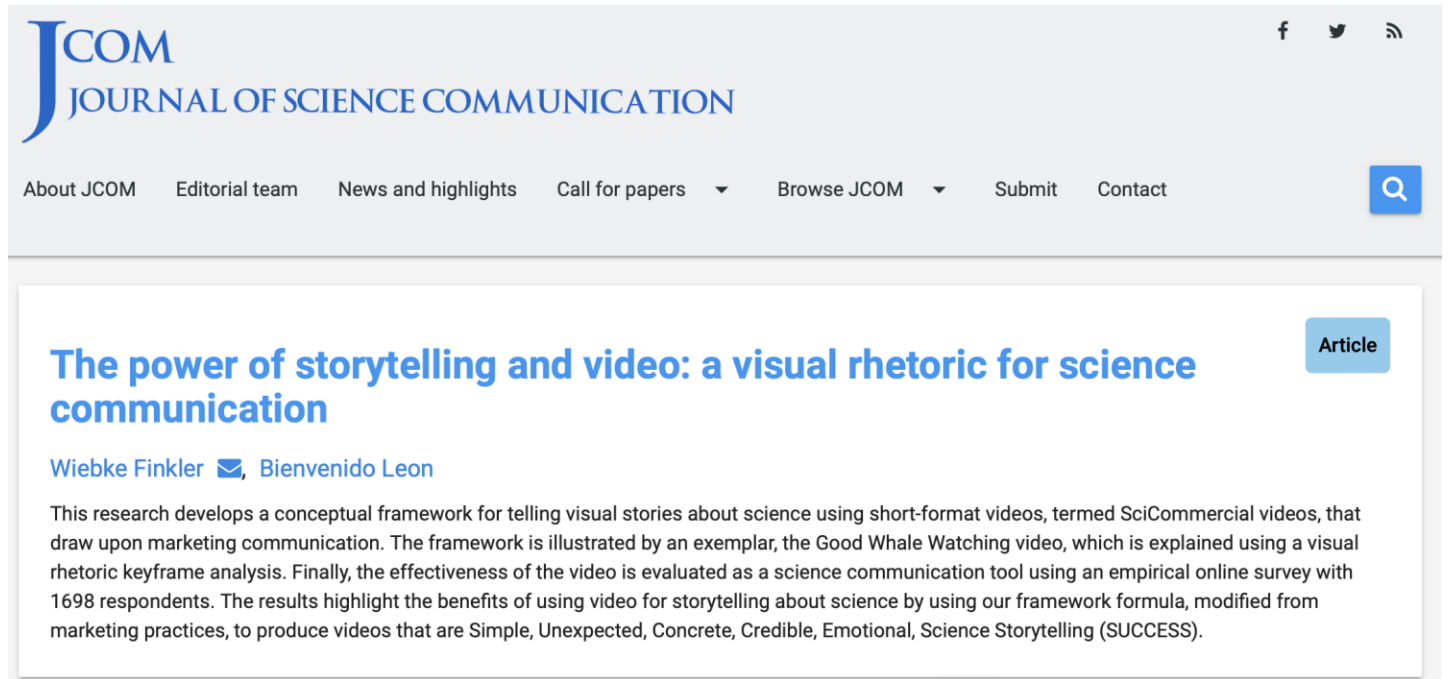
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Wiebke Finkler ✉, Bienvenido Leon

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# SUCCESS – Science Communication videos

UN-  
EXPECTED



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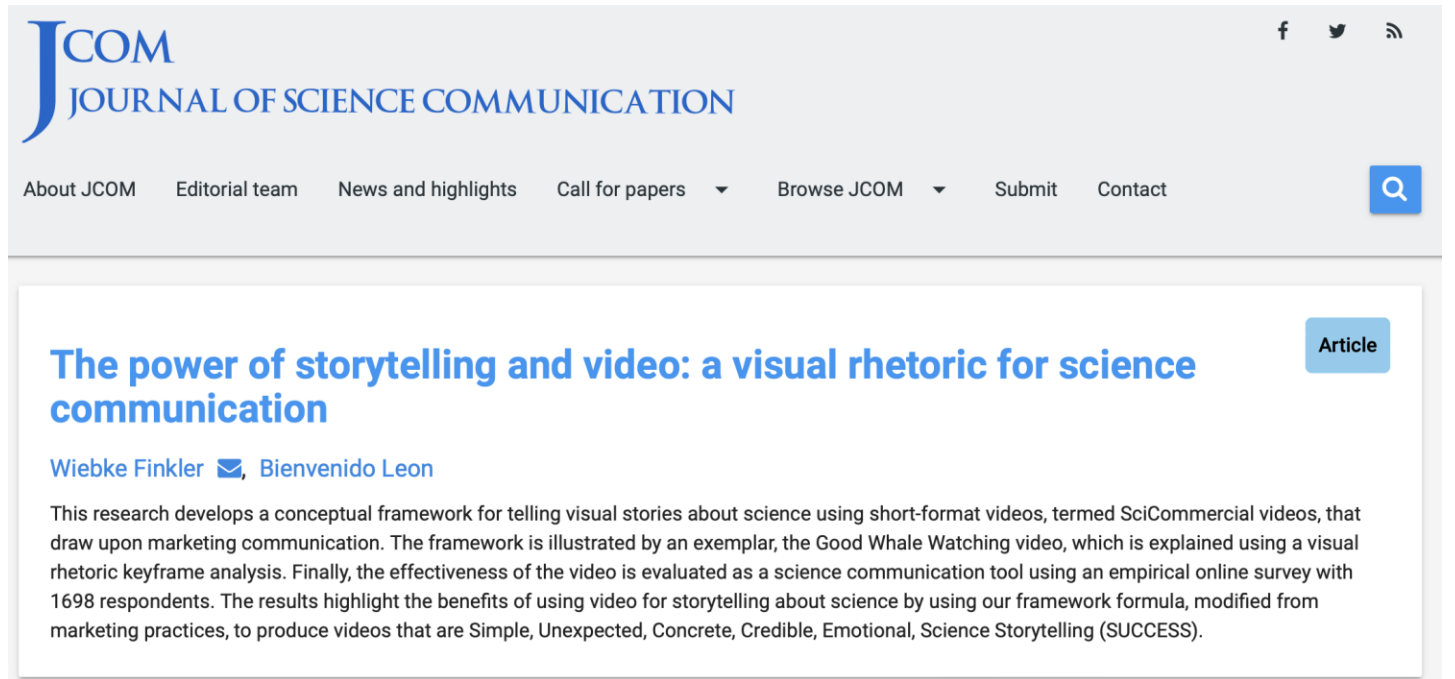
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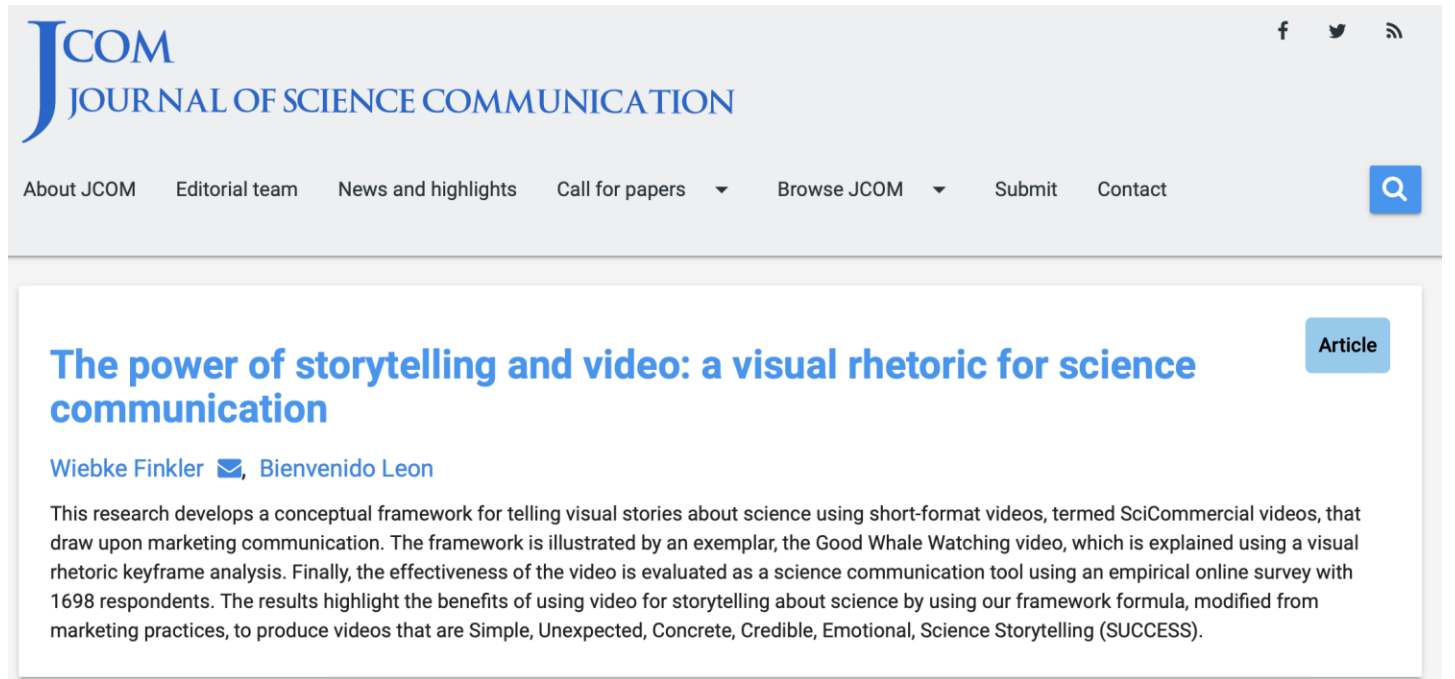
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# SUCCESS – Science Communication videos

**CREDIBLE**



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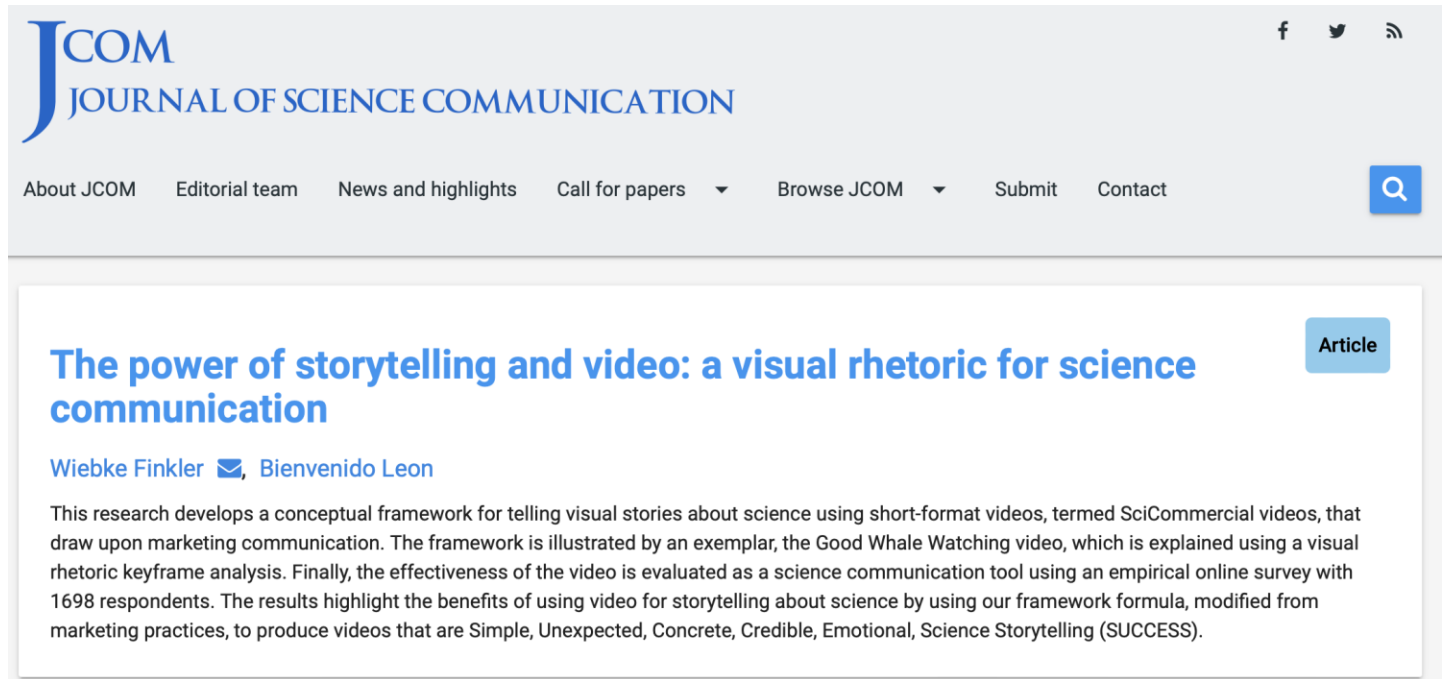
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# SUCCESS – Science Communication videos

EMOTION



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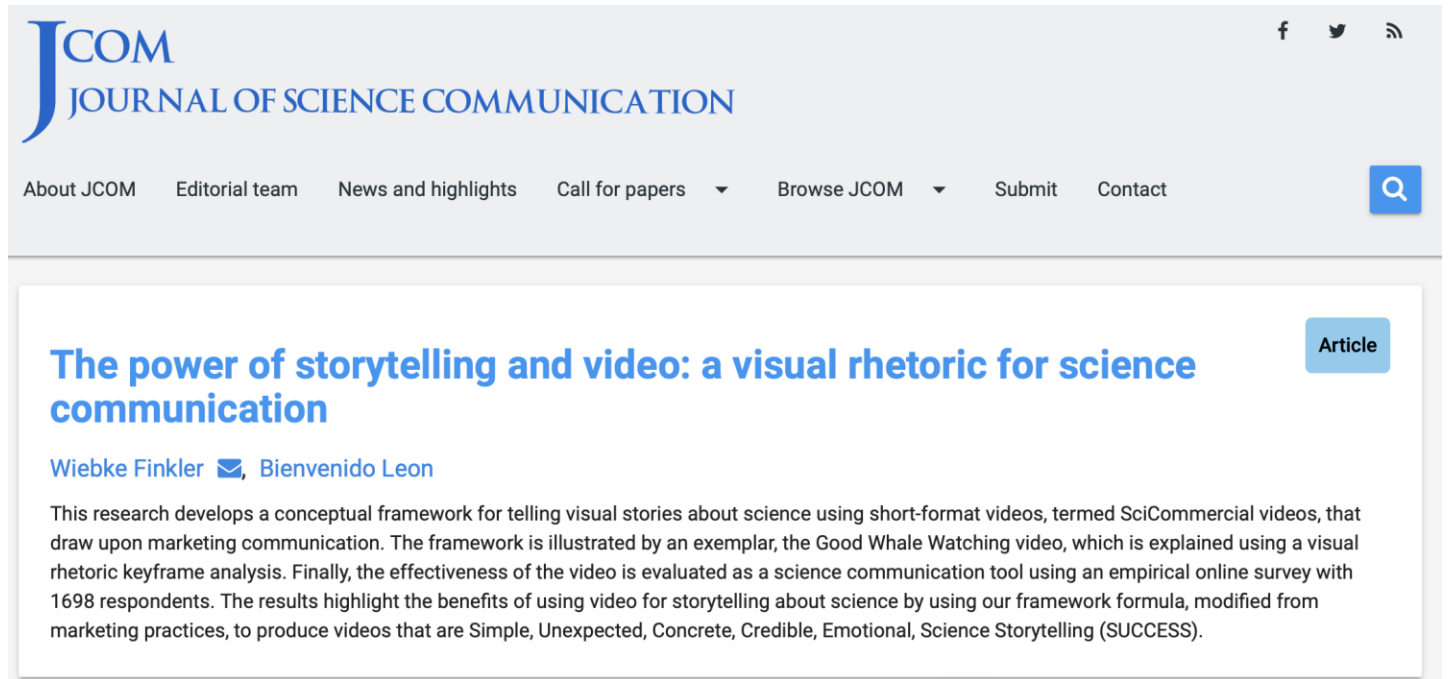
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# SUCCESS – Science Communication videos

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STORY  
TELLING



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# Tips on video-making.

