windfo

Researching means of information on wind energy

Research Results

inspired by TUM: Junge Akademie

About the Project

Social media offers valuable opportunities for public engagement and enables interaction between scientists and the general public. Our research project "Windfo" investigates how different types of short videos influence trust, liking, comprehensibility, and retention in the context of science communication about wind energy.

The study was conducted using an online survey that included one video and corresponding questions addressing the target variables. The videos varied in elements such as clipping speed and whether the content was AI-generated.

While AI-generated videos offer efficiency, human elements were associated with higher levels of trust. Liking and retention were significantly influenced by gender and age, whereas comprehensibility did not differ significantly between conditions.

Certain limitations, such as the controlled study setting and topic-specific variability, must be acknowledged. Nevertheless, the results suggest that valuable science communication content can be created for social media without needing to overemphasize specific video formats.

Key Findings

SIMPLY GET STARTED!

Our research indicates no drastic differences between the different video styles we analyzed. In sight of spreading misinformation online, we encourage scientists to prioritize communicating their work and findings online over concerns regarding quality and aiming for the 'perfect' result.

TIP #1

Findings indicate that AI voice-overs result in slightly lower trust and retention scores than human speech. So, while the time-saver seems tempting, we recommend making use of AI for visuals only.

TIP #2

Interactive content (e.g. interviews, changing imagery) are preferred over simply talking to the camera.

Get in touch

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