



# windfo

Researching means of information on wind energy



## Our Objective

Our objective is to identify the **most effective way of presenting information** that enables experts and scientists to **effectively communicate on social media platforms**. We aim to assess the retention and acceptance of information on wind power as a renewable energy source **through short video formats**.

## Research Question

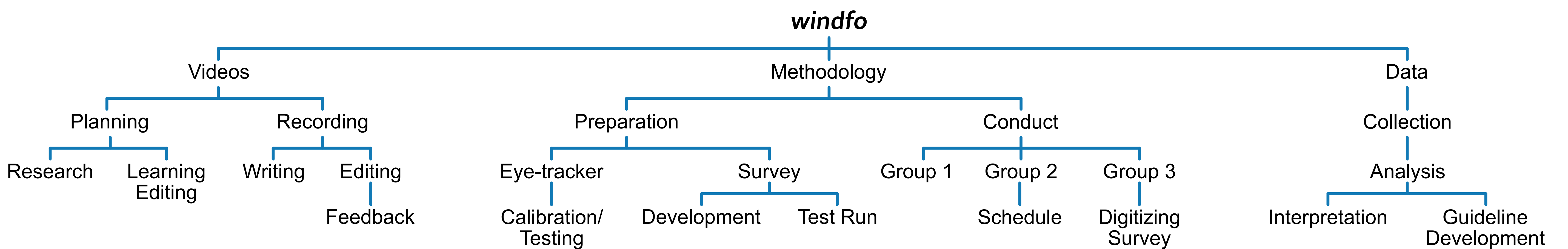
To what degree is informational content via short videos of different presentation format, clothing and type of language on the topic of wind power trusted and retained?

## Methodology

We want to create a number of social media-like short videos that **only differ in setting, clothing and language**, but not content. One of these videos will be shown to each individual. After that, participants are asked to fill out a questionnaire about, among other things, the content of the video.

- **Group 1:** street survey, with one video and a questionnaire
- **Group 2:** survey conducted in a lab under the same conditions, with the **addition of an eye-tracker** to determine parts of the videos that draw attention
- **Group 3:** online video with a **click-through survey**

## Project Structure



## Background

### Wind Power

Renewable energies are a **topic of contention**, often generating debate influenced more by social factors than factual evidence. Wind power, a longstanding renewable energy source, is commonly seen as straightforward. However, this **familiarity does not always translate to comprehensive knowledge**. Consequently, opinions on wind power, including **concerns about bird safety, cost-effectiveness, and weather dependency**, often lack a factual foundation.

### Social Media

Nowadays **news consumption relies heavily on social media**. Especially TikTok, YouTube, and Instagram are used as primary news sources for teenagers, **surpassing traditional outlets**.<sup>1</sup> A study by German broadcaster ZDF indicates that **78% of individuals aged 15 to 29 use Instagram weekly, with 41% using TikTok regularly**. Germany averages 89 minutes of daily social media usage.<sup>2</sup> While social media serves as a **medium for communication** and information dissemination, it also facilitates the **rapid spread of misinformation**. Meanwhile, many experts, scientists, and professionals **struggle to effectively utilise social media platforms**. As a result, their research often reaches only a fraction of the potential audience.

### Retention

We are constantly **exposed to immense amounts of multimedial information**. As a result of the constant influx of new information and entertainment, we often **struggle to effectively retain and comprehend** the content presented to us.

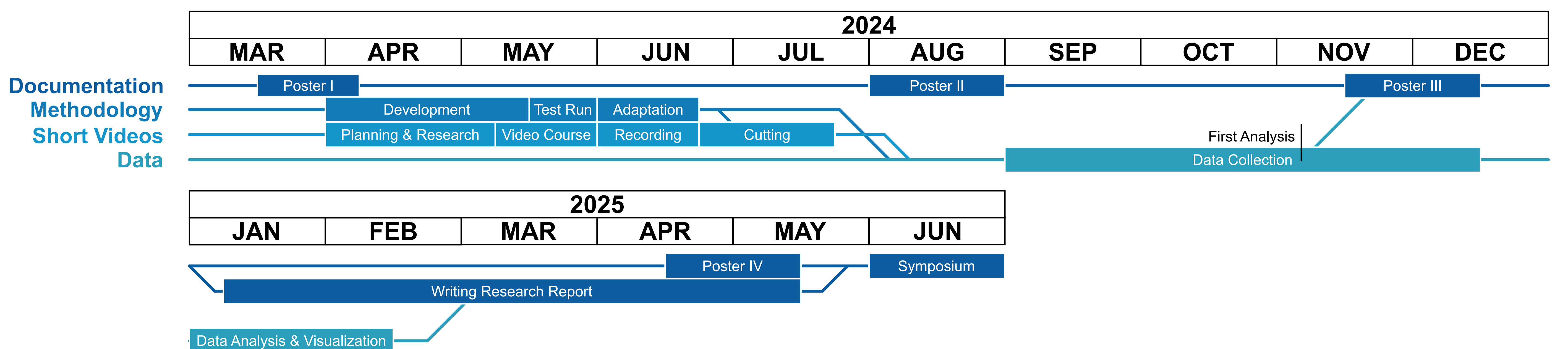
### Attention Span<sup>3</sup>

Overstimulation through endless scrolling **affects our attentional resources**, diminishing attention spans over time. When our focus is not immediately grabbed, we become disinterested, which can hinder our cognitive system's ability to retain new information.

### Credulity<sup>4</sup>

People frequently **accept social media content without verifying its accuracy**, particularly when there is a **bond with the creator** or when the **content resonates with their beliefs**. As a result, social media becomes a platform where **opinions quickly gain widespread acceptance**, contributing to the **proliferation of misinformation**.

## Timeline



## Bibliography

- (1) Ofcom: *News consumption in the UK: 2023*. July 20th 2023. <https://t.ly/nUNm->
- (2) Harms, Frederik: *Anteil der Nutzer von Social-Media-Plattformen nach Altersgruppen in Deutschland im Jahr 2023*. November 2023. <https://t.ly/FnaJH>
- (3) Giraldo-Luque, Santiago et. al.: *The Struggle for Human Attention: Between the Abuse of Social Media and Digital Wellbeing*. November 19th 2020. <https://www.mdpi.com/2227-9032/8/4/497>
- (4) Balzan, Stefania et. al.: *Disseminating Science and Education through Social Media: The Experience of a Students' Editorial Team at the University of Padova*. April 5th 2022. <https://doi.org/10.1128/jmbe.00345-21>