



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

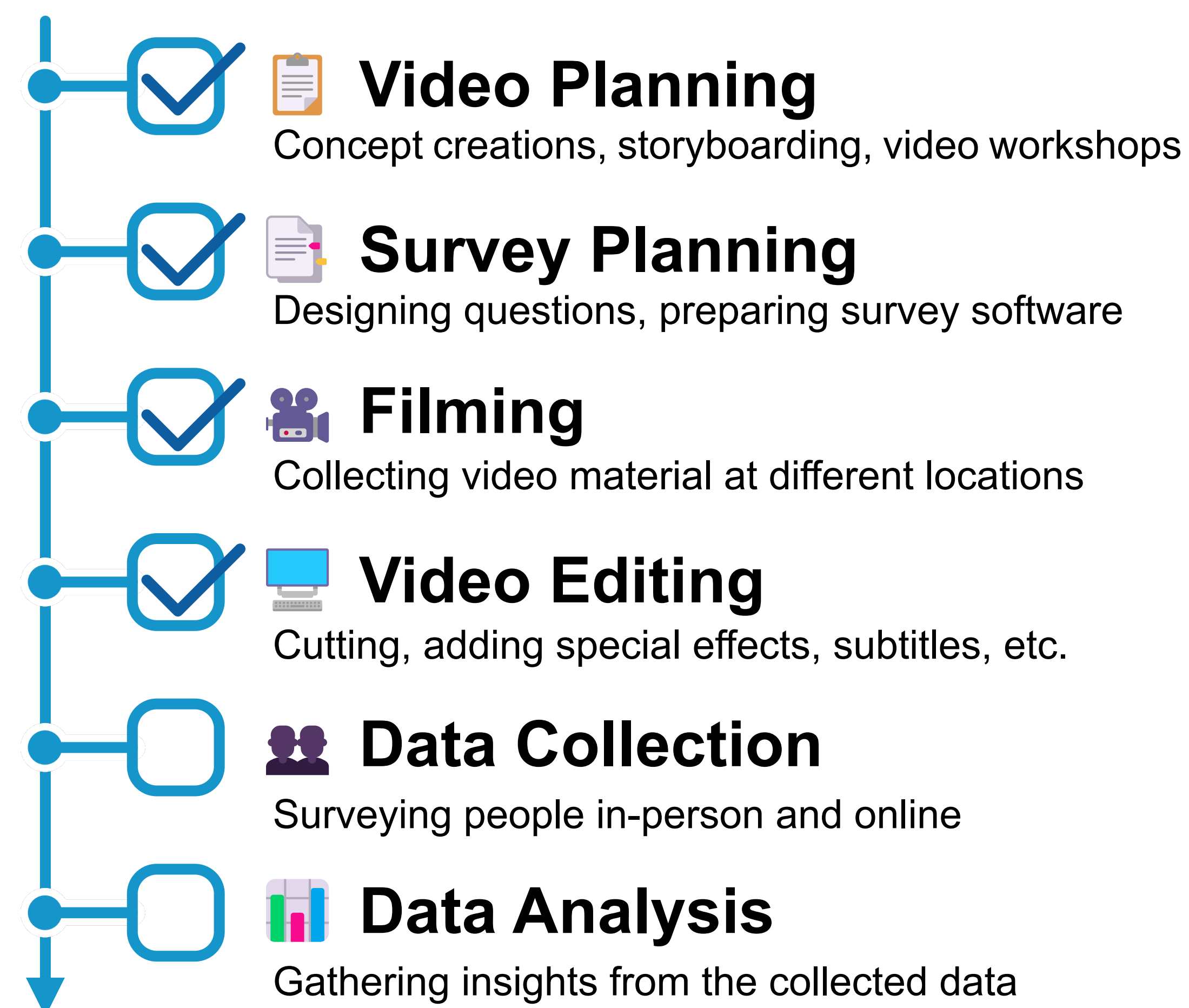
To what degree is informational content via short videos of different presentation format, clothing and type of language on the topic of wind power trusted and retained?

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 Progress



Short Videos



#1 Lecture

- lecture format
- casual clothes
- no direct interaction with viewer
- information transmitted directly



#2 Dialogue

- interview-style format
- popular social media format
- interviewer and interviewee are the same person (changes in camera perspective and outfit)



#3 Explainer

- presenter speaks directly into camera and to recipient
- medium shot
- low production effort



#4 Visual Explainer

- same footage as video 3
- with added animations for a more engaging format



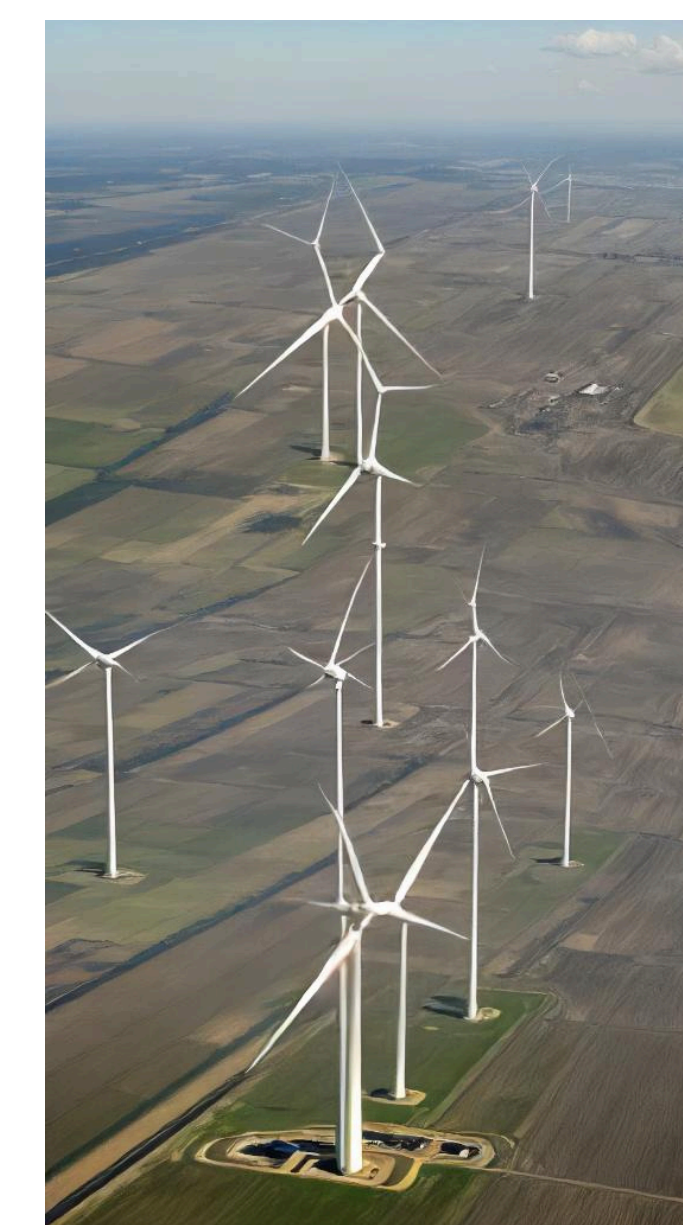
#5 Real Video, Human Voice

- narrated visual with filmed clips of wind power plants
- human voiceover
- no on-screen presenter



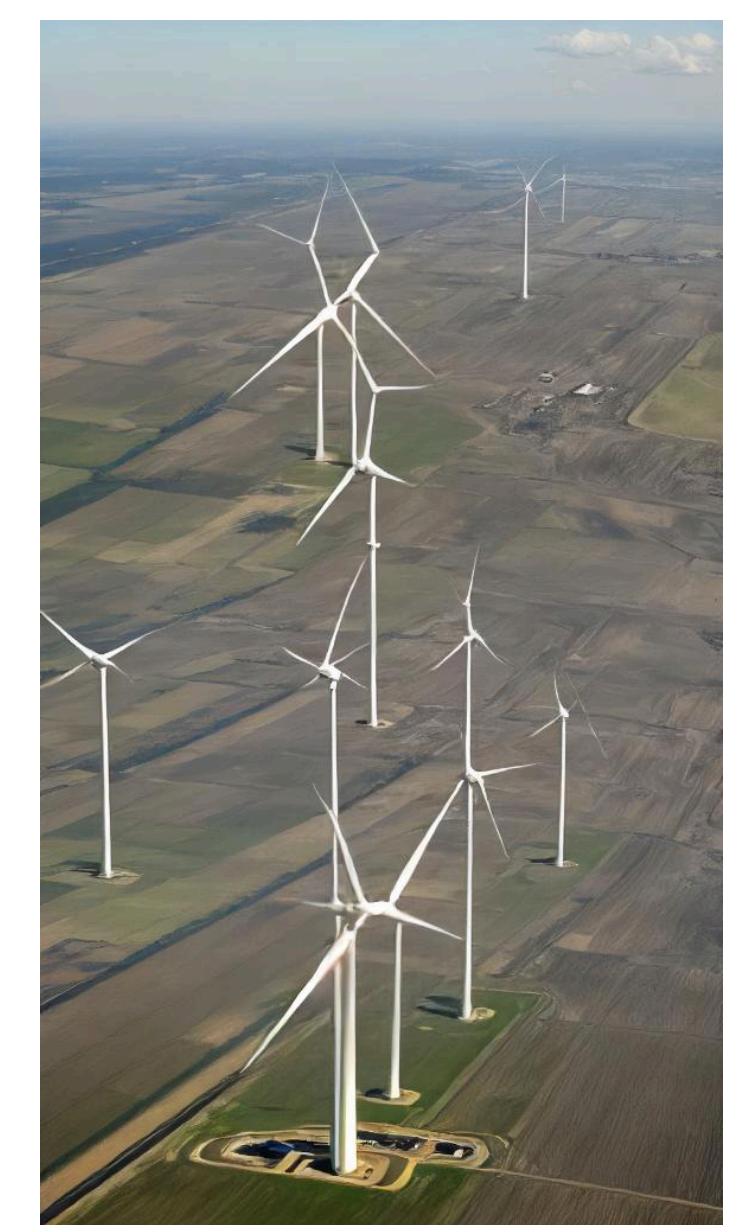
#6 Real Video, AI Voice

- same footage as video 6
- AI-generated voiceover



#7 AI Video, Human Voice

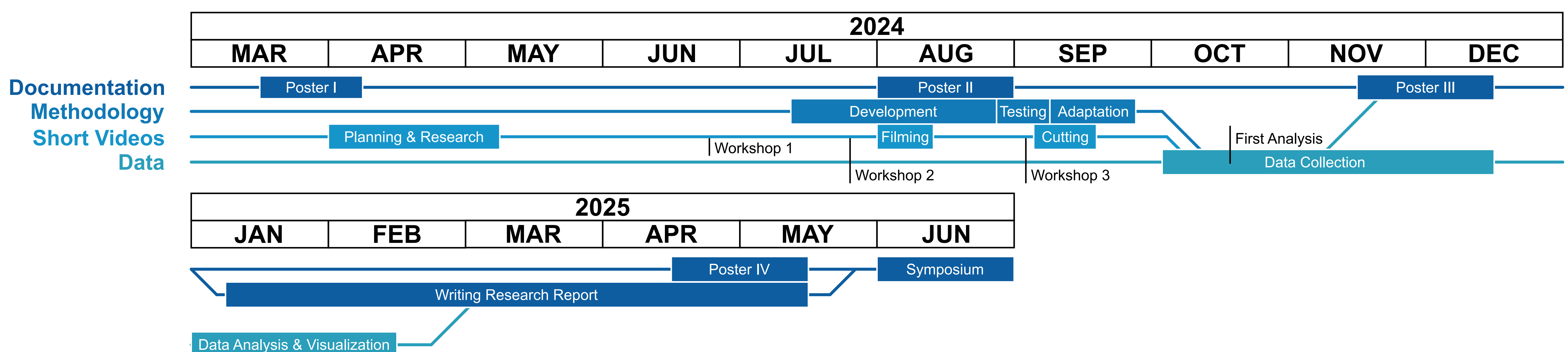
- AI-generated imagery
- human voice-over



#8 AI Video, AI Voice

- AI-generated imagery
- AI-generated voiceover

Timeline



(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>