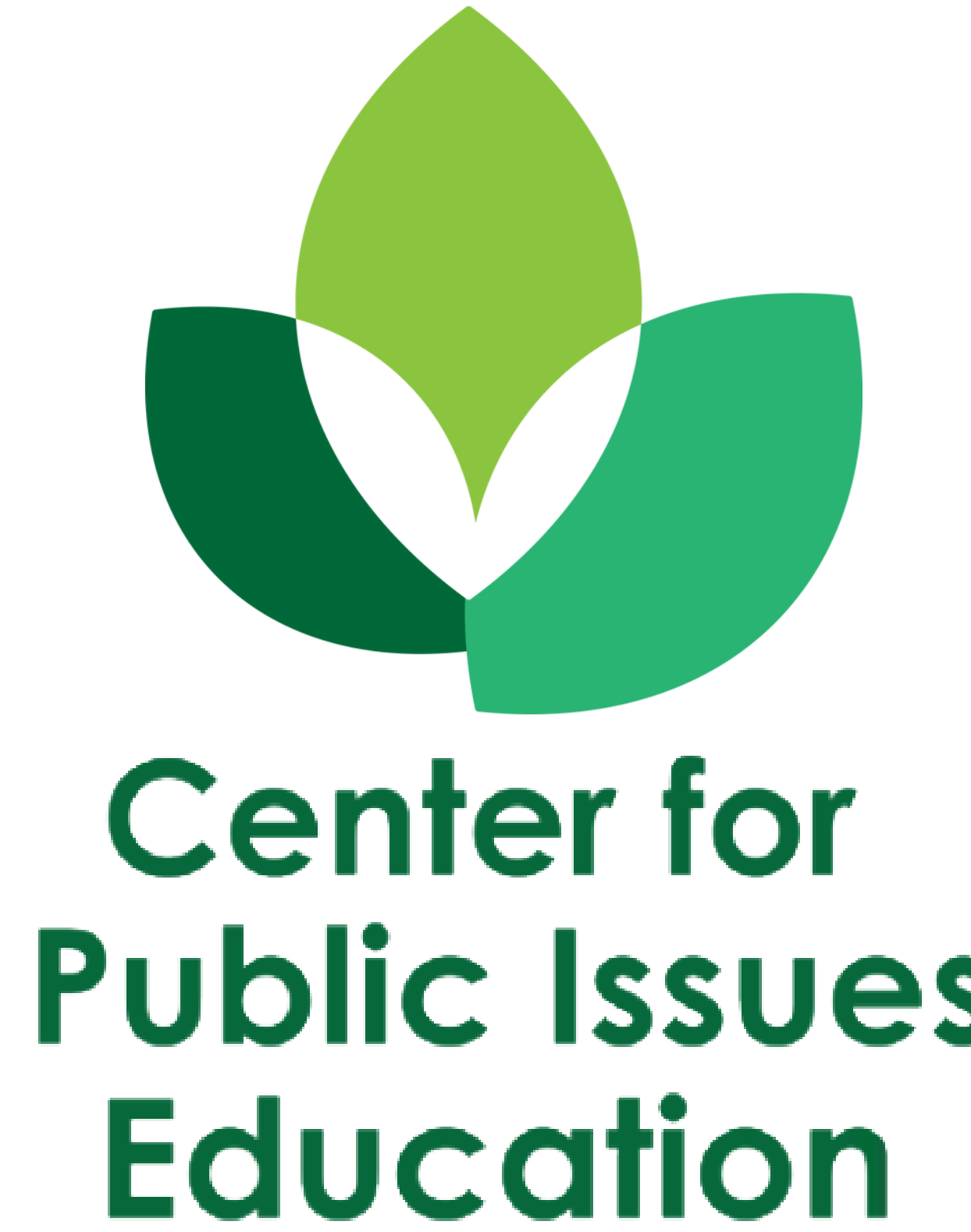


Capturing Credible Communication: Using Focus Groups with Perception Analyzer Dials to Understand the Credibility of Different Video Types

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Introduction

- Videos are preferred by consumers (1,2)
- Audiences do not perceive all videos as credible (3)
- Content and format affect credibility (4)
- Gaps in understanding differences in specific formats on credibility

Purpose

- Understand the credibility of video-based, science communication products:
- A) traditional video with B-roll, voiceover, and closed captioning vs.
- B) Kinetic typography video with text, infographics, and music track.

Conceptual Framework

- The credibility of science communication
- Credibility is the degree of believability in the facts and data presented (5)
- Argument strength (6), presentation style (7,8), information quality (6), and information accuracy (9) affect credibility

Methodology

- Data collection: Six focus groups (n = 29), perception analyzer dials
- Data type: Quantitative and qualitative data
- Data analysis: Descriptive statistics, thematic analysis

Findings

"I'm a read-write learner, strongly text oriented. And I really preferred this one [kinetic typography] because I love the way the colors help to organize the text for, and help to emphasize what's important. And in the other video, I felt that it was just this continuous stream. And I had a harder time kind of identifying most important concepts."

"I preferred the B roll video for sure. But I found myself having different reactions to the claims that were being made by whether the B roll was obviously stock, or whether it was a little bit more authentic. And so I found myself moving the dial based on my perception of whether it was, you know, stock versus real, I guess."

"Also, some of [the traditional video] footage seemed really regional, like seemed very authentic. And I feel like those moments created a trust. Yeah. I actually wondered whether, was any of it stock footage?"

Findings

- Mean scores for A = 76.41; Mean scores for B = 65.11

- Major themes
- Understanding of Science Communication Better in A format
 - Accuracy Questioned when Visuals Didn't Match Person's Lived-Experience
 - Authenticity Questioned When Videos Appeared as Stock



Figure 1. Screenshot of the traditional video with B-roll, voiceover, and closed captioning (Format A)

"Hearing your voice [the voiceover] along with the captions at the bottom, and then the real-ish photos, really added to it a lot, rather than just words, words, words, words. In the [traditional video] if I missed something, at least the visual was there to kind of supplement and be like, oh this is what they're talking about now."



Figure 2. Screenshot of the kinetic typography video with text, infographics, and music track (Format B)

So it's like, here we are, we're talking about people. And we're seeing like, just like a cornfield. And so, I just felt like that was a missed opportunity to really reinforce the claim that we were making by visually demonstrating a person actually doing it. I will say that this is very regional. I'm an outlier. But this really does not compute to my region at all. As far as the claims they're making and what we're seeing, of course, the visuals are way off.

Conclusion

Science communication can be credible in either A or B format. However, understanding of the content was higher in the A format. But participants were more likely to question the accuracy and authenticity of the content in the A format. It is recommended that A format be used when you have access to non-stock video that represents the specific area of your audience. If you use B format, keep the content simple and allow more time between transitions to the next type or infographic.

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