

Hi, this is Karen McKee, The Scientist Videographer. In this series of tutorials, I am focusing on how scientists can better communicate with a diverse audience. In this video, I will cover some ways to capture the viewer's attention and get them interested in your topic.

Foremost, you want to keep your audience in mind when developing your video project. If your target audience is the non-specialist, then you need to tailor your message to that audience.

First, keep your message simple, clear, and compact. The idea is not to "dumb-down" the information, but to find the core idea and express it simply.

You want to capture the audience's interest. You can do this by selecting a presentation style that holds their attention. For example, you can begin with a puzzle and have the answer unfold like a mystery novel or forensic investigation. Most people will be curious enough to stick around to see what the answer turns out to be. Most science topics can be presented this way.

Another approach is to create a gap in the reader's mind between what is known and what is not known about your topic. Again, most science topics can be framed this way.

Another idea is to invite the viewer to predict the outcome of the research or ask how they would tackle the problem. They will then be more curious about how you went about it and what the outcome was.

Finally, convey your sense of curiosity or passion as a scientist. People are attracted to the human interest aspect and the people behind the work. You might explain how you became interested in science as a child for example.

Well, those are just a few ideas to get your viewer's attention and hold it through to the end of your video. This is Karen McKee, the Scientist Videographer.