

POPULARIZATION COMPONENT – COMMUNICATION

COMMUNICATION 2 – FIRST COMMUNICATION VIDEO

CONTEXT

GENERAL CONTEXT

The communication of scientific results and academic works is taking more and more importance in research projects. The recent pandemic crisis showed how important a good scientific communication is, as general audience is, in fact, willing to learn about how science works, and sometimes are happy to participate and contribute (see Deliverable 2 for more detailed points about citizen science). A good communication should be considered as an important part of academic work.

Depending on the cultural and societal context, it is important to choose a way to communicate that is accessible, easy to use and to understand for the civil society.

INSIDE THE PROJECT

Video is an interesting media for communicate with general public. Creating this first short video is also a way to attract people, make them interested in this subject and potentially willing to know more about it (by visiting the website) or getting involved in the project (for future aspects, like surveys or events).

BACKGROUND AND PURPOSE

BACKGROUND

This is the first additional content created for the website (see Communication 1). This content is a popularization video, created with video rushes from Tartu's observations in Autumn and Winter (see Deliverables 12 and 13) and from Paris' observations in Winter (see Deliverable 14).

PURPOSE

The purpose is to create a narrative for the observations, in order to communicate more easily with the general public and creating interest for the subject. A video is, in addition, a kind of content easy to watch, easy to share, and known to catch easily attention and interest, even on uncommon subjects.

PRACTICAL ASPECT

METHODS AND TECHNICS

EDITING

Due to lack of formation on recent editing tools, and the cost represented by the potential purchase of an editing software and a computer able to run it, choice was made to entrust editing to a service provider (see Acknowledgements section), who had worked before for the university in similar productions. A quotation was produced before the beginning of work.

IMAGE

The video rushes chosen for this video were:

- For Tartu in autumn: T_A_211103_R01; T_A_211109_R01; T_A_211128_R02 and T_A_211128_R03.
- For Tartu in winter: T_W_211207_R01; T_W_211207_R02; T_W_211208_R12; T_W_211208_R16; T_W_211208_R17; T_W_211208_R18; T_W_211208_R22 and T_W_220221_R01.
- For Paris in winter: P_W_220110_R02; P_W_220110_R03; P_W_220110_R05; P_W_220110_R08; P_W_220110_R09; P_W_220111_R04; P_W_220113_R02; P_W_220113_R04; P_W_220113_R09 and P_W_220113_R13.

SOUND AND SUBTITLES

Voice is recorded in English. Transcripts in English and in Estonian are provided. All additional music is royalty free.

TEXT

Today, more than half of all human beings live in cities. As cities are becoming more and more our house, what we perceive as the most human habitat, we tend to forget that we are not the only inhabitants. And among all the species living with us, birds are probably the most visible.

Researchers are studying non-human species that live with us. And we call them “the liminal species”. Here, in the University of Tartu, we are more specifically studying a strange, noisy and intelligent family: the corvids.

Let me introduce you to *Corvus cornix*, *Corvus frugilegus* and *Coloeus monedula*. They were still *Corvus* few years ago, but taxonomy is a changing thing. All of them are social species, living in sometimes massive groups, foraging gardens and garbage and being... well, people say “noisy”, but they prefer “talkative”.

Corvids are intelligent and attentive species. They are able to use basic tools, to recognize human faces, and to remember a person that was mean to them. They usually don’t attack humans, but in this precise case, they could make an exception. They are protective to each other, and would try anything to protect their younglings or free their partner from a trap. Unlike other individuals of their species, corvids in Tartu are not migrating. They live here through the year, finding their food despite the snow, mainly by emptying human trash cans, like their cousins who live under warmer climate.

Tartu is not the only city hosting these fascinating liminals. In Paris, lives *Corvus corone*, a so close cousin that they were, with *Corvus cornix*, still considered as the same species only few years ago. If their behaviours are close, their nuances are studied in other to understand more about how different groups behave all around the world.

Never tamed but yet never far away from us, corvids are fascinating, living with us, just upon our heads, and just under our noses. Come and follow us on our scientific and poetic journey, to learn more about these strange and brilliant species.

ETHICAL AND SAFETY COMPLIANCE

The webpage is hosted by University of Tartu, supported by the university servers. Consequently:

- All media are property either of the university or of the administrator (in this situation, that means myself).
- No copyright can be applied on media that could prevent them to be share with others scientists or research teams.

- The webpage is as protected against informatic attacks or hacking as is any content managed by the University IT department.

Still, a third party was used for hosting the video, and cookie management should be monitored due to that aspect. This choice was made for, first, a technical reason (Wordpress could not properly upload the video and the entire website was unstable due to that), second, for an accessibility reason (Youtube allows to easily implement subtitles for deaf people people). The Youtube Channel hosting the video (in Unlisted) is The Dendrobate Doctor's channel (see in Links section), my own channel of science popularization, in French.

Subtitles in English were made in accessibility perspective. Subtitles in Estonian were automatically translated and will need correction by a native speaker.

FEEDBACK

As for the website, the video was first proposed to a small sample (7) outside of the project (from 20 to 74 years old, (3 males, 4 females, with various level of English, from basic school level to bilingual, none with English as first language) before being uploaded on the webpage.

- Tests were made on computer (4), tablet (1) and mobile (2).
- Technical quality:
 - o Participants found the audio clear and were able to understand the text. Two participants stressed the fact that they were able to understand everything even if their English level is quite poor. One participant describe the audio as "pleasant and easy to follow".
 - o Participants found the images good and professional-like. One participant particularly appreciated to see research's images of free specimens. One participant described the images as "ARTE-like quality" (French-German popularization TV channel).
- Aesthetic and ambiance: Participants could give three adjectives to describe their feelings about the video.
 - o The popularization aspect was well understood ("didactical", "interesting" (2))
 - o The aesthetic of the video clearly impacted participants ("aesthetical" (2), "composed") and one participant made a comparison with the general aesthetic found in ARTE documentaries.
 - o The video is pleasant to watch and participants were entertained ("pleasant" (2), "nice", "light", "playful")
 - o Only one participant talked about nature theme ("ecological")
 - o One participant talked about the "mysterious" aspect, and another talked about a "teaser" effect
- General interest:
 - o Participants said that the video made them want to learn more about the species. One participant wanted more information about pairs' dynamic and corvids' communication. Another one said that maybe her answer was not relevant because she was already interested by the species anyway.
 - o Participants said that the video made them want to learn more about the project. One participant wanted more information about impact of the project in general and potential impact on taxonomy in particular.
- Further involvement:
 - o All participants agreed on potential future involvement in the project, by answering survey for example.
 - o This answer is interesting, but potentially biased by the fact that, as testers, they already agreed on being involved once, and are more susceptible to be involved again than the general public.

The video was then upload on the home page of the project webpage (see section Documents for a visual preview).

GENERAL PROJECT – CURRENT STATE OF PLAY

IMPORTANCE OF THE CURRENT STEP

This video is a precious tool of communication. It should be released just before the launching of Workpackage 2, which implies involvement of inhabitants, specialists and probably students. In this configuration, it would help to sensitization and recruitment.

PROPOSITIONS FOR OTHER ASPECTS OF THE PROJECT

ACADEMIC ASPECTS

This material could be use for sensitization and communication with international partners. The French Society of Zoosemiotics, interested in hosting a small event to allow the introduction of the project, the Semiotics Department team, and the preliminary result (see Document I1 and format of their previous events in the Links section).

RESEARCH ASPECTS

This video only uses videos and images of autumn and winter (only winter for the videos shot in Paris). Next steps of observations, especially summer, will provide more material, that could be use then for another communication production.

NEXT STEPS

This video will be used as communication support for the conception and diffusion of survey (Deliverables 6, 8 and 10) and interviews (Deliverables 7 and 9).

ANNEXES

LINKS

Previous events of the French Society of Zoosemiotics (in French):

<https://societefrancaisedezoosemiotique.fr/seminaires/>

Video online: <https://www.crows.ut.ee/> (on the website, home page), https://youtu.be/jqVTsuKbR_U (on the Youtube channel)

Youtube channel hosting the video: <https://www.youtube.com/channel/UCeZ2bxvWCWpudAH-wpJuKOW>

ACKNOWLEDGEMENTS

Martti Reinet for the edition of the video.

The seven volunteers who tested the final version of the video before the upload and gave very useful feedback.

DOCUMENTS

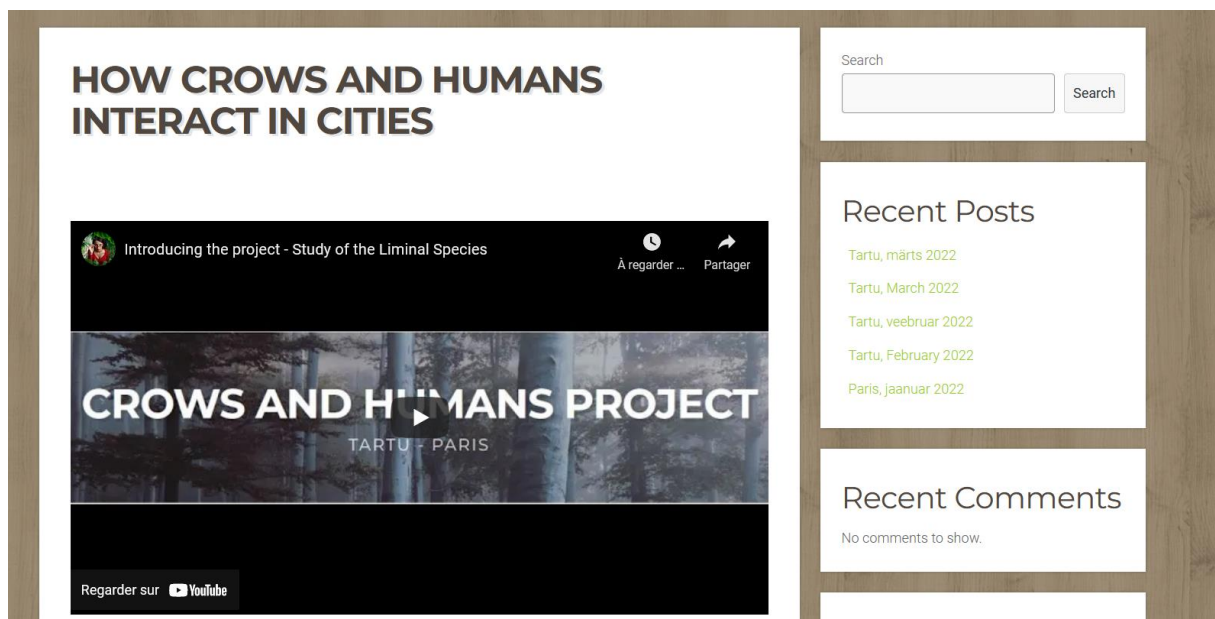


Figure 1 - Preview of the video on the homepage