

# CREATING A VIDEO ABSTRACT

## A guide for authors

### INTRODUCTION

This guide is for published authors who would like to disseminate their research to a wider audience using digital media.

### WHAT IS A VIDEO ABSTRACT?

A video abstract is like a movie trailer; it introduces a wide audience to a research paper. As with a movie trailer, a video abstract should be short, engaging and easy to understand while summarising key points of the research. A video abstract aims to pique interest and direct viewers to the published article.



*Video abstracts are associated with an **INCREASE** in research reports citations, views and social media attention.*

Video abstracts cover the same main points as written abstracts do:

- ✓ research topic
- ✓ question
- ✓ methodology
- ✓ results
- ✓ conclusions



Where video and written abstracts differ is: aim, language, tone, and use of supporting media.

 <b>VIDEO ABSTRACT:</b>	 <b>WRITTEN ABSTRACT:</b>
Aims to grab attention and spark interest	Provides a detailed overview of the research
Uses plain language, avoids jargon and overuse of acronyms to be accessible	Uses language that is more relevant to a specific field of research, and may be more technical
Gives authors the opportunity to connect with audiences and communicate their re-search in a more personal way	Impersonal/scientific
Can incorporate visuals, sound and narration for a more engaging experience	Not 'media rich'

## ELEMENTS OF A GOOD VIDEO ABSTRACT





## Things you need to know before you begin filming

### 1: KEEP IT CONCISE

Your video abstract should be between 2 to 4 minutes long. This should be enough time to convey key information without losing the viewer's attention.

#### TOP TIP

*Shorter videos are more likely to be watched in full and shared*

### 2: CLARITY IS KEY

Keep in mind that your video abstract needs to be accessible and understood by a wide audience, including those outside of the immediate field of the article, and those who do not have English as their first language.

#### TOP TIP

*Use simple, clear language. Avoid jargon*

### 3: RELAX

Keep your tone friendly. A video abstract allows you to connect with readers, and for them to meet the person behind the research. You don't need to be formal in your approach

#### TOP TIP

*If you are going to read from a script you have prepared for your video abstract, make sure you write it as you would say it (not as it would be written in your paper)*

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## 4: SHOW, DON'T JUST TELL

To engage viewers and keep their attention and interest, use visuals such as diagrams, images, graphs and video clips to support key concepts

### TOP TIP

*Video abstracts with visual aids are more effective in communicating complex concepts, and viewers better retain information when presented with a combination of verbal and visual content in scientific videos*

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## 5: FOCUS ON A CLEAR NARRATIVE – FROM BEGINNING TO END

**BEGIN** - by introducing yourself as the author and clearly stating the topic and importance of your article. Then, guide viewers through the main results and conclusions, highlighting the key takeaways. Don't forget to discuss potential developments or impacts stemming from your work.

**END** - by inviting viewers to read the published paper and provide a link to the published paper.

### TOP TIP

*When creating a video abstract, think of it as telling a compelling story about your research.*

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## 6: SET UP FOR SUCCESS

Read the 'Filming a Video at Home guide' to record a quality video you can upload to YouTube (no need for special equipment—this can be done via Zoom or a smartphone). Share the YouTube link on ResearchGate and your social media profiles on LinkedIn, X, etc.

### TOP TIP

*YouTube is the second largest search engine (to Google) and the second most popular social media platform globally.*



## 1: What authors can do

**Share your research online:** Upload your publication to online networks such as [ResearchGate](#) and [Mendeley](#), and your research outputs to [figshare](#)

**Publish a blog:** Write a blog on LinkedIn about your research which includes a link to the published article. [Go to the JBI blog guide](#)

**Disseminate your research via social media:** Use platforms such as LinkedIn and X to post about your research and link to it using the DOI. Go to the [JBI guide for social media](#)

**Record a video abstract:** Record a video abstract (i.e. via Zoom) and upload your video abstract to YouTube and provide links to it online. [Go to the JBI guide for video abstracts](#)

**Create an infographic:** Communicate a key message or complex finding visually using free online tools such as [Canva](#). Embed the infographic in a blog, display it in a video abstract, and attach it to social media posts about your research.

## 2: What JBI does for authors

**Profile and link** to your published methodology paper, review, editorial or article on our social media platforms: [LinkedIn](#), [X](#), [Facebook](#) and [Instagram](#)

**Profile and link** to your publication in [JBI Buzz](#) (monthly eToC). JBI Buzz includes share links for prepopulated social media posts

## 3: What JBI and authors can do together

**Publish an interview/news story** at [jbi.global/news](https://jbi.global/news)

**Create quote tiles/graphics** for social media

**Create a video abstract** for [JBI's YouTube channel](#) and the [JBI Journal eJP](#)

**Create an infographic**



If you ticked 1 or more of the boxes in section 3 and you would like support from JBI, go to our [online form](#) for authors who have published a review, methodology paper, commentary paper, original research, case/implementation report or editorial in JBI journals.

## How to cite:

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