

Science Crowdfunding Videos

“ The Science Crowdfunding Video (SCV) consists of a short **2-3 min video summarising and promoting a crowdfunding campaign** aimed at collecting online donations to finance a research project in need of funding.



The content of videos should include, at least, the following **sections**:

- Presentation of the researcher (credentials, qualifications, experience, achievements)
- Research context (the state of the art of the research object in question)
- A gap in the literature or problem to be solved that justifies the project proposal
- Goals of the project (how that gap will be filled or how the problem will be solved)
- Materials and methods that will be used to carry out the project
- Potential benefits that may arise from the project
- A final call to action (asking the audience to support the campaign by donating, social media sharing, or following up the latest updates)



SCVs can be edited and thus offer a wide range of **audio-visual and linguistic possibilities** to present the project and make the appeal for support more persuasive. Some of these are:

- The scientist using a close **camera shot** and a frontal angle to create proximity with the viewers and keeping eye contact with the camera to seek dialogic involvement with them.
- The scientist using their **body language** to create emphasis and convey their enthusiasm about the project (eyebrow raising, smiles, hand and arm gestures, etc.).
- The choice of a **dress code and a setting** that increases the scientist's credibility (a lab coat, a garment with the institutional logo, the scientist being recorded at their research location, be it the laboratory or a location outdoors).
- The selection of interesting and appealing **images** related to the research object in order to make the visual content more attractive and engaging, as well as to facilitate understanding to lay audiences.



- The use of **simplified explanations** and linguistic devices to get the audience involved in the discourse, such as the use of second person pronouns (you, yours, etc.), rhetorical questions, directives, and informal vocatives.
- The citation of **academic sources** backing the assertions given and the choice of visuals that also provide evidence of the propositions.



An example of a collaborative crowdfunding platform specialised in scientific projects is [Experiment.com](https://www.experiment.com). Click to access two examples of campaigns with their corresponding SCVs:

- <https://experiment.com/projects/squid-in-space-symbiosis-and-innate-immunity>
- <https://experiment.com/projects/increasing-survival-of-macaw-chicks-using-foster-macaw-parents-in-the-wild?s=search>



Related publications:

- Vivas-Peraza, A. C. (2022). Engaging the public in science crowdfunding: Scientists calling to action through visual and verbal strategies. *VISUAL REVIEW. International Visual Culture Review/Revista Internacional de Cultura Visual*, 9(3), 1-15. <https://doi.org/10.37467/revvisual.v9.3534>
- Vivas-Peraza, A. C. (2022). The role of women in STEM disciplines. A multimodal analysis of crowdfunding project videos for the iGEM science competition. *Sociología y tecnología*, 12(2), 228-251. <https://doi.org/10.24197/st.2.2022.228-25>
- Vivas-Peraza, A.C. (Forthcoming). Multimodality as a framework for the study of verbal and non-verbal resources in web-based science communication. The case of science crowdfunding videos (SCVs). *Círculo de Lingüística Aplicada a la Comunicación*.

