

Video Abstracts



A video abstract is a **short video that presents the main ideas of a research article**. It can usually be found on the webpage of the scientific journal, but it is often also available in platforms such as Youtube or other social networks like Instagram.

There are **various types** of video abstracts, according to their differences in variables such as:

- **authorship**: in some cases, video abstracts are created by publishing houses, while in others it is the authors of a research article that are in charge of producing them themselves or relying on professionals.
- **intended audience**: some video abstracts address audiences with a certain degree of knowledge in the field, while others address less expert audiences or even the general public.
- **communicative purpose**: in relation with the intended audience, each video abstract may have (a) specific goal(s), such as attracting other experts to their research article and getting potential readers, informing practitioners, or making their research understandable to non-expert audiences, among others.

Depending on the configuration of these variables, a video abstract may adopt one or another format. It is essential to reflect on who you want to talk to, what you want to achieve, and the possibilities and resources available, to decide the type of video abstract that you want to create. This entails **making choices** in terms of aspects such as what information to include, how to express it, and in what order to present it.



The **structure** of video abstracts often resembles the structure of research articles, but in many cases these videos include sections which directly address the audience to greet them, thank them for listening, or invite them to read the whole paper or learn more about the topic. For this reason, they can make use of second person pronouns.

Other **engaging elements** that are frequently used include not only verbal elements such as questions that may act as a hook, capturing the viewers' attention, but also a wide variety of visual resources, such as colourful graphs and pictures, among other possibilities.



Sometimes video abstracts include real footage and show researchers talking to viewers from their working environments. There are **plenty of ways of creating** a video abstract!



Click to access a playlist of video abstracts:

- <https://youtube.com/playlist?list=PL5AB7CDD2D88F792A&feature=shared>

Take into account that a video abstract is a **multimodal composition** and, as such, it relies on the use of multiple communicative modes. Remember to think carefully about the way **verbal and non-verbal resources** can be used in an effective way in your video to convey your ideas and achieve the desired effects in your target audience.



Related publications:

Albero-Posac, S. (2021). "Intended Audience in Video Abstracts: Towards a Better Understanding of an Emerging Multimodal Genre". *6th International Conference of the Asia-Pacific LSP & Professional Communication Association (LSPPC6)*. Online. City University of Hong Kong, China, 3-5 June 2021.

Albero-Posac, S. (2024). *A genre analysis of video abstracts: discourse features and functions in the ecology of genres* [Unpublished doctoral thesis]. Universidad de Zaragoza.

