

Video Methods Articles

“ Video Methods Articles (VMAs) are a form of scientific communication that utilizes **video to present research protocols**. They are published in the *Journal of Visualized Experiments*, which covers a wide range of disciplinary fields from bioengineering to behavioural sciences. VMAs are hyperlinked to a **corresponding peer-reviewed text article, including a list of materials and references**.

When compared to traditional, text-only methods articles, VMAs manage to exploit **audio and video** resources to communicate methodological instructions in a more effective and attractive manner, thanks to the visual support. In this way, VMAs assist author-researchers in showing **details and specifications**, which in turn help viewer-researchers in reproducing both well-established procedures and the newest methodological advancements, as they make replication easier. Additionally, they give **visibility to the authors** behind the techniques, showing their faces, labs, and equipment.



Since the first VMA in 2006, their **rhetorical structure** has stabilized to some extent, and they now typically consist of the following parts:

- The researcher's introduction
- The demonstration of the technique
- Representative results
- A conclusion or final recommendation

The most challenging of these parts might be the first one, the **researcher's introduction**, since that is where researchers address their viewers directly, while in the other parts there is a journal-provided voiceover narrator. In the first section, however, researchers are required to depart from their traditional role to establish rapport with the audience, promote their own work and convince people to watch their video. In the journal webpage, this section has recently been separated from the main demonstration and renamed as **Author Spotlight**.

Possible steps in the Author Spotlight of VMAs are:

- Introducing yourself
- Forecasting the demonstration
- Explaining significance
- Introducing additional researchers
- Inviting the audience
- Giving tips

A VMA does not necessarily include all the steps, or all the sections presented above, but they do seem to share some formal features.





Typically, the **language** of VMAs resembles that of the text article, giving straightforward **statements and instructions in technical language**.

Audiovisually, VMAs are relatively **simple**, with close-ups and uncongested shots so that viewers can pay attention to how the procedure is performed, and no words or images added to the video other than the headers of the possible steps or sections.

In terms of **paralanguage**, VMAs also show simplicity of form, with few gestures and clear declarative **intonation**, allowing for some exceptional emphases.



Click to access two examples of Video methods articles:

- <https://www.jove.com/es/b/65396/harvesting-visualization-elasmoid-scales-zebrafish-during-vivo>
- <https://www.jove.com/es/b/65716/using-nitrogen-porosimetry-to-characterize-metal-organic-frameworks>



Related publications:

Guillén-Galve, I., & Vela-Tafalla, M. A. (2020). New research genres and English prosody: An exploratory analysis of academic English intonation in Video Methods Articles in experimental biology. *Language Value*, 12(1), 1–29. <https://doi.org/10.6035/Language.V.2020.12.2>

