

Hi everyone,

welcome to our brand new newsletter »Science & Video«!

Storytelling through film and video in science has engaged the three of us in very different ways for years. In this newsletter we want to share some of our insights (and a lot of great new videos!), and also report on current sci-film related events and important developments in the field.

You have suggestions, comments, questions? It would be great to hear from you personally so don't hesitate to drop us a line. You can find our contacts in the footer.

Feel free to share the newsletter. If your friends and colleagues would like their very own version they can sign up [here](#).

Thilo Körkel, Kerstin Hoppenhaus and Sibylle Grunze

## What's going on

### **YouTube – a men's world in science communication?**

Yes. Of the 391 »most popular science, engineering and mathematics-themed channels« that two researchers identified as source material for their study only 32 have female hosts. For their study about how female creators are judged by their YouTube audience they observed that female hosted channels accumulate »more comments per view, and significantly higher proportions of appearance, hostile, critical/negative and sexist/sexual commentary«. For example, female hosts got twelve times more sexist or sexual comments than their male counterparts.

Read more:

NYTimes: [Women Making Science Videos on YouTube Face Hostile Comments](#), July 13, 2018

Spiegel Online: [Ich starrte nur auf ihre ... Augen](#), July 20, 2018

Original source:

Inoka Amarasekara and Will Grant, [Exploring the YouTube science communication gender gap: A sentiment analysis](#), Public Understanding of Science. First published July 5, 2018

### **»Silbersalz - Future Science Media«: German Science Film Festival and Conference**

The first edition of [Silbersalz](#) took place in Halle, Germany at the end of June. The festival - a first of its kind, as the organizers claim – consisted of public events all over town like science film screenings, exhibitions, science shows etc. and a two-day international conference that brought together scientists and media professionals to network.

Up to 220 registered participants from all over Europe and the US came to the

conference at National Academy of Science, Leopoldina, for one day of lectures and one day of workshops and pitching sessions. The speakers ([look up some of them here](#)) were excellent while we had the impression that the subjects of their talks often appeared to be relevant to either scientists or media professionals, but not to both at the same time. The atmosphere, location and weather were perfect with lots of interesting people to meet, so that networking was indeed relaxed and easy.

Young international scientists chosen by the Falling Walls Conference in Berlin pitched their research in front of the full audience and were given feedback by a jury of media professionals. A very useful format, obviously, but perhaps pitching and receiving feedback in smaller groups would open-up the discussion with the audience, enhance the networking and make it seem less like a verdict is spoken on these bright scientific minds. It will be interesting to see how this festival evolves and what changes the second edition will bring.

Silbersalz is funded by the Robert Bosch Foundation and was organized by the german association Documentary Campus e.V., in their own words »Europe's most renowned professional training initiative« for documentary producers.

## **First conference of the European Academy of Science Film at CERN**

All three of us are members of the relatively new European Academy of Science Film, EURASF. It has the goal of promoting a »European network of science communicators, filmmakers, film producers and festival organizers in Europe«, to support science films and to maintain high standards. In July it has held its first three-day-conference at CERN.

Among other things, EURASF is looking into questions of how a European network can contribute to make more science films available to the public and thus find broader audiences. How can science communication be strengthened by »europeanization«? How can filmmakers monetize their content on the web? And how can quality standards be increased on YouTube where so many young people make first contact with science clips?

A short report on the EURASF conference can be found [here](#). To join and learn more about the EURASF click [here](#).

## **Research Film Day – a promising event format**

In June, I (tk) was invited as a speaker to the [research film day](#) about data security to the University of Vienna. I experienced this rare event format, that lasted from 3 p.m. to midnight, as being quite promising. While always sticking to the overarching topic it offered its audience several doorways to issues of data security: two acclaimed full-length documentaries, a moderated experts' discussion on legal aspects of the new General Data Protection Regulation plus a science talk on quantum cryptography. The event on June 12, 2018, curated by EURASF chairman Wolfgang Haberl was launched by an open lecture giving insight into how popular science clips reach their audience on YouTube.

In my impression the variety of formats and speakers opened-up the event and topic to a wide variety of visitors. Whether they prefer to trust in scientists, in lawyers, in YouTube presenters or in documentary film makers – they all felt attracted to get deeper into the topic.

The university reported on the event [here](#). A scribble of the open lecture was posted on Twitter by »cognitive scientist to be« [Anna Riedl](#).

## Upcoming events

[Fast Forward Science 2018](#): The jury of the German science webvideo competition is already pondering on the submitted videos. On September 14 the online-voting for the Fast Forward Science Community Awards will start. Winners of the competition will be announced on October 15, 2018.

[InScience – International science film festival Nijmegen](#), November 7 to 11, 2018, Nijmegen, Netherlands. At the festival there will be announced the »Best European Science Documentary 2018«.

## Videos only look good if you watch them

### Video tip I: Amazing eye candy



**The tale of the Edith's Checkerspot**  
By NatureVideo. Produced by Noah Baker

Hurrah! In the age of dead boring »we all look the same« science explainers this one deserves standing ovations for giving us amazing eye candy. As animation lovers it doesn't happen often that people can surprise us, but these guys (George G. Glover, Eti Meacock, Bori Mezö) sure did. What some people can do with their hands is simply amazing. And if you still haven't figured it out just how they did it here you can find the [behind the scenes video](#). Please let us see more!

Only drawback: I had to watch twice, because I was so fascinated visually and completely forgot to listen! (sg)

### Video tip II: Corporate video boredom finally conquered



**Go!**  
By ETH Zurich. Produced by [Adrian Wisard](#)

This image video of ETH Zürich takes on (and conquers) the great corporate video challenge: When everyone knows what I am going to show and say, how can I show and say it in a way that everyone wants to watch? The solution: Write (or pay for) an

excellent concept and edit away to a good beat! Enjoy. [German version](#). (sg)

**Science & Video** is a newsletter for science communicators. Here [Thilo Körkel](#) (tk), [Kerstin Hoppenhaus](#) (kh) und [Sibylle Grunze](#) (sg) pool their long-standing expertise in the field of science communication and moving images. We joyfully welcome the effects of digital disruption, are committed to defend high quality standards, and grasp to be part of a future in which science communication via digital media has an increasingly powerful impact on society. Contact us at [koerkel@spektrum.de](mailto:koerkel@spektrum.de), [hoppenhaus@hgmedien.com](mailto:hoppenhaus@hgmedien.com), [grunze@hgmedien.com](mailto:grunze@hgmedien.com).

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