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Perguntas Respostas

Seção 1 de 6

Science Communication on YouTube - the ScienceVlogs Brasil case

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Hello, dear science communicator! My name is Raphaela Velho, I'm the person behind this survey. I am a Master student at Labjor – the Laboratory of Advanced Studies in Journalism, at Unicamp – and my research is to analyse your initiative, the ScienceVlogs Brasil! I'd like to know more about each one of youand about your relationship with science communication and particularly with YouTube. This knowledge will contribute to the social sciences and it is important to know how to create interest and offer conditions to emerge new communication agents both on YouTube and other platforms.

Therefore, it would be very important that you answer this survey. It will take you approximately 15 minutes. I've tried to make it short and simple since I know you don't have much time. In case your channel is broadcasted by more than one person, only one of you may fill the form.

This survey was approved by the Ethics Research Committee of Unicamp, the institution responsible for ensuring that all ethical issues in research and data security are addressed. These issues are explained in the Free and Informed Consent Form, which is available at the link

https://drive.google.com/drive/folders/1jEGY_hoGnD_K8pDc8yULwxf47a7R9XyF .Please only participate in this survey if you agree with the terms of this document.

You can remain anonymous in the final text of this survey. In this case, a pseudonym will be assigned to you, in case it is necessary to quote you in the Thesis. More information about this possibility is found in the Free and Informed Consent Form (FICF). If you want to remain anonymous, just tick this box at the end of the questionnaire.

The survey wil be available to receive answers up to 30/11/2018.

In case you have any doubts, suggestions or criticism about this research, feel free to get in touch with the researcher by email: raphaelavelho91@gmail.com, or phone: (11)94904-7444.

I agree with the Free and Informed Consent Form *



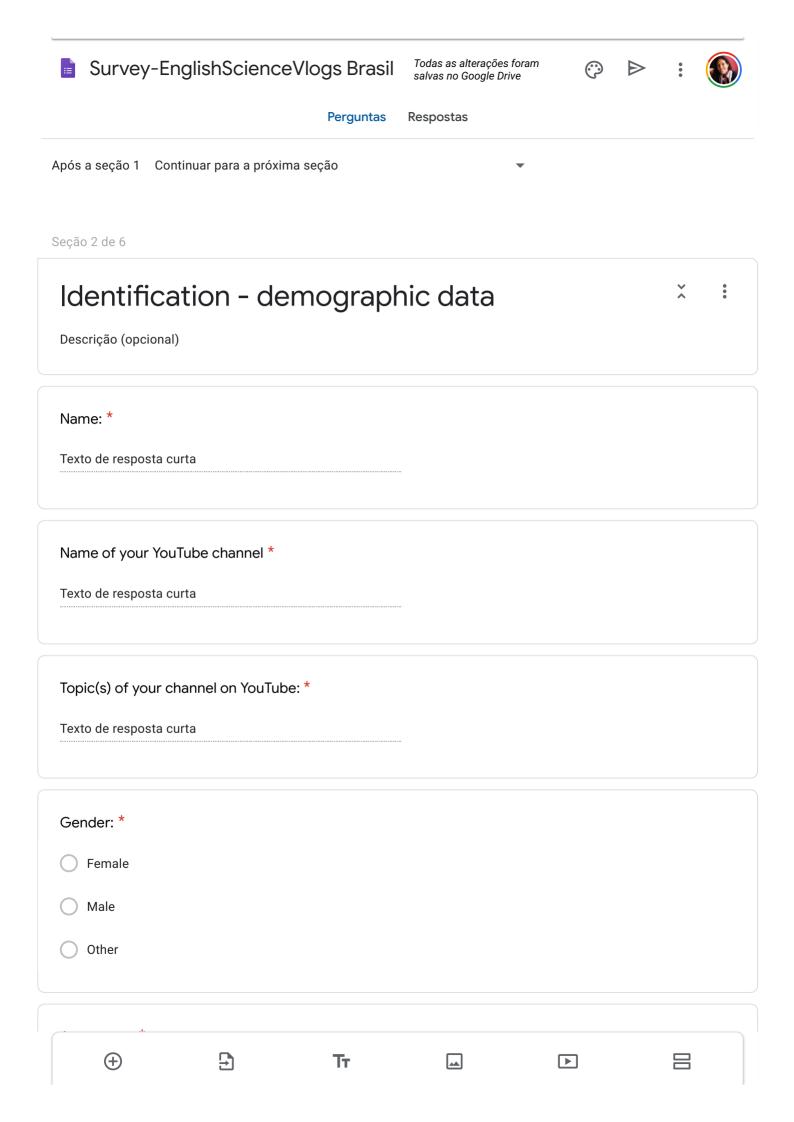












Survey-EnglishScienceVlogs Brasil



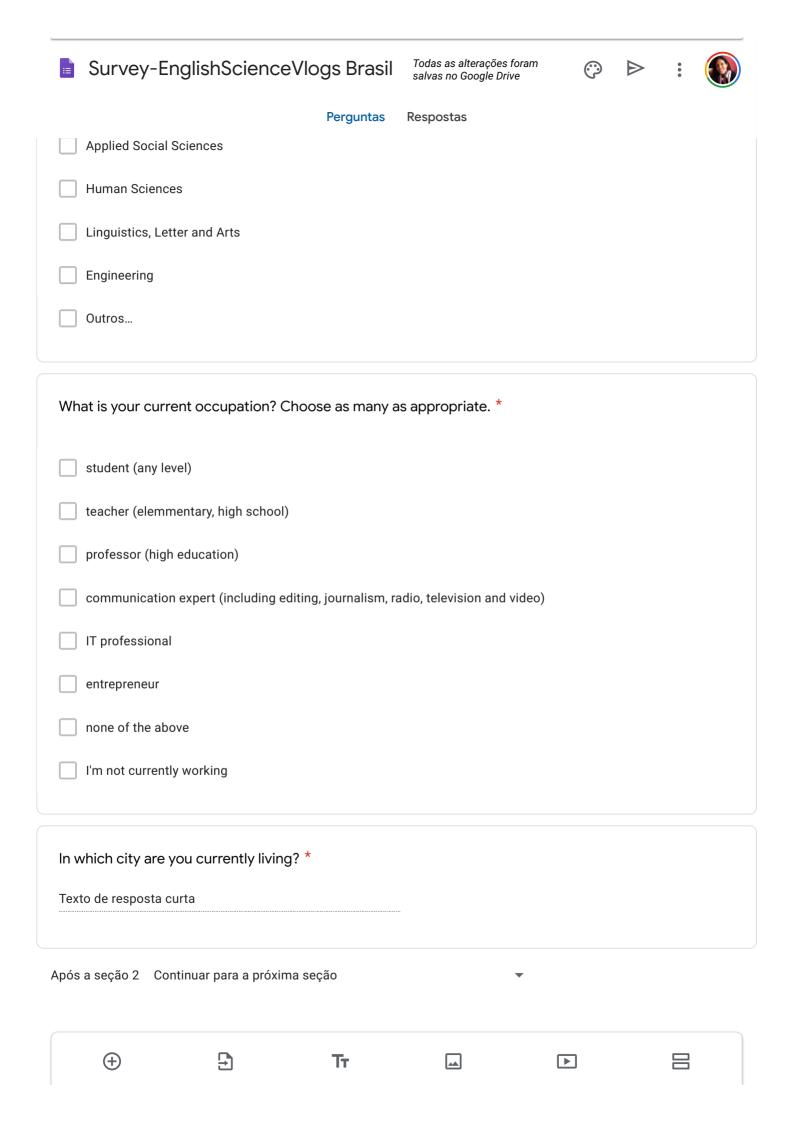








	Perguntas	Respostas			
Detween 20 and 30 y.o.					
between 31 and 35 y.o.					
between 36 and 40 y.o.					
between 41 and 45 y.o.					
between 46 and 50 y.o.					
between 51 and 55 y.o.					
between 56 and 60 y.o.					
Older than 61 y.o.					
What is your current Education	level? *				
Opção 1					
incomplete high school					
incomplete higher education (b	achelor or degree)				
incomplete Master degree					
incomplete PhD degree					
incomplete post-doc					
post-doc concluded					
Outros					
What is(are) the field(s) of your formal education? Choose as many as needed. *					
Exact and Earth Sciences					
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Perguntas Respostas

Before creating your channel on YouTube, had you ever been involved in outreach activities? *						
✓ Yes✓ No						
If so, in what way (s) did you communicate science?						
I had a blog and/ or site about ciência						
I used to write about science on social media (Facebook/ Orkut/Twitter/ Instagram/GooglePlus/outra)						
I had/ collaborated with a podcast about ciência						
I wrote for magazines and/ or newspapers and/or books about science						
I had a TV or radio science show						
I lectured/ offered workshops about science						
I worked at a science museum/centre						
I was part of a science communication project at schools						
Outros						
How long did you participate in this(these) outreach activity(ies)?						
less than a year						
between one and three years						
hetween three and five years						



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Respostas

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Texto de resposta longa
Currently, apart from your channel, are you communicating science through other media / * platforms?
no
yes, at a blog and/ or site about science
yes, writing about science on social media (Facebook/ Orkut/Twitter/ Instagram/GooglePlus/outra)
yes, I have/ collaborate with a science podcast
yes, I write for magazines and/or newspapers and/or books about science
yes, I have a TV or rdio science show
yes, I lecture/ offer workshops about science
yes, I work at a science museum/ centre
yes, I collaborate with a science communication project at schools
Outros
What currently motivates you to communicate science? Are the reasons the same? Please describe. *
Texto de resposta longa
How would vou define vour channel's primary goal? *
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Survey-EnglishScienceVlogs Brasil

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Perguntas Respostas

What types of sources do you use to write your videos' script? (if you are not the one writing the script, please leave it blank)							
	Sempre uso	Uso com muita freq	Uso com pouca freq	Nunca uso			
books (scholarly or							
magazines or newsp							
popular science new							
database							
videos on YouTube							
Other							
Texto de resposta curta							
What types of financial support do you receive to carry out your science communication work on YouTube? Choose all the options that apply:							
I do not receive any financial support							
Advertisements on YouTube (I have subscribed Youtube Partners Program)							
Crowdfunding (Patreon, Padrim, Apoia.se, etc.)							
Donations through Paypal or banking deposit							
Sponsored content (you	Sponsored content (you invite your audience to learn about a brand, product or service)						
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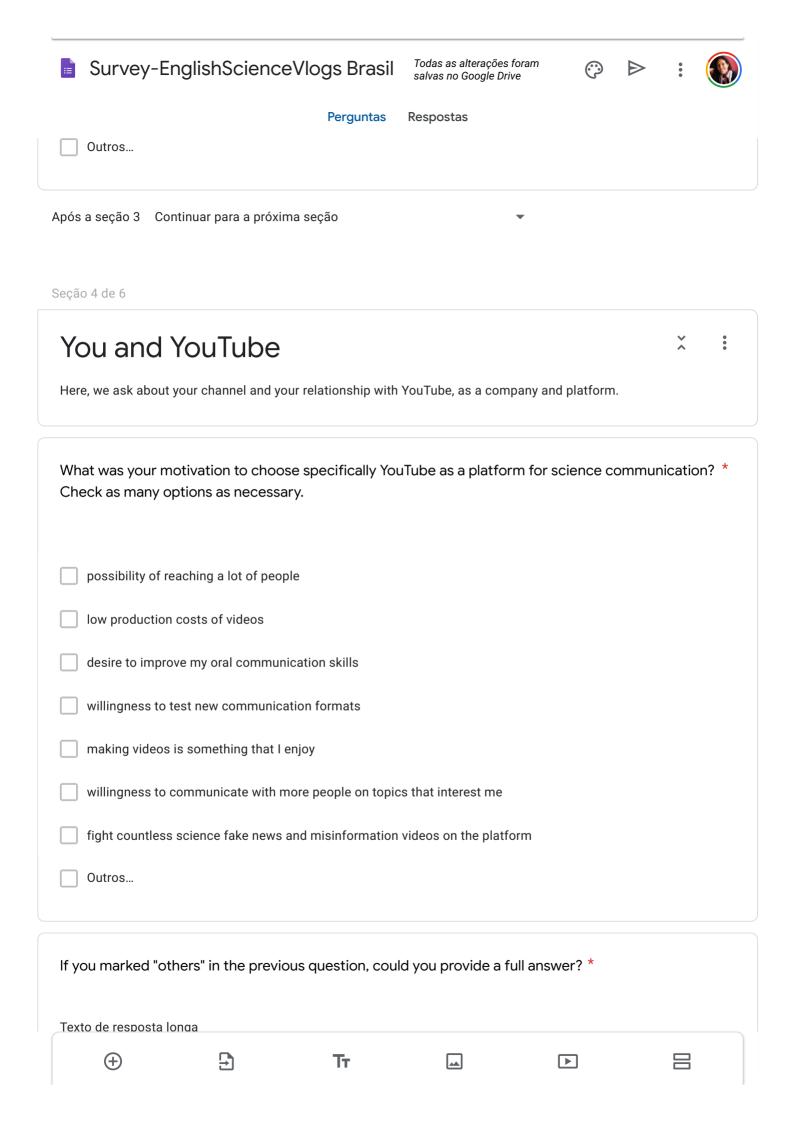


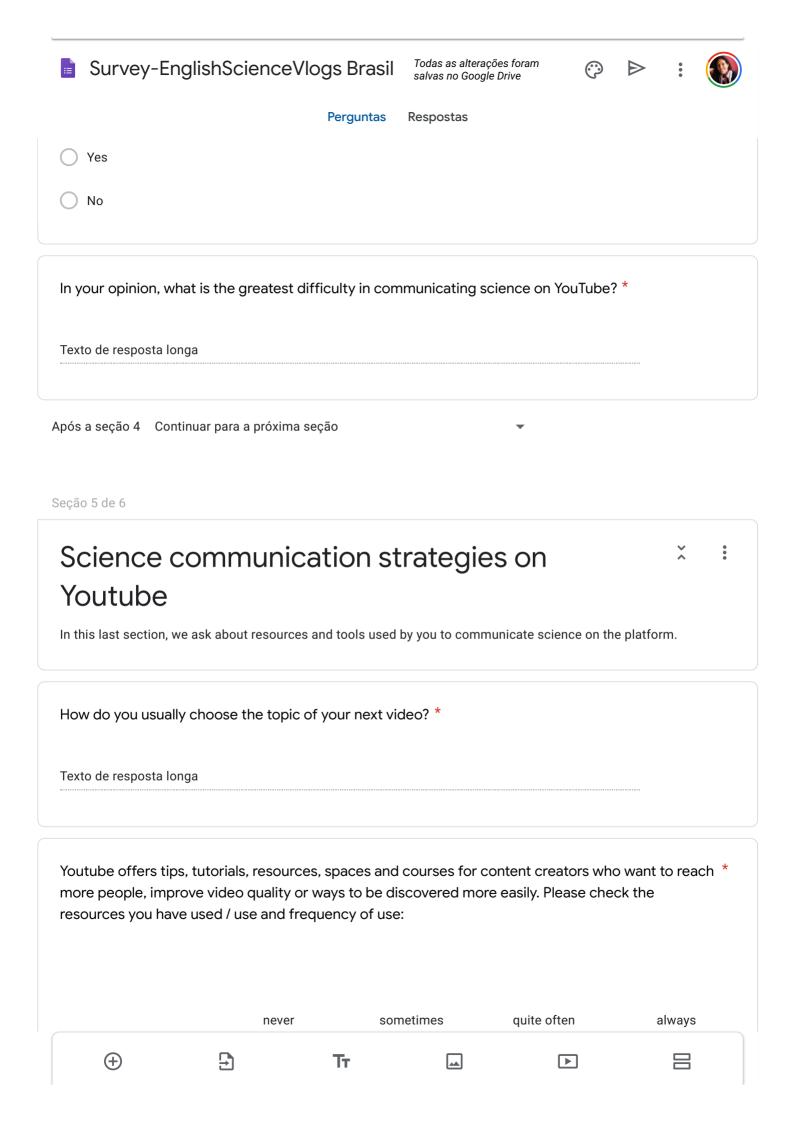




Respostas

	Perguntas	Resposias			
In case science communication professional occupation?	•	•	,	ж	
Yes					
O No					
I don't know / I haven't tho	ught about that				
If you answered "yes" in the to work? (check as many as	•	f you could choos	e freely, where would you lik	«e *	
predominantly on digital n	nedia (social media, podcas	ts, webseries or web	tv, or platforms as Medium)		
on cable TV					
on open TV / radio					
in the press (books, maga	zines, newspapers, comic b	oooks, etc).			
at a science museum / ce	ntre				
Outros					
Considering the current scenario of science communication in the country, where do you see real possibilities of spaces for a science communicator to work? (check as many as needed)					
predominantly on digital n	nedia (social media, podcas	ts, webseries or web	tv, or platforms as Medium)		
on cable TV					
(+)	Тт				



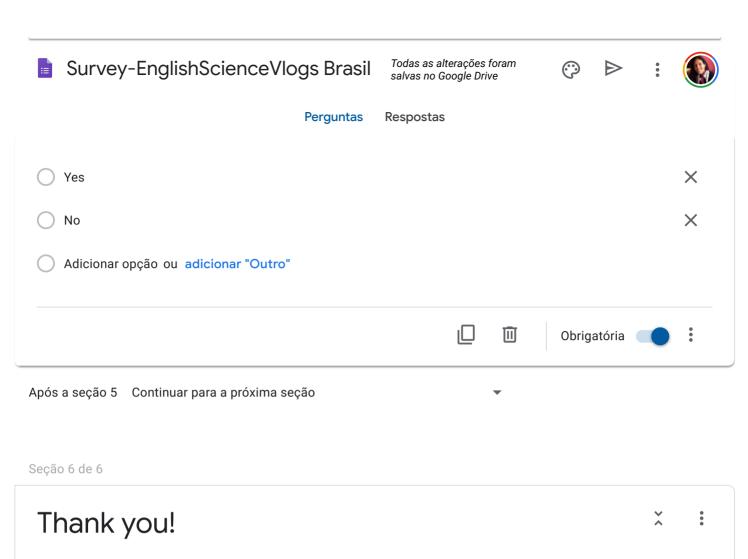


Survey-EnglishScienceVlogs Brasil Todas as alterações foram salvas no Google Drive salvas no Google Drive Perguntas Respostas Independent youtubers and even content producers on other platforms also offer tips on content production and audience expansion, among others. How often do you consume this type of content? 2 3 5 1 I never did I usually do Have you ever taken part in YouTube initiatives such as: * Sim Não face-to-face courses on YouTube Sp... YouTube contests, like YouTube Nex... There are some steps you can take, as a content creator, to make your channel easier to be found. Please tick the ones you use, and in which frequency: quite often never sometimes always I query on GoogleTre... I query on GoogleTre... I advertise my video... I check YoutubeAnal...

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I make decisions ab...

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By answering this survey, you have contributed to my research and to science communication knowledge production in Brazil. I hope it was a good experience!

Remember, if you have any questions regarding this research just email the researcher at raphaelavelho91@gmail.com

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