



Perguntas

Respostas

Seção 1 de 6

Science Communication on YouTube - the ScienceVlogs Brasil case



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 you and 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 will 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 *





Perguntas

Respostas

Após a seção 1 Continuar para a próxima seção

Seção 2 de 6

Identification - demographic data



Descrição (opcional)

Name: *

Texto de resposta curta

Name of your YouTube channel *

Texto de resposta curta

Topic(s) of your channel on YouTube: *

Texto de resposta curta

Gender: *

☐ Female

☐ Male

☐ Other





Perguntas

Respostas

☐ between 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 (bachelor 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





Perguntas

Respostas

- ☐ Applied Social Sciences
- ☐ Human Sciences
- ☐ Linguistics, Letter and Arts
- ☐ Engineering
- ☐ Outros...

What is your current occupation? Choose as many as appropriate. *

- ☐ student (any level)
- ☐ teacher (elemmentary, high school)
- ☐ professor (high education)
- ☐ communication expert (including editing, journalism, radio, television and video)
- ☐ IT professional
- ☐ entrepreneur
- ☐ none of the above
- ☐ I'm not currently working

In which city are you currently living? *

Texto de resposta curta

Após a seção 2 Continuar para a próxima seção





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

☐ between three and five years





Perguntas

Respostas

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 you define your channel's primary goal? *





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 ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
magazines or newsp...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
popular science new...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
database	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
videos on YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you checked "other" in the previous question, could you detail what other sources you use? *

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 invite your audience to learn about a brand, product or service)





Perguntas Respostas

In case science communication is not your main field of expertise, do you consider becoming a professional science communicator? In other words, do you consider making this your main professional occupation? *

- ☐ Yes
- ☐ No
- ☐ I don't know / I haven't thought about that

If you answered "yes" in the previous question and if you could choose freely, where would you like to work? (check as many as needed) *

- ☐ predominantly on digital media (social media, podcasts, webseries or webtv, or platforms as Medium)
- ☐ on cable TV
- ☐ on open TV / radio
- ☐ in the press (books, magazines, newspapers, comic books, etc).
- ☐ at a science museum / centre
- ☐ 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 media (social media, podcasts, webseries or webtv, or platforms as Medium)
- ☐ on cable TV





Perguntas

Respostas

☐ Outros...

Após a seção 3 Continuar para a próxima seção

Seção 4 de 6

You and YouTube



Here, we ask about your channel and your relationship with YouTube, as a company and platform.

What was your motivation to choose specifically YouTube as a platform for science communication? ^{*}
Check as many options as necessary.

- ☐ possibility of reaching a lot of people
- ☐ low production costs of videos
- ☐ desire to improve my oral communication skills
- ☐ willingness to test new communication formats
- ☐ making videos is something that I enjoy
- ☐ willingness to communicate with more people on topics that interest me
- ☐ fight countless science fake news and misinformation videos on the platform
- ☐ Outros...

If you marked "others" in the previous question, could you provide a full answer? ^{*}

Texto de resposta longa





Perguntas

Respostas

☐ Yes

☐ No

In your opinion, what is the greatest difficulty in communicating science on YouTube? *

Texto de resposta longa

Após a seção 4 Continuar para a próxima seção

Seção 5 de 6

Science communication strategies on Youtube



In this last section, we ask about resources and tools used by you to communicate science on the platform.

How do you usually choose the topic of your next video? *

Texto de resposta longa

Youtube offers tips, tutorials, resources, spaces and courses for content creators who want to reach more people, improve video quality or ways to be discovered more easily. Please check the resources you have used / use and frequency of use: *

never

sometimes

quite often

always





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? *

	1	2	3	4	5	
I never did	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I usually do

Have you ever taken part in YouTube initiatives such as: *

	Sim	Não
face-to-face courses on YouTube Sp...	<input type="radio"/>	<input type="radio"/>
YouTube contests, like YouTube Nex...	<input type="radio"/>	<input type="radio"/>



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: *


	never	sometimes	quite often	always
I query on GoogleTre...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I query on GoogleTre...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I advertise my video...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I check YoutubeAnal...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make decisions ab...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Perguntas Respostas

- ☐ Yes ×
- ☐ No ×
- ☐ Adicionar opção ou [adicionar "Outro"](#)



Obrigatória ☒ 

Após a seção 5 Continuar para a próxima seção

Seção 6 de 6

Thank you!



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

