

P20 - Videocast(s): Are they worth the effort as a digital enhancement?

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INTRODUCTION

Scientific content creators/viewers were surveyed to comprehend the practical challenges, measures to increase impact, and worthiness of videocast(s) as a digital enhancement.

METHODS

An online 38-question survey spread was conducted (30 August-06 February 2024) via LinkedIn's medical and academic communities, involving scientific professionals from publishing and pharmaceutical sectors. "Content Creators" and "Content Viewers" were focussed based on their exposure to videocast(s) and were queried regarding the challenges encountered in creating or viewing videocast(s).

RESULTS

Respondents from USA, UK, Europe, Asia, North America, and Canada (n=42) participated, all of whom were adults: 52.4% (18- 40 years), 40.5% (40-60 years), and 7.1% (>60 years). Though, only 19% respondents (8/42) by profession were creators of videocast(s), 88.1% (37/42) occasionally watched videocast(s) in some or the other form. Key creation challenges included budgeting for additional in-house digital enhancements versus the publisher/journal services, resource allocation during review/approval process, and quality of output. Despite these challenges, 62.5% of content creators (5/8) found audience engagement non-challenging. Content viewers preferred interactive formats (67.6%; 23/34), ranked videocast(s) to be informative and above 4 on a scale of 1- 5 (70.6%; 24/34), of good quality (82.4%; 28/34) and engaging (47.1%; 16/34). Personalized curated playlists (82.4%; 28/34) and subtitles (94.1%; 32/34) enhanced discoverability and comprehension with open access, short duration, infographic/animated format(s) being other suggested key measures. Overall, 81% respondents (34/42) believed that videocasts tend to expand the reach of main theme.

CONCLUSIONS

Majority of the respondents endorsed videocast(s) as a digital augmentation to widen the reach of scientific research.