



Deliverable 4.1

**Delivery of the first educational videos on a dedicated
Youtube channel**



Training
the Trainer

D4.1 Delivery of the first educational videos on a dedicated Youtube channel

Project Details	
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Introduction and summary

This deliverable describes the results of Task 4.2. Development of a dedicated ERI YouTube channel and the production of ten YouTube videos. The aim of this task was to develop videos with high educational value that put forward a virtue ethics approach to ERI topics.

The purpose of these videos is to reach and engage an already present and large community of scientists, particularly younger generation, who are familiar with a certain type of educational video and, therefore, to provide a social presence. These videos are targeted at an individual viewer instead of a classical lecture, which addresses an entire audience. They are also aimed to be “sample videos” whose format can be copied by users of the Embassy to produce similar videos themselves to be uploaded to the platform. The videos will be uploaded to a dedicated ERI YouTube channel which will add the human factor and will also include non-traditional forms such as real and fictional short movies related to research ethics and integrity. As public media coverage about research ethics and integrity is mostly negative (cases of fraud), there will be a focus on positive items such as entertaining and engaging short videos.

Structure, format and content of the videos

In order to specify the kind of videos to be produced for the dedicated ERI YouTube channel, several decisions have been made by the consortium in consultation with the advisory board, regarding the a) target audience, b) the format of the videos, and c) the content:

a. The target audience was defined as researchers, trainers, and the overall scientific community at large. This is in line with the target of The Embassy of Good Science. The platform as well as the videos aim to serve as inspiration for all of those who are interested in ERI. Consequently, the tone of voice and content need to be inviting and able to reach a broad and not necessarily expert audience.

b. The videos to be produced will have a distinctive format, which will be evaluated with the target audience for the Embassy through the dedicated discussion section. The format has been designed to work as sample videos that can be copied by users of the Embassy. In line with the philosophy of the Embassy, we want to encourage users to contribute to the content of the platform by producing similar videos themselves.

Therefore, these videos should be simple in format and should be clear, well structured, straightforward, and easy to share and replicate. The style should be easily recognizable, catchy, and effective. It was therefore decided that the videos should have the following attributes: No or very little animation, dynamic (properly edited), relevant stakeholders talking about their experiences accompanied with side footage, hi-quality sound recording.

c. With regards to the content, videos should be insightful, accessible, open and positive (no naming and shaming). The videos will cover examples of good science, and address currently prevalent topics and debates regarding ERI. When possible the ECoC will be used as main reference and discussed in the context of the topic addressed in the videos.

Currently, two options are considered (1) Real life stories with real people who have a story to tell (fictional scripts inspired from real stories), and (2) Expert views and experiences (Interviews with experts about their respective perspectives on ERI in general and ERI training in particular).

First educational videos

The material for the first three videos was recorded at The World Conference for Research Integrity in Hong Kong (2-5 June 2019). This event gave us the opportunity to interview several experts from within and outside the consortium and therefore led to the creation of three videos featuring experts' views and experiences.

For the first three videos, 16 interviews with experts (each with a duration of about 15 mins) have been conducted at the World Conference for Research Integrity in Hong Kong (2-5 June 2019). The expert interviews address different topics, such as experiences and challenges in ERI trainings, or current development in the field of ERI. Currently, the post-production and editing of the first three videos consisting expert interviews are completed. Their titles (also pointing out their topics), lengths and YouTube addresses are given below:

- 1) *Research Integrity Training: What do Experts Say?* (7.10 min)

YouTube address: <https://www.youtube.com/watch?v=3AH2SDBACFU>



- 2) *What is Research Integrity?* (6.46 min)

YouTube address: <https://youtu.be/9W1iDOWe-no>



3) *Research Integrity Networks* (5.08 min)

YouTube address: <https://www.youtube.com/watch?v=Lp1G1ERUqeY>



Each of the videos provides insights and perspectives on a distinct aspect of ERI, (e.g. current developments in the field of ERI). The videos have the distinct quality that they will both work as educational materials (to foster reflections or discussions; to allow trainers to benefit from the experiences of renowned educators in the field), as well as to raise awareness in the scientific community at large, both for the importance of ERI training and for the Embassy of Good Science.

Future steps

The three videos which have been produced will be made accessible through thematic pages on The Embassy of Good Science. We plan to make 7 new videos in the coming half year. First ideas are to make videos showing experts doing hands on training (e.g. interview with project participants or stakeholders, experiences of participants in the train-the-trainer programme, etc).