

Johns Hopkins University
News Media Video Engagement Initiative
2016 Results

Introduction

News media, even those that were traditionally print-focused, are hungry for video to accompany stories online. Given their limited staffing and resources, they are more willing than in the past to use “handout” video, sometimes in fully produced and branded form, sometimes producing their own packages from our raw video.

Our best projects are those in which the video group can invest sufficient time to develop fully produced video stories. We work together creatively to produce something brief, usable and effective, often with researcher-supplied video as its basis.

2016 Results: Cute Bats

[Kill them with Cuteness: The Adorable Thing Bats Do to Catch Prey](#) was one of our top stories of 2016. The [video](#) paired with a news release, made primarily from researcher footage, received nearly 12,000 YouTube views and 7,100 on Facebook. A number of news outlets put the video into their own online viewers, securing additional uncounted views and helping readers of the online story really *see and experience* what they were reading about. The story also had a [helpful graphic](#) that also got online play.

Coverage examples: [Washington Post](#), [Huffington Post](#), [Christian Science Monitor](#), [LiveScience](#), [Albuquerque Journal](#), [Yahoo! News](#), [Discovery News](#), [Smithsonian Magazine](#), [Tech Times](#), [International Business Times](#), [Mental Floss](#), [Popular Science](#), [Cosmos](#), [Nature World News](#), [PerfScience](#).

2016 Results: Math Game

What gets even more hits than a video of cute animals? A video with cute kids, of course! The release [A Simple Numbers Game Seems to Make Kids Better at Math](#) went out with a fully staff-produced [video](#) that has gotten 95,000 views on the university’s YouTube channel and 60,607 on Facebook. On [IFL Science](#) alone, the story was shared nearly 12,000 times.

Coverage examples: [Baltimore Sun](#), [WJLA-TV](#), [WTOP radio](#), [Mental Floss](#), [MSN](#), [London Daily Mail](#), [WMAR-TV](#), [Education Week](#).

2016 Results: The Hidden World of Chocolate

Even more of a team effort was [Johns Hopkins students examine chocolate up close—for science, of course](#), which involved a writer from the Whiting School of Engineering, a piece from the video group and news media pitching by Media Relations. It all went well, because, well, because chocolate. The video had nearly 49,000 views on YouTube and 13,610 on Facebook.

Coverage examples: [Washington Post](#) (print version: front page of Metro section), [Popular Science](#), [Gizmodo](#). (U.S. Edition)

2016 Results: Hands-free Video Games

Certainly, a story about video gaming demanded its own [video](#). This was also a student story, an engineering story and a very human story. The release [Novel Controller Allows Video Gamer Who Lacks Hands to Compete With His Feet](#) got coverage in more than 20 media outlets. The story was covered by more than 20 news outlets. The video received almost 2,000 views on YouTube and 4,700 on Facebook.

Coverage examples: [Popular Science](#), [International Business Times](#) (UK), [Tech Times](#).

2016 Results: Interactive Video

We've learned that an interactive video, one that allows viewers to take a test that experimental subjects take, is popular with news media and their readers/viewers. To amplify the release [Scientists Find Mastering the Art of Ignoring Makes People More Efficient](#), we worked with the researchers and the video group to put together a game-like video recreating part of the experiment. The [video](#) appeared on the hugely popular [IFL Science](#) site. It has become the most-viewed video on the university's YouTube channel, with more than 370,000 hits.

Coverage examples: [Washington Post](#), [The Atlantic](#), also [The Atlantic](#), [Forbes](#), [CTV News](#) (Canada), [MSN](#), [Tech Insider, Inc.](#), [Mental Floss](#), [The Science Explorer](#), [London Daily Mail](#) (story), [London Daily Mail](#) (column), [London Daily Mail](#) (video).

2016 Results: Physics Engine

The video group, the researchers and Media Relations put together another interactive game for the release [Researchers Find Brain's 'Physics Engine'](#). This [video](#) ended up with more than 34,000 views on YouTube and more than 7,600 on Facebook.

Coverage examples: [Wired](#), [Huffington Post](#), [Daily Mail](#), [Extreme Tech](#), [Cosmos](#), [Gizmodo](#), [Tech Times](#), [Le Scienze](#).

2016 Results: Selective Memories

Again we worked with researcher-supplied video and the creativity of a video team with limited time, putting together a video to accompany the story [How a Woman With Amnesia Defies Conventional Wisdom About Memory](#). The [video](#) included clips of researcher interviews with the subject of the study. It received nearly 3,300 YouTube views and more than 5,500 on Facebook.

Coverage examples: [Huffington Post](#), [Discovery Magazine](#), [WTOP radio](#), [International Business Times](#).

2016 Results: “Light Hearted”

Engineers are working to use beams of light to replace painful electric shocks in restoring normal heartbeat after potentially fatal arrhythmias. More than 45 news outlets covered our release [Light Tames Lethal Heart Disorders in Mice and Virtual Humans](#). The accompanying [YouTube video](#) received about 5,800 views; a shorter video, re-edited for Facebook, received more than 10,000. Ivanhoe’s Medical Breakthrough also produced their own news about this project for distribution to local TV station nationwide.

Coverage examples: [Voice of America – Science World](#), [Daily Mail](#) (U.K.), [Yahoo! Finance](#).