

15TH INTERNATIONAL PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY CONFERENCE

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YouTube :TO BE OR NOT TO BE SCIENCE

OBJECTIVES

The objective of this research is to analyze the use of the Youtube channel **Complementary Therapies and Natural Remedies** (in its Spanish version), as a platform for the dissemination of content around issues of apparent scientific interest.

A corpus of 40 videos has been compiled to carry out the study, the 20 most popular ones and the 20 less watched, obtained on July 14, 2017. The method of qualitative analysis has been based on the download, viewing, and recording of the most relevant data for the investigation.

The aim is to establish a correlation between these videos and the current context, in which there is a social debate in Spain about the validity of these therapies and the need or not to regulate them.

Furthermore, we examine what the motivation of the creators of these videos is: if they try to influence, report or take positions on the open debate concerning the efficiency of these therapies. Additionally, we want to discover what ideas and images they transmit to the social imaginary through different communication strategies.

ALTERNATIVE THERAPIES AND NATURAL REMEDIES

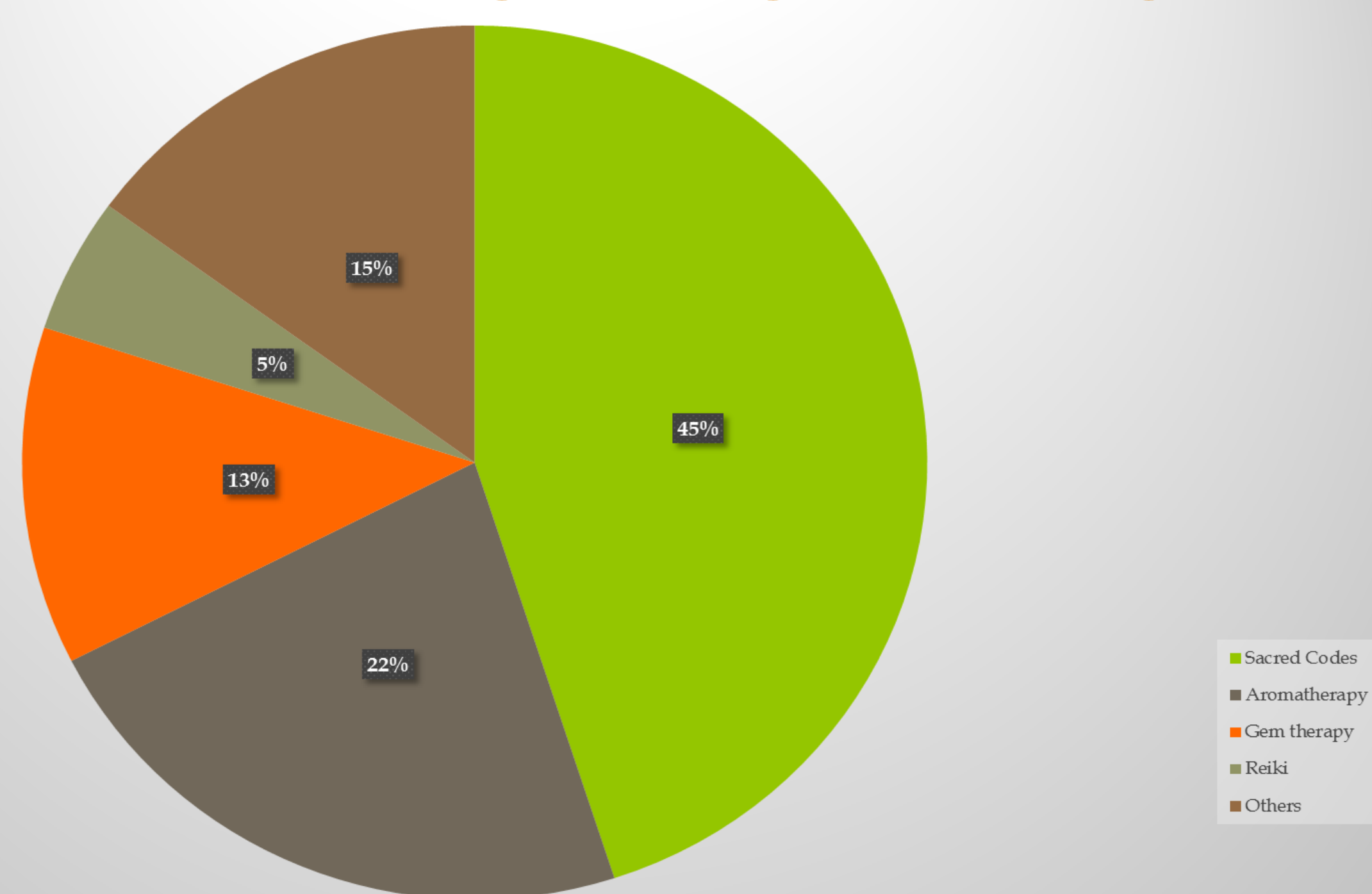


Figure 1: Thematic of the videos analyzed from Youtube

RESULTS

The ability of the media to construct and structure the social fabric, forming the opinions, generate and label behaviors (MacQuail, 2000; Lippmann, 2003) and it influences the way of thinking (McCombs and Evatt, 1995) it implies that the dissemination of pseudoscientific contents gives the phenomenon an aura of everydayness and naturalness.

The results confirm the use of the channel as a platform to position itself in favour of alternative therapies, but, above all, to generate marketing-oriented content to attract web traffic for commercial purposes. Besides, we verified that this channel contributes to the social spread of pseudoscientific topics with a total lack of precision in the information and the subsequent risks that this entails for the society.

SUBJECT	Nº VIDEOS	TOTAL DURATION	VEWS	STYLE OF SPEECH	VIDEO POST-PRODUCCION/ POSITIONING
SACRED CODES	18 (most viewed)	6:07:08	1.057.831	Descriptive	Amateur/ In favor natural, complementary and alternative therapies
AROMATHERAPY	9 (less viewed)	00:11:35	2.453	Narrative	Amateur/ In favor natural, complementary and alternative therapies
GEM THERAPY	5 (less viewed)	00:12:50	1.101	Narrative	Amateur/ In favor natural, complementary and alternative therapies
REIKI	2 (less viewed)	00:07:10	434	Descriptive	Amateur/ In favor natural, complementary and alternative therapies
OTHERS	6 (2 most viewed & 4 less viewed)	00:34:37	91.936	Narrative	Amateur/ In favor natural, complementary and alternative therapies

Table 1: Summary of qualitative analysis

20 LEAST VIEWED VIDEOS		
CONTENT	CHARACTERISTICS	Videos that fulfill these requirements
REIKI GEM THERAPY AROMATHERAPY	Brief Less than 450 views Created 7 or 8 months ago Created by the same author Amateur quality of post-production	85%
20 MOST VIEWED VIDEOS		
CONTENT	CHARACTERISTICS	Videos that fulfill these requirements
SACRED CODES	Variable duration depending on the video (the longest is 1:16:18; the shortest is 1:25) Between 447.858 and 6.434 views Created 7 or 8 months ago Created by the same author Amateur quality of post-production	90%

Table 2: Conclusions of the selected sample

CONCLUSIONS

After analyzing the audiovisual production and the quality of the videos, we found common characteristics that are repeated in the treatment of the information and its audiovisual production.

And we found that 100% of the sample are videos of amateur production with impersonal direction, low-resolution images, non-professional voiceover and, in short, unappealing results.

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