Context & Background

- Social media presence is crucial for sharing information to the public and expanding your outreach.
- As technology keeps advancing and becoming more accessible, it has made documentation, preservation, and content creation much easier.
- With platforms like YouTube, it has created a new culture of information sharing that previous generations were not used to.

Research Question:
What role does videography, photography, and sound play in an audience’s responses to environmental related issues?

Internship Methods

- I completed my internship at the Leavenworth National Fish Hatchery creating social media content and assisting staff when needed (Jun 2022-Mar 2023).
- My work also extended to partners onsite (Mid-Colombia Fish & Wildlife Conservation Office, Trout Unlimited, NOAA), which further broadened my body of work and helped diversify my social media content.
- I also conducted independent research looking into effective video attributes, image professionalism and case studies where data was collected to verify what aspects of media are most valuable.

Results

- Under high stressed situations students performed better under multimedia-based questions rather than just text (Song et al.2014).
- Concise structured videos 7-15 minutes in length, with hands on video footage are the most important attributes (see figure 3).
- Audio depicts narrative meanings of spaces, objects, and the characters within them.
- Depicting animals in their most natural state is pertinent to how people interact with them.

Broader Implications

- YouTube is the second largest search engine behind Google and can be utilized free of charge by any organization.
- Social Media platforms have created ways to reach new audiences around the world.
- By incorporation professional photography and videography elements, organizations will start to notice increased project outreach and further engagement from the surrounding communities.

Acknowledgements

I’d like to thank Marjorie Lodwick, the rest of the USFWS staff, Tim Billo, and Sean McDonald for their help throughout my capstone experience. I would also like to thank the POE professors and classmates for supporting my educational journey. Lastly, none of this would have not been possible without the help from my family along the way.