

Geosci. Commun. Discuss., author comment AC1
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Reply on RC1

Ning Wang et al.

Author comment on "Geonews: Timely Geoscience Educational YouTube Videos about Recent Geologic Events" by Ning Wang et al., Geosci. Commun. Discuss.,
<https://doi.org/10.5194/gc-2021-38-AC1>, 2021

Dear Prof Allgaier,

Thank you so much for your insightful and encouraging feedback, advice, and comments! Thank you for pointing out the importance and good strategies to increase video exposure! The methods are exciting, and we will try them for sure! These are important for scientists to engage with social media users and are also in our research interests.

Interestingly, the effect of releasing time is not that obvious in our evidence. WE didn't find a strong correlation between the releasing time and event time, which we were initially expecting the faster, the better. It may be due to our most rapid release still taking almost a week, so the public gave the most attention to the news reported the event initially. The omits of the relationship may also be related to our subscribers' structure and audiences' interests, even YouTube recommendation design. More research is needed on this part.

Moreover, thank you for pointing out the missing references. These papers are all essential contributions to the video-based science communication domain, and somehow we missed these crucial works at the end, appreciate it!

Thanks for sharing the platform! The platform is really interesting and shares a group of exciting works. Thanks!

Lastly, we appreciate your time and sharing! We are looking forward to discussing with you about video-based science communication on social media more!

Sincerely,

Ning and co-authors