

Geosci. Commun. Discuss., referee comment RC1
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Comment on gc-2021-38

Joachim Allgaier (Referee)

Referee comment on "Geonews: Timely Geoscience Educational YouTube Videos about Recent Geologic Events" by Ning Wang et al., Geosci. Commun. Discuss.,
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This is an interesting manuscript. The situation is that more and more people worldwide use YouTube as an information source (also about science and research) and therefore it is very important that scientific and other experts are present on the platform as well and provide good quality information. In this sense, the manuscript is a valuable starting point for the geoscience community to exchange information and knowledge about how this goal can be attained.

I think it is a big plus of the manuscript that it also engages with the public understanding of science / public engagement literature.

The approach presented is convincing and the results seem plausible. I think it is not surprising that timely news videos are watched mostly close to a specific event and more foundational videos are watched and are still interesting over a longer time-scale. Both are helpful tools to engage and inform general audiences.

However, here I think it might be worth thinking a bit about how videos are actually found on YouTube and what could be possibly done to improve the probability of the videos being found (e.g. use of particular hashtags, a twitter account for the promotion of the videos, promotion of the videos in the comment section of popular science youtubers, cooperation and networking with other education / science channels etc.). That might be a topic of the discussion section or for further research.

Please double check the references. For instance, I did not find the references Allgaier (2019) or Tao et al (2014) in the list of references despite them being cited in the text – more might be missing.

As a general note, it might be of interest, that Asheley Landrum and I have curated a research topic on the use of online video formats in science and environmental communication. Some of the contributions might be of interest to the authors of the manuscript. They can be found here:

<https://www.frontiersin.org/research-topics/11604/new-directions-in-science-and->

environmental-communication-understanding-the-role-of-online-video-sha

I personally think that it is great that you take the time and effort to make these videos. It is actually a very valuable service provided to the general public.

Best wishes

Joachim Allgaier