

Creating a YouTube video to raise awareness of the Cross River Gorilla Project

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Introduction

Who? The Cross River Gorilla Project (CRGP): a UK charity that supports community based conservation in Cameroon. Their main objective is to conserve the critically endangered Cross River Gorilla (*Gorilla gorilla diehli*). Partnered with Cameroonian organization, ERuDeF, they have been working with rainforest communities to protect this species.

What? A 3 minute animated video was created for YouTube. The story of their existence known to humans was told along a timeline format. The work of Cross River Gorilla Project (CRGP) was also incorporated, teaching viewers about their role in community conservation.

When? Online now. People must be made aware so they can help make change immediately. Threatened by habitat fragmentation (Bergl et al. 2012), less than 300 Cross River gorillas are estimated to remain in their rainforest habitat across the border of Nigeria and Cameroon. Urgent action must be taken to ensure they survive.

Where? YouTube, Facebook, Twitter and Instagram. The video was shared on social media to appeal to the target audience; millennials (18 – 34 years old). According to Ofcom (2018) 97.5% of millennials are online. Their exposure to social influence made them an appropriate audience to target for raising awareness.

Why? To raise awareness of the Cross River Gorilla Project. With a larger following, the charity will have an increased opportunity to raise money to fund their important work; supporting the rainforest communities and saving the Cross River gorilla.

Video Production

Videos should have five or six key themes

Initial Research

Background reading was essential for increasing the knowledge of such a rare species. Historical records were sourced from books and scientific articles reviewed their basic ecology.

Choosing Content

Content was divided into five key themes; introduction to gorillas, history of their discovery, second chance for conservation after potential extinction, their current threats and how the viewer can help.

Colours chosen aided viewing for those with red-green colour blindness, the most common type (Gordon 1998)

Choosing Software

Multiple video creation tools were considered from iMovie to Adobe Premiere Pro CC. The chosen software was Renderforest, a website offering advanced marketing tools with access to all.

Making a Storyboard

Microsoft PowerPoint was used to create a storyboard. Every slide represented a scene. Slides included scene content, colour scheme, choice of animation and voice over script.

A female voice was used as Vigil (2009) reported that their voice is more emotively expressive than males'

Creating the Video

Scenes were created on Renderforest using the detailed storyboard. After animation, an uplifting mp3, Earthy Decisions, was added from JukeDeck and the voiceover was recorded using Audacity.

Sharing & Evaluation

The video was uploaded to YouTube and the link was shared on social media. An optional feedback survey was designed to be only 2 minutes long to encourage greater response (Cook et al. 2000).

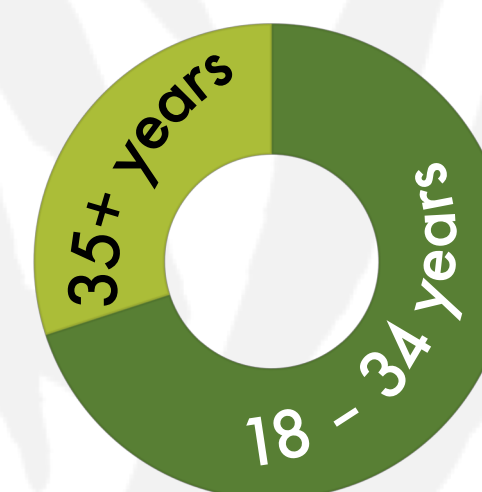
Outcome of the original video...



At least 4 stars given for:



Aesthetics
Educational Value
Vocabulary
& Content



77% of participants were the target audience

The video was rated

'Appropriate Length'

by 84% of survey participants



86% of participants agreed to continue supporting CRGP

Final Video

Improvements from the survey feedback were made by making changes to the voice over. This included; describing gorillas using **human characteristics**, explaining that they are **camera shy** and encouraging viewers to **become a member** or **donate** via the website. Please watch the final version by scanning the QR code.



SCAN QR CODE

Try with your phone camera

References

Bergl et al. (2012) Remote sensing analysis reveals habitat, dispersal corridors and expanded distribution for the Critically Endangered Cross River gorilla, *Gorilla gorilla diehli*. *Oryx* 46:278–289
Cook et al. (2000) A meta-analysis of response rates in web- or internet-based surveys. *Educ. Psychol. Meas.* 60:821–836
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Ofcom (2018) Adults' media use and attitudes report. <https://goo.gl/CKJWIV>. Accessed 20 February 2019
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Impact

Aim: To raise awareness of CRGP ✓

What does this mean for the Cross River Gorilla Project?

- Video received positive feedback – a high quality legacy resource
- Survey participants agreed to continue support – a long term following
- Participants from every region of the UK – national awareness
- YouTube views from outside the UK – international awareness

CRGP commented that the video would be a 'useful tool' for their future and requested that it be used at their high profile fundraising event in March 2019. Hosted at Kew Gardens, their Rainforest Ball will welcome 150+ guests for an evening of dancing and discussion. The video will be shown to the audience at the beginning of the evening.

John Daniels,
Director of
CRGP with
Rebecca Salt,
project student

