

Recipe for an ORCID themed vox pop

Ingredients:

- A device that can record video. We used iPads and iPhones.
- Movie editing software on your computer. We used iMovie (full MacBook version for vox pop) but Movie Maker is another option.
- Quiet locations with “good enough” lighting and background.
- Willing academics who are active users of ORCID.
- Hosting platform. We used YouTube and Vimeo.

Instructions:

1. Map out what message you want to communicate and the maximum length of both the vox pop and the longer individual interviews. Be ruthless!
2. Using contacts/networks recruit participants. Try to ensure diversity of disciplines, stage in academic career etc.
3. Meet with your participants before filming them. Explain the purpose of the video, what you hope to communicate. Ensure they understand that:
 - a. You will only feature a sound bite of what they say in the vox pop.
 - b. An edited video of their full interview will also be made available.
 - c. They will see the finished products of both and can pull out at any time if they are unhappy.
 - d. While you can provide some guidance on content, we found most academics already knew what they wanted to say.
 - e. If useful, have a couple of questions to help prompt them during the filming e.g. Why do you have an ORCID iD? What do you do with your ORCID iD? etc.
4. Select a location for videoing that is quiet and appropriate. Be mindful of windows as they will affect lighting. The venue just needs to be good enough.
5. Start with a couple of tests to ensure lighting and sound will be okay and that the academic is comfortable.
6. Record as many videos as needed. You will be able to edit them later.
7. Once all filming is complete, view the video/s and determine which sections will be used in the vox pop.

8. Using computer editing software, pull the different sections of vox pop together:
 - a. Storyboard your vox pop, mapping out the narrative/story you want to tell before you start cutting and splicing.
 - b. Consider flow of conversation as you edit.
 - c. Ensure transitions between each speaker is clear.
 - d. Add any captioning.

This process may require you to create two or three versions before you are satisfied and within your maximum length.
9. Create videos of each individual academic's interview using the same software and processes for the vox pop.
10. Allow academics the opportunity to view the final vox pop and their individual interviews giving them the opportunity to withdraw or request changes. We sent them a follow-up email with a link to the videos.
11. Upload final copies of the videos to a video hosting platform.
 - a. To easily embed the vox pop into our website's CMS we chose YouTube.
 - b. All individual interviews are hosted on Vimeo.

Finished Productions:

Vox pop – embedded:

<http://www.otago.ac.nz/library/orcid-at-otago.html>

Vox pop – Youtube:

<https://youtu.be/xyX6yleTTSU>

Full Interviews – Vimeo

<https://vimeo.com/album/4924689>

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