

Guide to preparing a short video

What is the assignment?

In this assignment, you are being asked to work in your groups to prepare a short informational video aimed at the general public on the topic of 'one small way' people can change their behaviour to help the environment, and how this is informed by the social psychology of behaviour change. (N.B. the social psychological concepts you are using should be made explicit in the video, rather than left implicit.) The video should be approximately 4 minutes long. There will also be a peer assessment and reflective exercise component to this assignment.

How much is the assignment worth?

Overall, the assignment is worth 25%. This breaks down as 20% for the video itself, and 5% for the peer assessment exercise. The latter will be assessed on a pass-fail basis.

When is the assignment due?

You should upload the video by 4pm on Wednesday 25th October. One person may upload it on behalf of the group. You can complete the peer assessment exercise at a later date – deadline tbc.

What should the topic of the video be?

You have a certain level of free choice to decide this in your groups. I would recommend thinking through the following:

- What is the change you will be talking about? Is it a change in purchasing habits, in consumption habits, or in other everyday behaviour? Remember that this should be a relatively low-cost behaviour change – it should be manageable and achievable by the average individual, without too much effort. We're talking more in the realm of 'switching to biodegradable tea bags' or 'having more meatless days' than 'buying an electric car', or 'installing solar panels on your house' here. If you are looking for inspiration, there are a variety of articles online with lists and suggestions of changes to make to everyday behaviour – for instance, [this article from SpunOut.ie](#) or the '[One Change](#)' series from the Irish Times. This list, [25 ways to save the planet from home](#), is also from the Irish Times. Alternatively, you could base your ideas around an existing intervention from the social and environmental psychology literature.
- What kind of behavioural change is it, in social psychological terms? How will you link evidence-based social psychological research to this behavioural change? What research findings underpin what you will suggest? This will be where your independent research as a team for relevant published papers will come in.
- How will you best present this in approximately 4 minutes to a general audience?

How will we make the video?

There is a [useful guide here to planning the production aspects of creating the video](#).

If you need to borrow a camcorder to make the video, you may do so from the Psychology department. Please contact Michelle Glasheen to arrange collection.

For video editing, you have access to MS Stream via Office 365. You can also access the Windows 10 Video Editor program via any of the computers on campus. There is a [how-to guide to using Video Editor here](#). If you are more experienced with other video editing software, feel free to use that.

Can we appear in the video ourselves?

Yes!

Do we *have* to appear in the video ourselves?

No!

You have quite a lot of leeway over the actual content of the video so long as you meet the objectives of the assignment. However, bear in mind that there are marks going for creativity.

Do we need to include references in the video?

No. However, you should upload a transcript of the video, and that transcript should include references.

What should we upload and where?

You should upload your finished video to Microsoft Stream via your MIC Office 365 account. When uploading your video, make sure that you set your sharing options so that anyone in MIC can watch the video. You should then email Marc with a link to the video. You should also upload a transcript of the video via the submission link on Moodle. This transcript should include the URL for the video, the names of everyone in your group and what they did, and the references you drew on in making the video.

How will the assignment be marked?

There are 20 marks for the video. These will be awarded under four criteria (five marks each), as follows:

Creativity: Is the video attractive? Does it make appropriate and imaginative use of the medium? Does it capture and hold the viewer's attention?

Coherence: Does the video make sense? Does it present a narrative that is easy to follow, without confusion, for the general public?

Evidence-based: Is the video clearly based on social psychological concepts and research on pro-environmental behaviour change?

Applicability: Would the video prove useful to a member of the general public seeking to use social psychological knowledge to live in a more sustainable way?

There is a peer assessment element to this module. Your video will be marked anonymously by some of your classmates, and by me, with a weighted average providing the final mark.