

# INVESTIGATING THE VIDEO ESSAY FORMAT FOR

## The Hidden Cost of Technology: Unveiling the Cobalt Crisis

BY LEILA GHOURI



# ARTS BASED ACTION RESEARCH

Combines creative arts with participatory research

Participants explore and address social issues in video essay format through my survey which will help me create a final output.

Participant= [Producer Director]



# WHY THE VIDEO ESSAY?

This approach is ideal for diverse learning styles—visual, audio enhances accessibility for neurodiverse and digital-native learners (Mayer, 2009).

Video essays foster critical thinking by presenting structured arguments that encourage analytical skills (Burmark, 2002).

Adaptable to current events and culturally relevant content (Johnson, 2018).

- Burmark, L., 2002. Visual literacy: Learn to see, see to learn. ASCD.
- Huhmarniemi, M. and Jokela, T. (2019) Environmental Art for Tourism: Arts-Based Action Research and Sustainable Practices. Available at:
- Johnson, S., 2018. Teaching with multimedia materials: Enhancing comprehension and retention. Educational Media International, 47(3), pp.163-178.
- Mayer, R.E., 2009. Multimedia Learning. 2nd ed. Cambridge University Press



# DESIGNING THE SURVEY

Pre-testing my questionnaire

Questionnaire made with clear, specific language, avoiding ambiguity. No leading questions that might bias respondents.

Gaining verbal consent

participants are fully informed about the purpose of the study, their rights, and how their data will be used,



# DESIGNING THE SURVEY

My survey design was influenced by three styles of question (Curtis and Curtis, 2011),

Attitudinal

Attributional

Behavioural

Understanding motivation and causality (Foddy, 1993).

Curtis, B., & Curtis, C. (2011). : survey research – studying many cases. In Social Research: A Practical Introduction (pp. 121-145). SAGE Publications, Inc., <https://doi.org/10.4135/9781526435415>

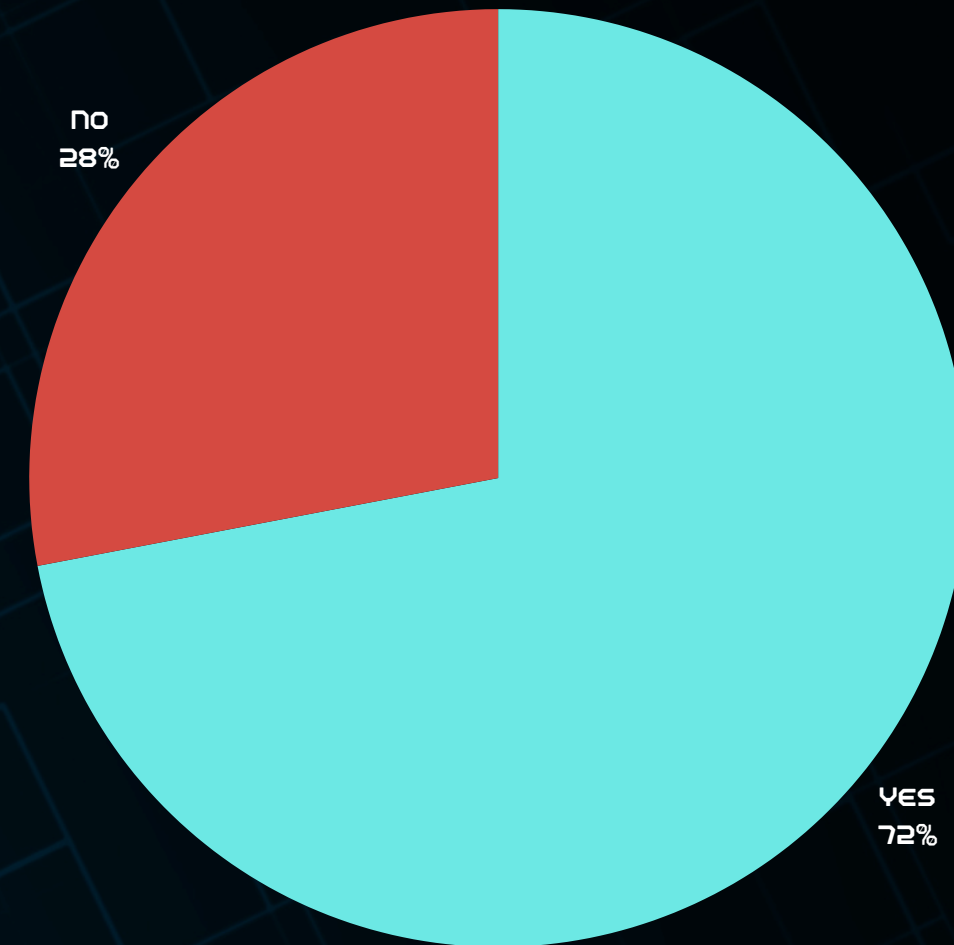
Foddy, W. H. (1993). Constructing questions for interviews and questionnaires: Theory and practice in social research. Cambridge University Press



# SURVEY RESULTS:

61 PARTICIPANTS

DO YOU WATCH VIDEO ESSAYS?



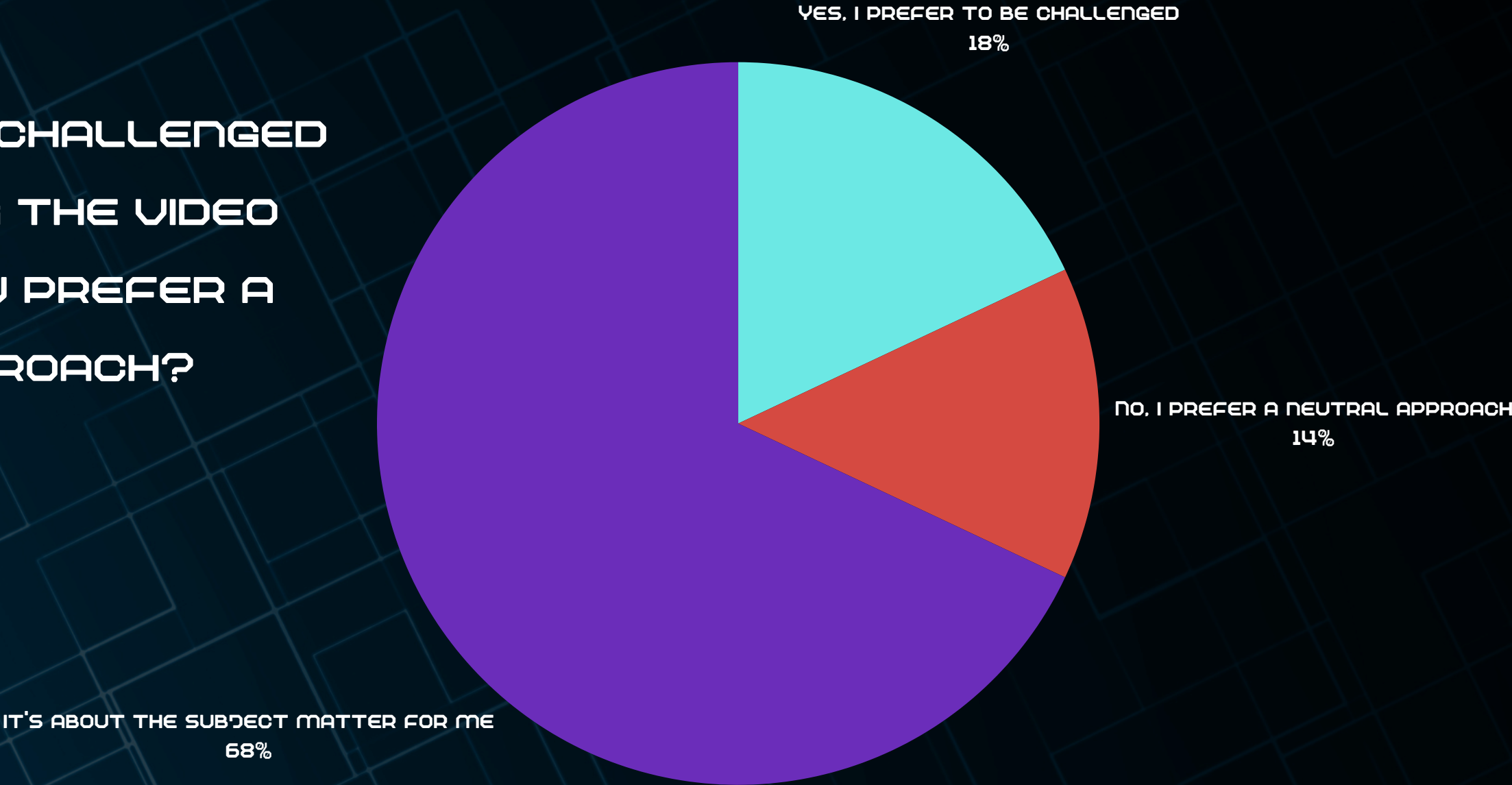
Majority of participants agree that the video essay is effective in forming strong arguments for and against in a structured way

Platforms: YouTube, Instagram, TikTok, Mubi, Bilibili, artist websites, BFI, Television.



# SURVEY RESULTS: POLEMIC OR ACADEMIC?

DO YOU LIKE TO BE CHALLENGED  
WHEN WATCHING THE VIDEO  
ESSAY OR DO YOU PREFER A  
NEUTRAL APPROACH?



Majority participants also agree the 10 minutes is the perfect duration for a video essay.

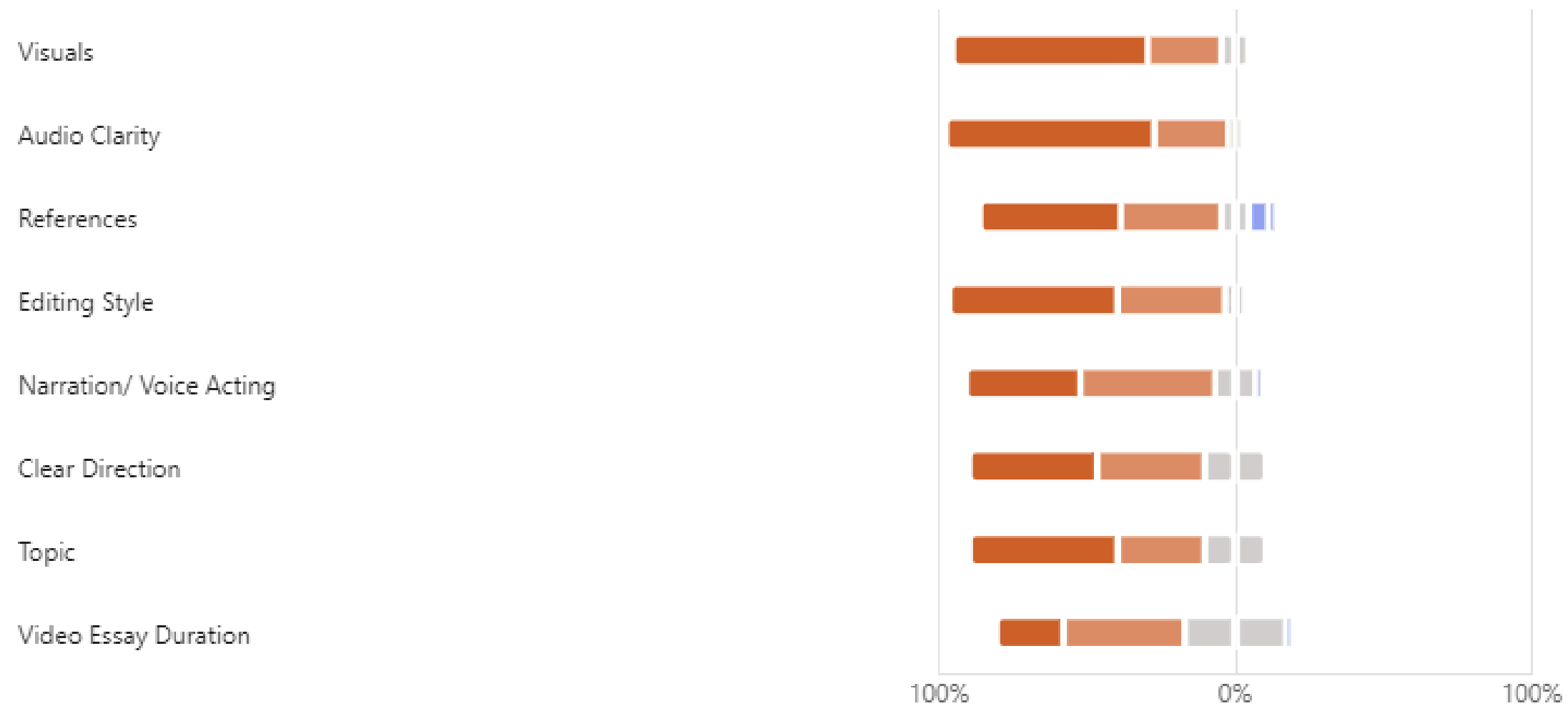


# COMPONENTS OF THE VIDEO ESSAYS

6. Below are the components of a Video Essay, please rate the effectiveness of each component in creating an engaging Video Essay in your opinion.

[More details](#)

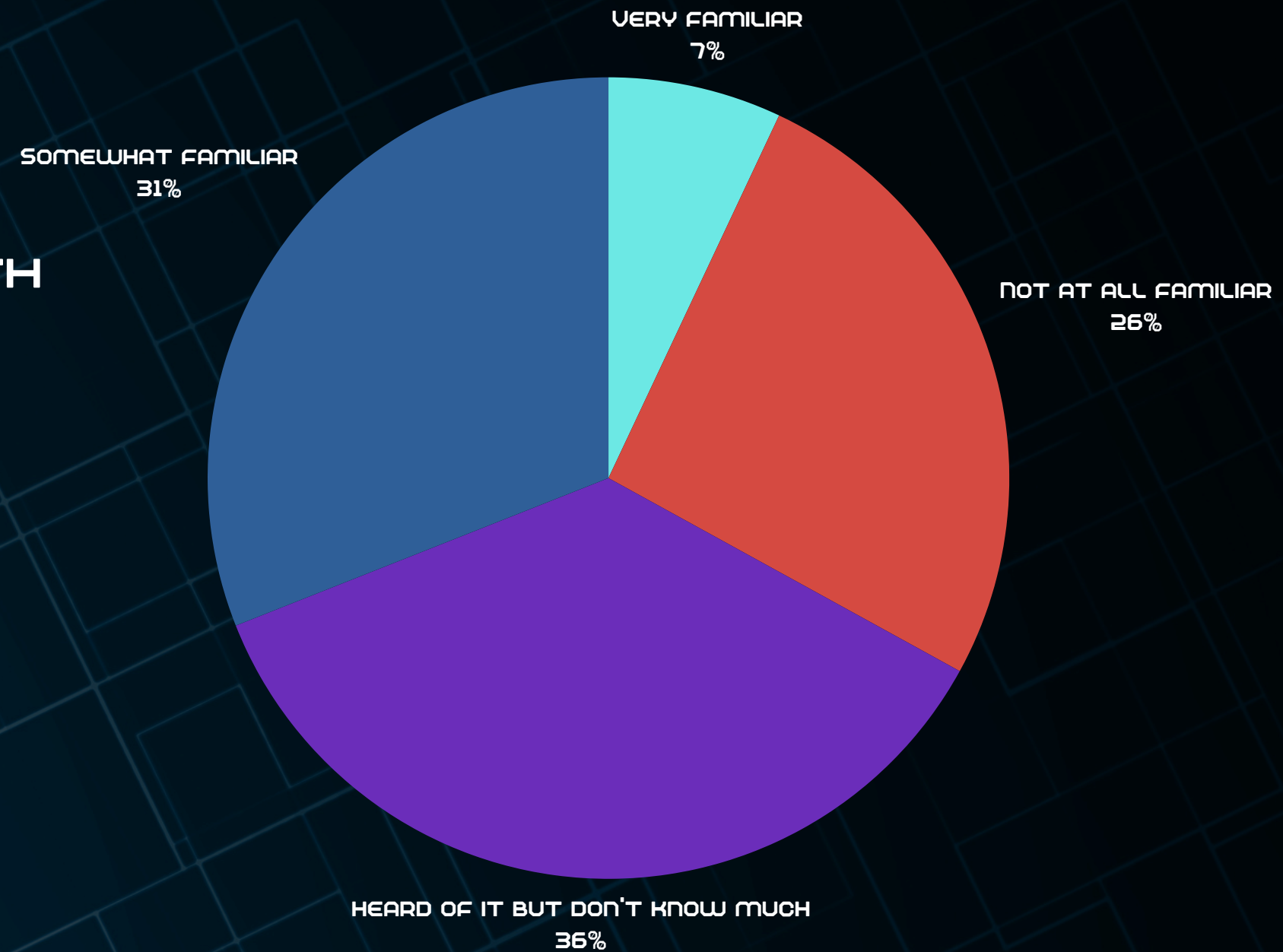
● Very effective   ● Somewhat effective   ● Neither effective nor ineffective   ● Somewhat ineffective   ● Very ineffective





# SURVEY RESULTS PART 2: COBALT MINING

HOW FAMILIAR ARE YOU WITH  
COBALT MINING?



Majority participants are aware the cobalt is used in the making of Lithium ion batteries (rechargeable batteries)



# VIDEO ESSAY WORK FLOW

01 DESIGNING THE  
MOODBOARD

02 WRITING THE SCRIPT

03 RECORDING THE AUDIO

04 EDITING THE AUDIO

05 SOURCING THE FOOTAGE

06 EDITING THE TIMELINE

07 PICTURE AND AUDIO LOCK

08 EXPORT THE FINAL VIDEO  
ESSAY



# DESIGNING THE MOODBOARD





# WRITING THE SCRIPT

**Narrator (V/O) :**

The rest of the cobalt is applied in industries such as military, aerospace, electronics, and healthcare.

[https://www.cobaltinstitute.org/wp-content/uploads/2024/05/Cobalt-Market-Report-2023\\_FINAL.pdf](https://www.cobaltinstitute.org/wp-content/uploads/2024/05/Cobalt-Market-Report-2023_FINAL.pdf)

[WIRED](#)

<https://www.samaterials.com/cobalt-in-ev-batteries-advantages-challenges-alternatives.html>

By Leila Ghouri

[Innovation News Network](#)

**Narrator (V/O) :**



# RECORDING THE AUDIO





# SOURCING THE FOOTAGE

LINK TO ALL STOCK FOOTAGE USED

AND GRAPHICS DESIGNED

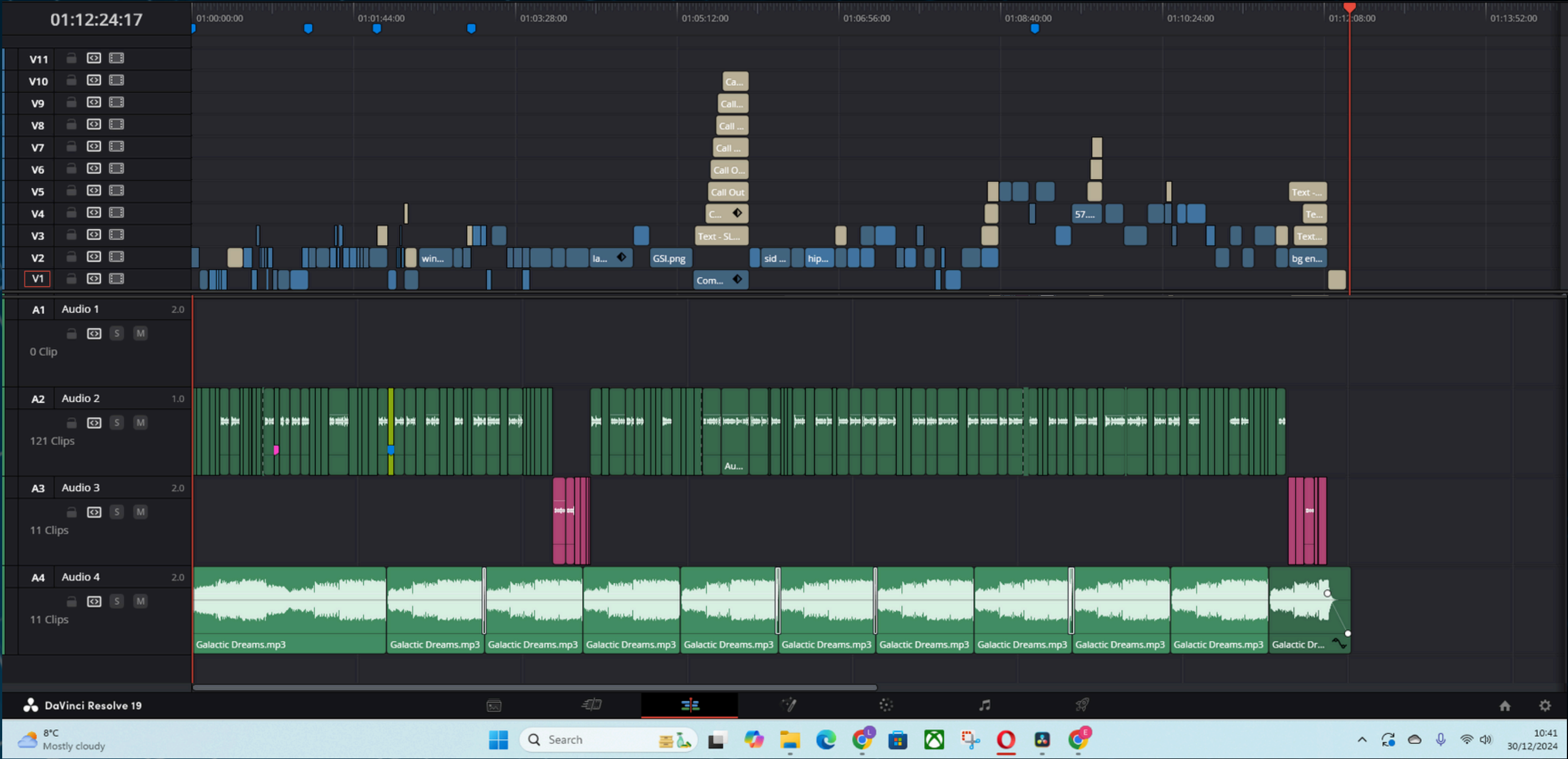
LINK TO FAIR USE FOOTAGE AND

IMAGES USED

- Aufderheide, P., & Jaszi, P., 2011. Reclaiming Fair Use: How to Put Balance Back in Copyright. Chicago: University of Chicago Press.
- Creative Commons, 2023. About Licenses. Available at: [creative commons](https://creativecommons.org/licenses/) [Accessed 15 November 2024].
- Lindsey, J., 2019. Archival Practices in the Digital Age. Journal of Media Studies, 18(3), pp. 45–63.
- U.S. Copyright Act, 1976. Fair Use Provision. Title 17, Section 107.



# PICTURE AND AUDIO LOCK



262  
AV  
EDITS  
TOTAL



QR CODE TO THE VIDEO ESSAY

