

Beyond the Bats: A Comprehensive Analysis of Human Dimensions and Bat Conservation

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Understanding Human Dimensions

- Human-bat conflict
- Zoonotic spillover
- Positive Perception (i.e., Eco-tourism)
- People's knowledge, attitudes or perceptions of bats

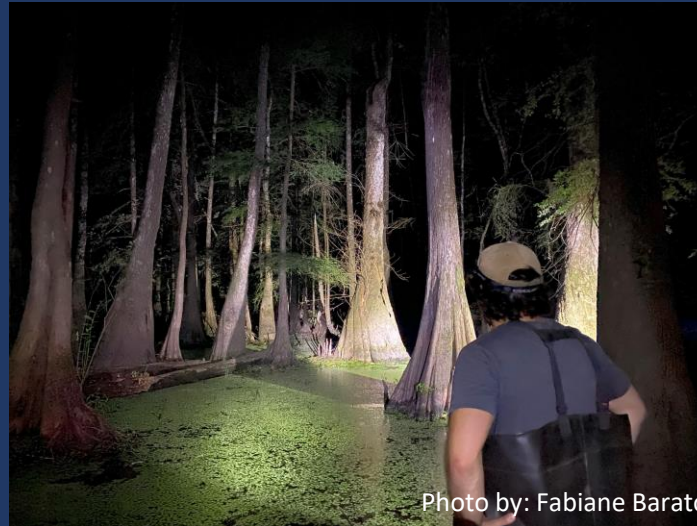


Photo by: Fabiane Barato

Concerns of Chiropteran Content



Charismatic
species



Ability to film for
content

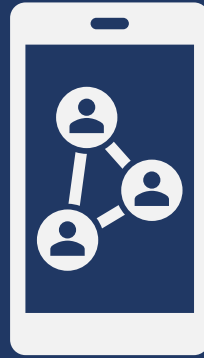


Pre-established
narrative

Media Training



Who's on Social
Media?



What content is
appealing to the
general population?



What time window are
conservationist
working with?

Media Training Continued.

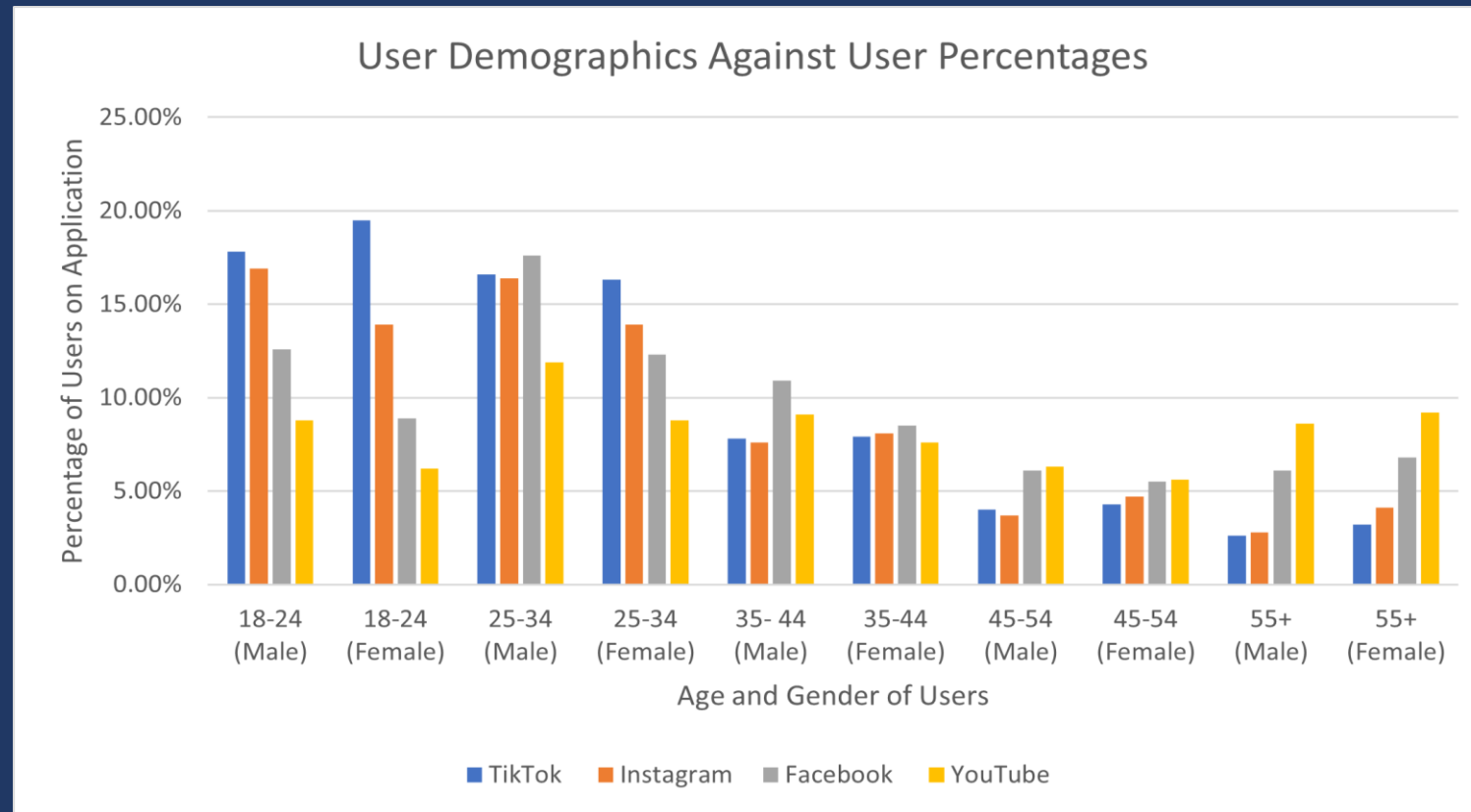


Figure 1: User Demographics Against User Percentages. The data for this graph was collected by Statista in January 2023, demographics were consolidated into gender and age of the users of the social media applications.

Content Restrictions



TikTok:

Video Length: 15 seconds to 10 minutes

Average Video: 16.7 seconds for non-professional accounts



Instagram Reels:

Video Length: 15 seconds to 90 seconds

Average Video: 18.5 seconds for non-professional accounts

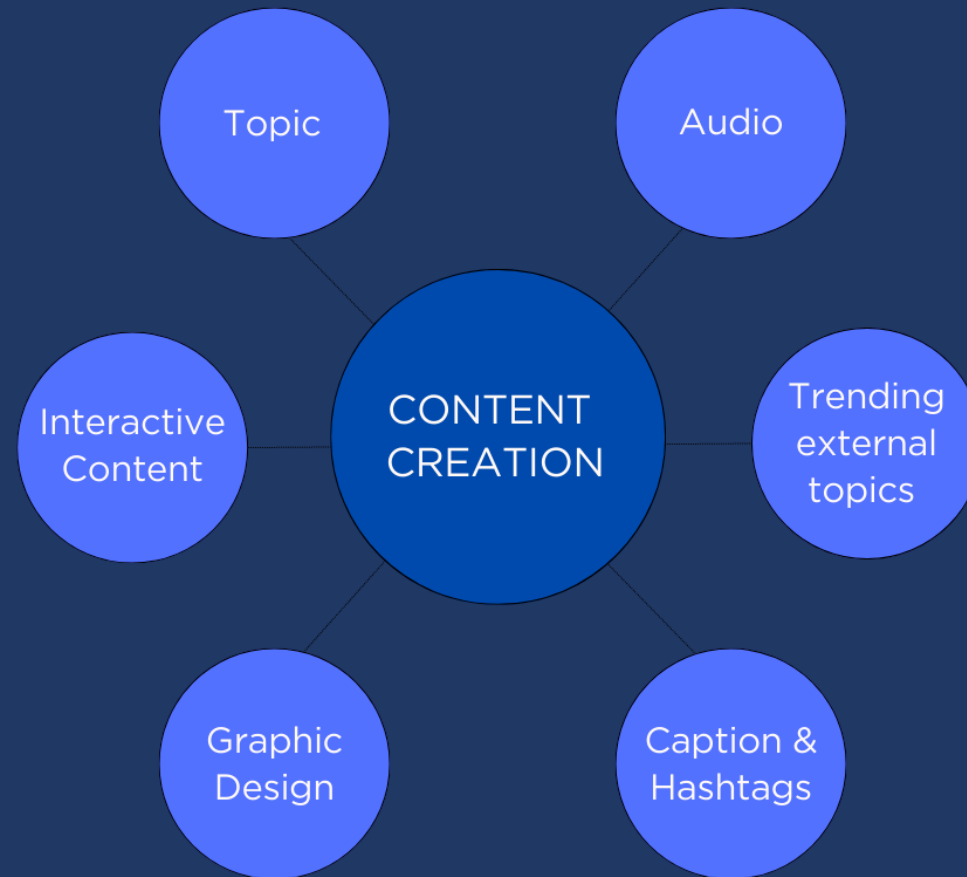


YouTube:

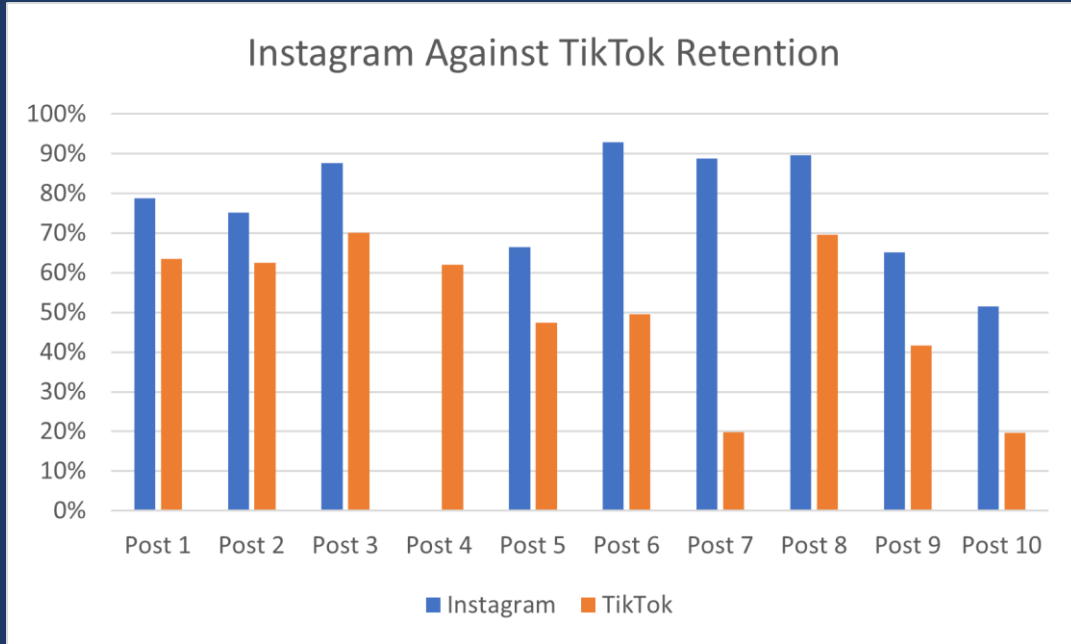
Video Length: 1 minute to 9+ hours

Average Video: 11.7 minutes

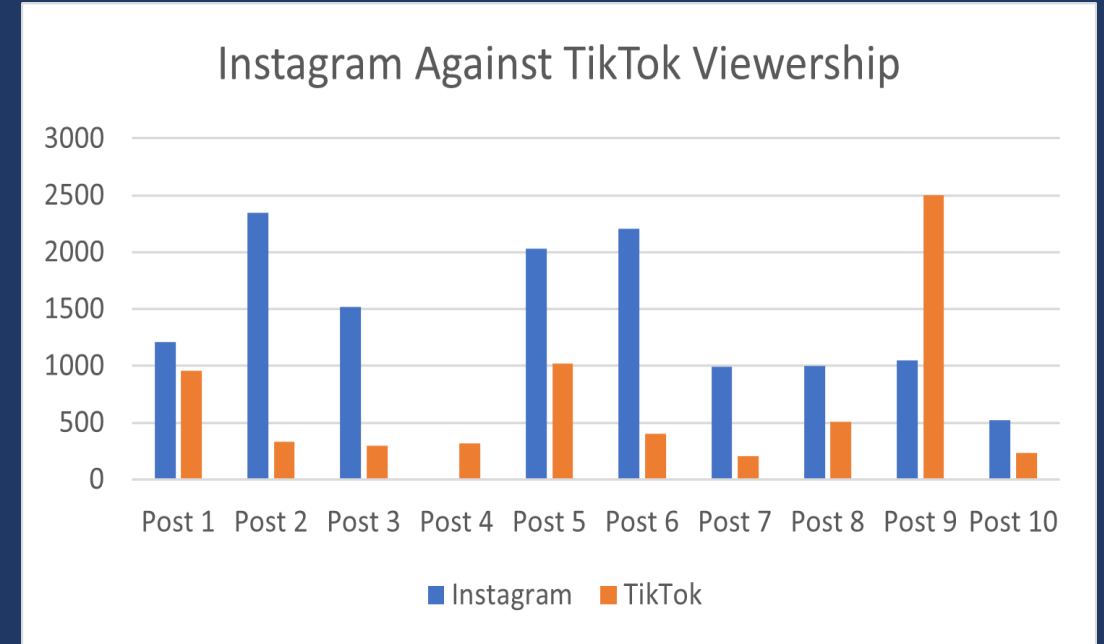
Content Curation



Results

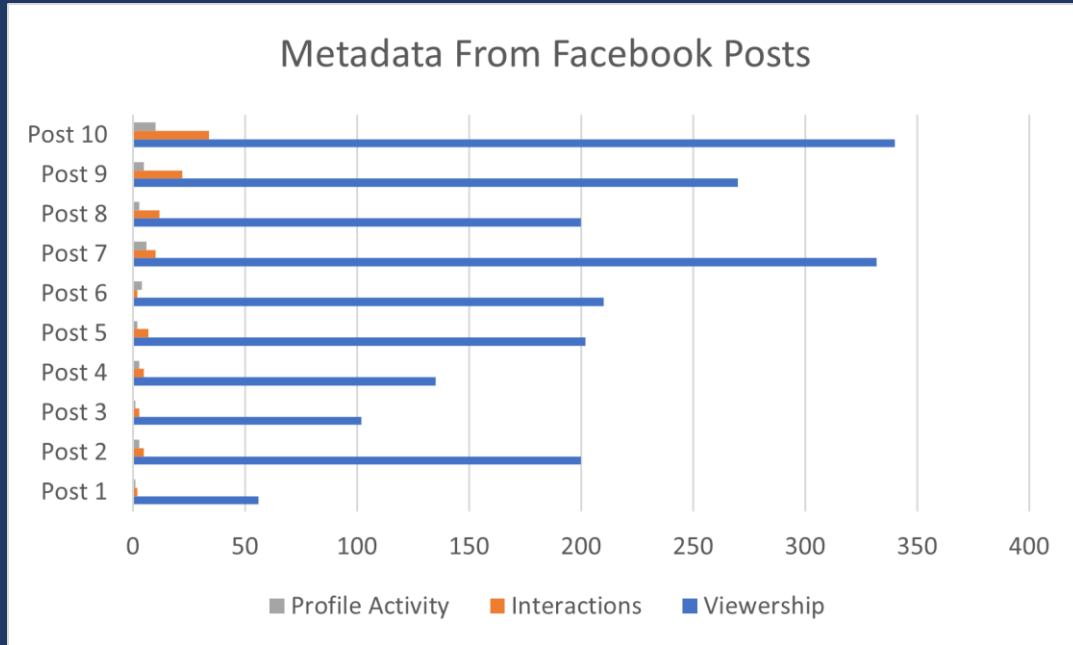


Instagram: 76% Retention Rate
TikTok: 48% Retention Rate

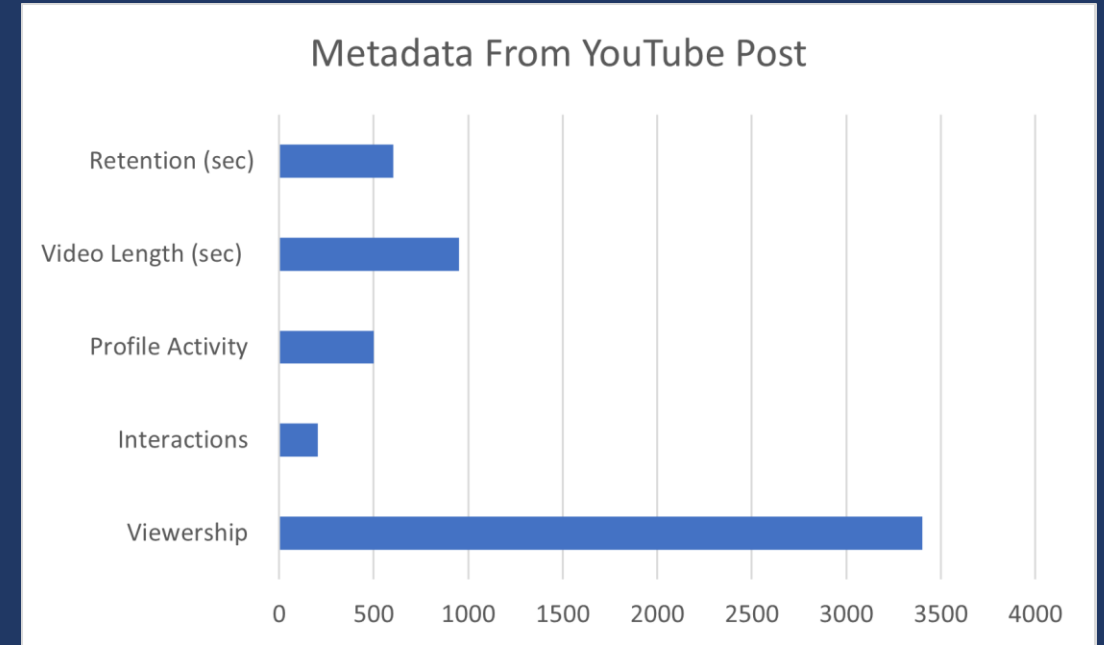


Instagram: 51% of Total Viewership
TikTok: 27% of Total Viewership

Results



Facebook Viewership: 8% of Total



YouTube Viewership: 14% of Total

A night photograph of a swampy forest, likely a cypress swamp. The scene is dominated by tall, slender, light-colored tree trunks that rise vertically from the water. The ground is covered in a thick layer of green vegetation, possibly algae or moss. In the lower center, two people are walking away from the camera, their figures silhouetted against the light reflecting off the water. The overall atmosphere is dark and mysterious.

What's next?

Photo by: Fabiane Barato

Thank you.

I want to thank the TAMU Science Influencer's Program, Bat Conservation International, and those not mentioned previously for assisting in this project.