

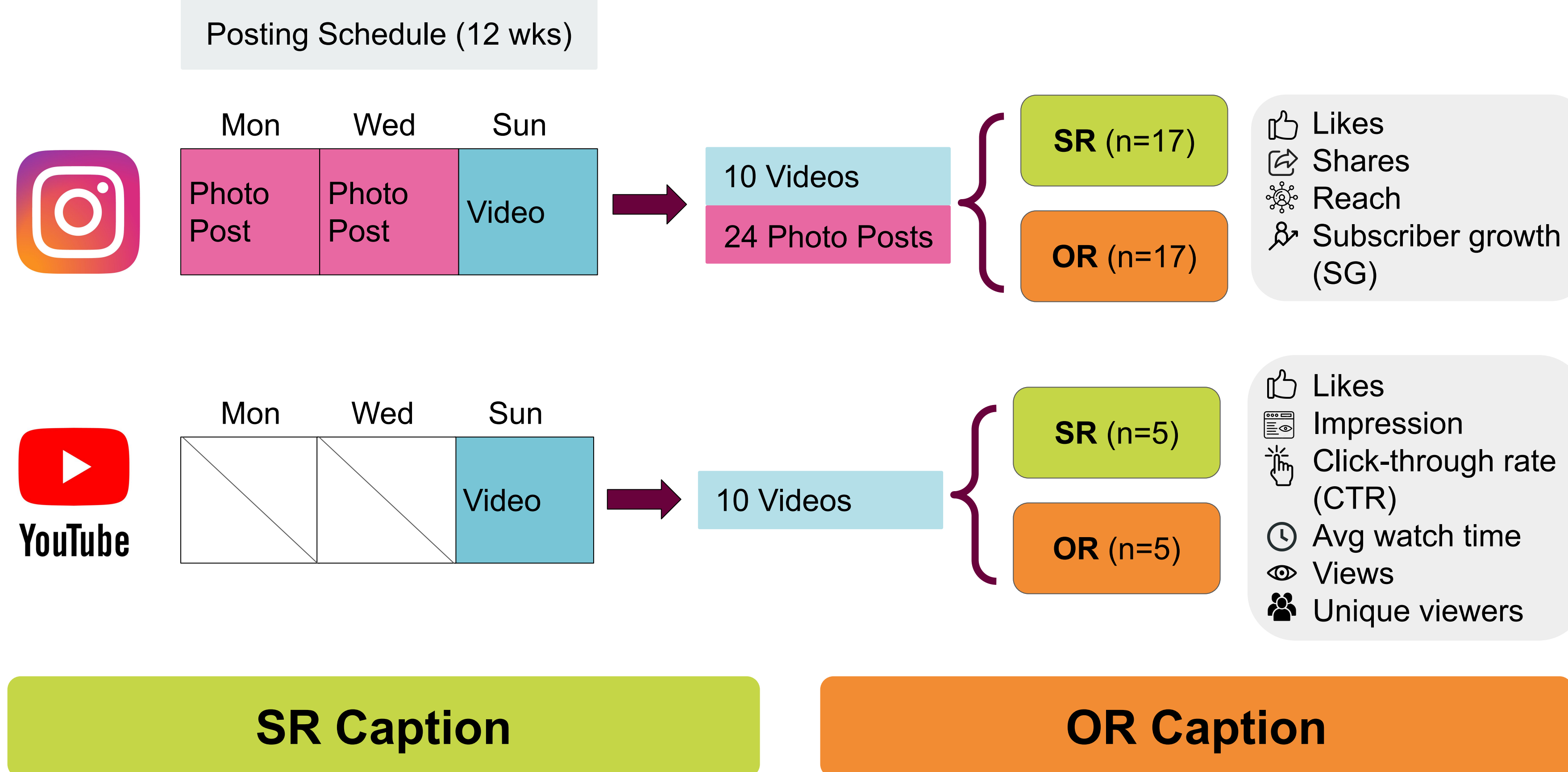
## Introduction

- The rise of **social media** has created new opportunities for **science communication**, but researchers face the challenge of how to attract their target audience.
- Self-Reference Effect (SRE)**: People better remember and prefer to engage with information that refers to themselves (Rogers et al., 1977).
- SRE has can boost brand image, but its impact on science communication is underexplored.

## The Present Study

- How does self-referencing (SR) language in social media post descriptions influence audience engagement, compared to other-referencing (OR) language?
- Hypothesis**: Social media posts with SR captions will receive more engagement (e.g. likes, shares) than posts with OR captions.

## Methods

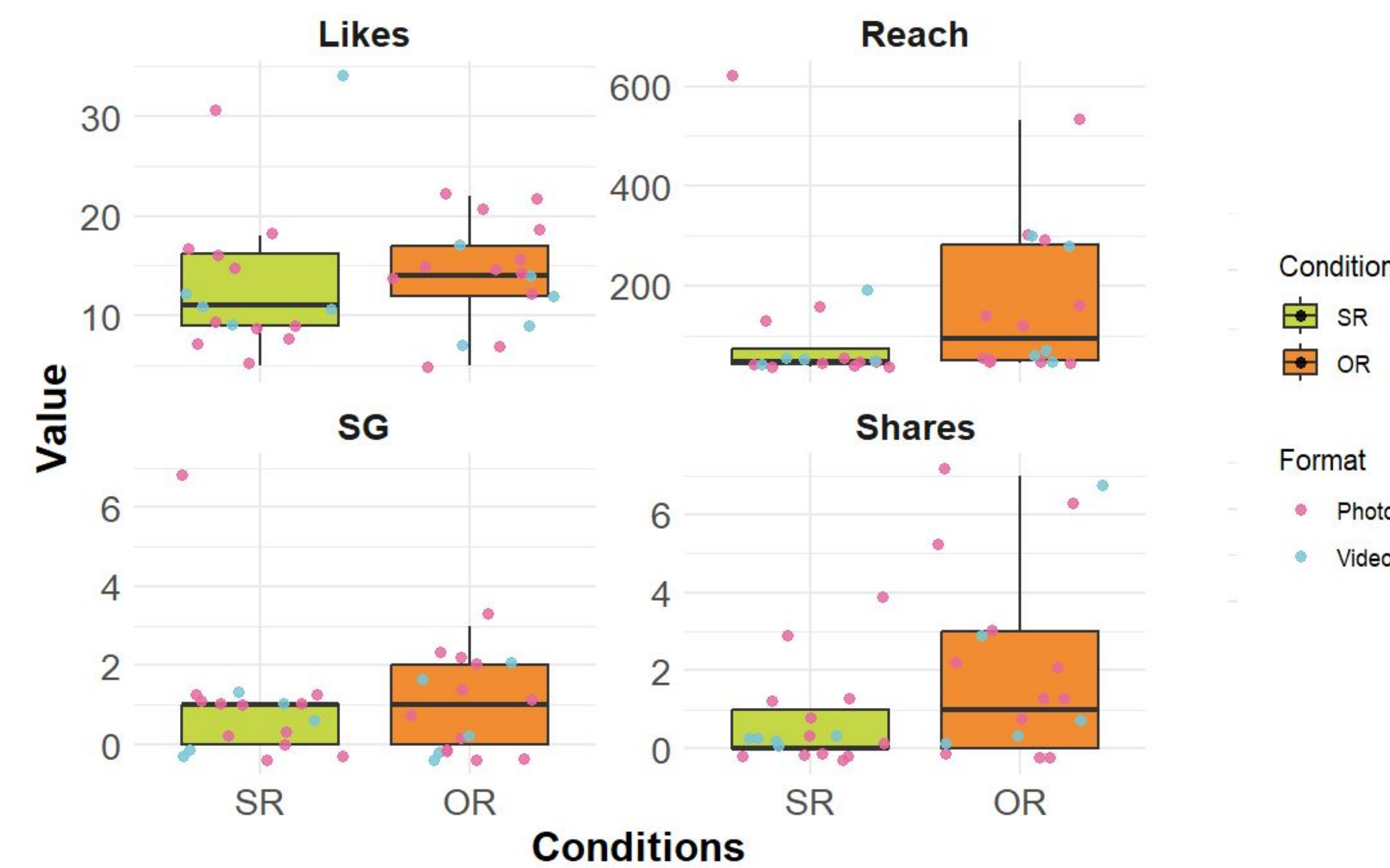


"Here's **your** inside look at data collection during the Synaptic Rodeo show!"  
**Your** gaze change, cardiac activity, and social connectedness are dynamically changing with an amazing musical journey."

"Here's **BEAT lab's** inside look at data collection during the Synaptic Rodeo show!"  
**The audience's** gaze change, cardiac activity, and social connectedness are dynamically changing with an amazing musical journey."

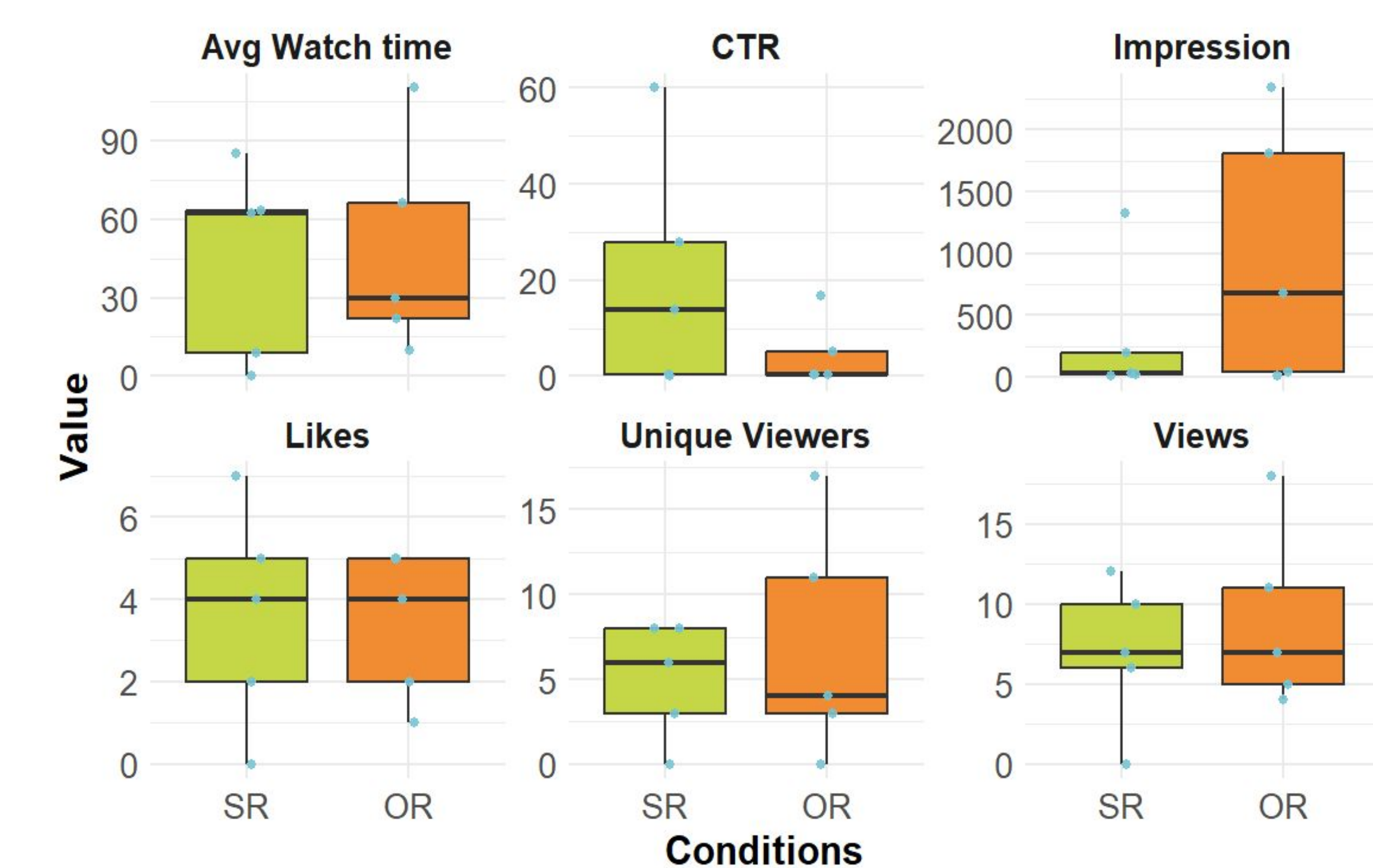
## Results

### OR overperformed SR in shares



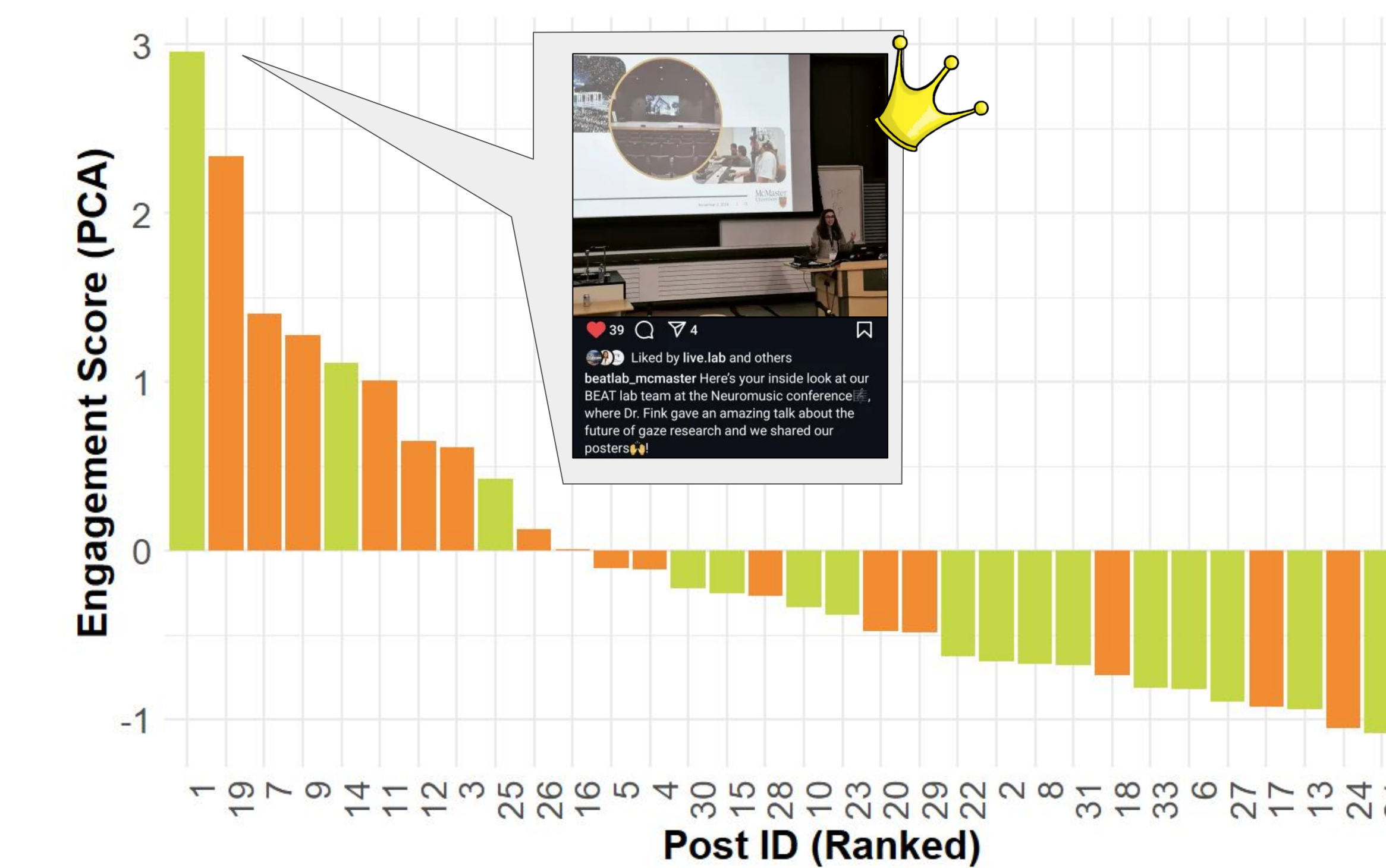
SR posts did not receive significant advantage over OR posts in any of the four metrics. OR posts are shared significantly more often ( $p=0.02$ ).

### SR showed no advantage over OR

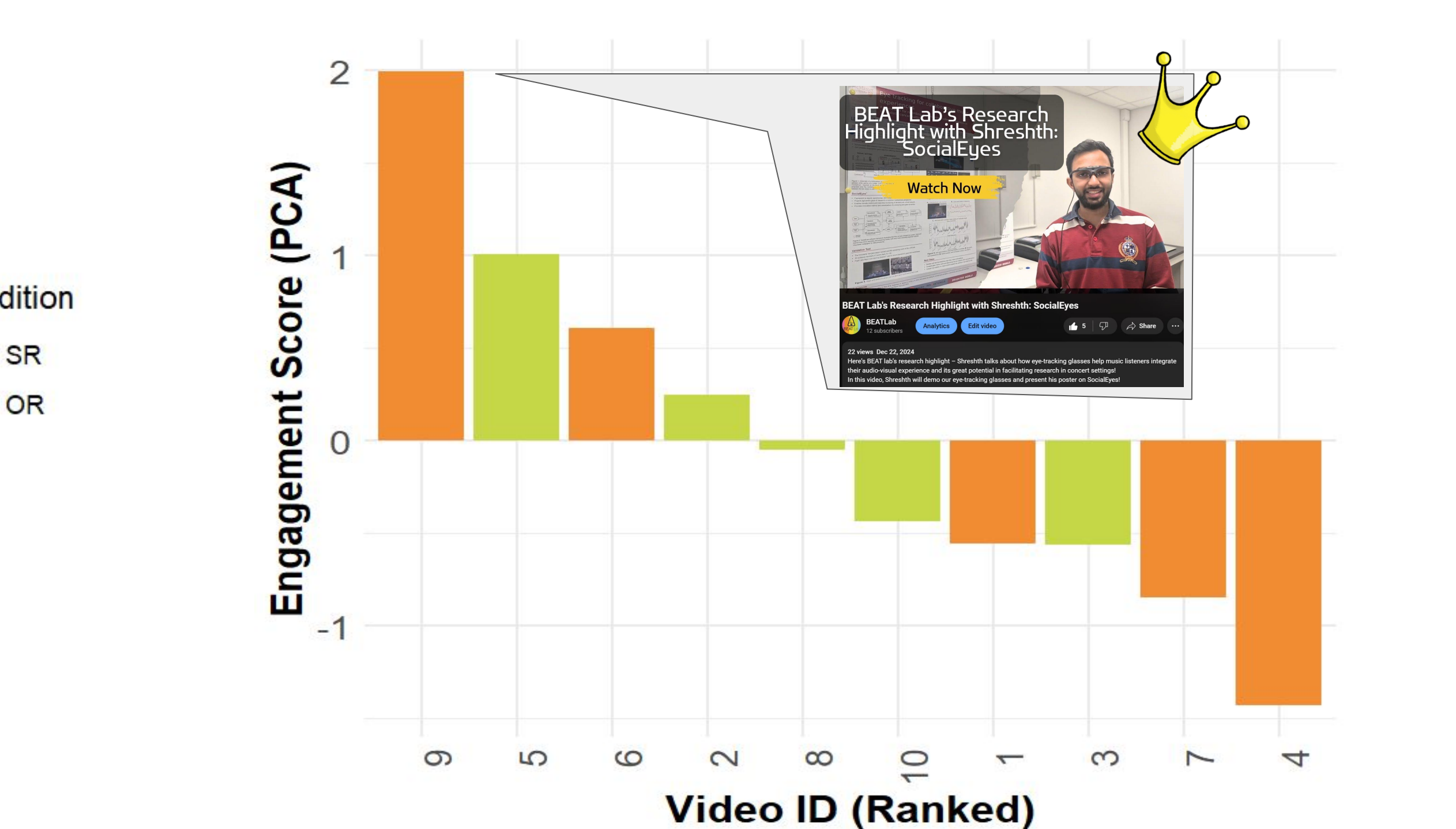


SR posts did not receive significant advantage over OR posts in any of the six metrics.

### Post 1 ranked highest overall engagement



### Video 7 ranked highest overall engagement



## Implications & Future Directions

- SR did not show an advantage over OR in promoting engagement
- For scientific content, which is driven by consumer interest, SR may backfire by removing emotional appeal
- Our sample size is limited, leading to higher chance of false negatives
- Future directions:** Explore OR language's potential in promoting audience engagement; Explore other factors that might have a stronger effect for science communication

## Reference

Rogers, T. B., Kuiper, N. A., & Kirker, W. S. (1977). Self-reference and the encoding of personal information. *Journal of personality and social psychology*, 35(9), 677.

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