

What's the perfect combination? A study of the use of images, people and text in short videos from Instagram and TikTok

Itziar Oltra González
University of Valladolid
Carmen Camarero-Izquierdo
University of Valladolid
Rebeca San José Cabezudo
University of Valladolid

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Abstract

Due to the evolution of social networks and the prioritization of the video format, the purpose of this article is to study the effectiveness of this format increasingly used in brand strategies (specifically TikTok and Instagram), analyzing the impact of the use of people versus product images and the use of text to reinforce the message. This analysis goes beyond the perspective of engagement as a result, using attention, emotion, credibility of the message, interest in the brand and brand recommendation as determining variables of the results. Two studies have been carried out, in a laboratory and a real context. The results contribute to the literature on visual rhetoric, reaffirming how videos based on images are more liked, but they are not more credible, shared or recommended and to the theory of multimedia learning, demonstrating that the conjunction between text and image can sometimes end up being a redundant stimulus, which can reduce credibility and attention.

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