

# The influence of style and motivation on the consumption of videos on the intranet of Stedin

*A quantitative research*

To create effective internal communication within companies, the content has to meet the needs of the audience. Therefore, motivational factors of corporate employees need to be identified. This report details the research effort in finding out which motivational factor is the strongest among Stedin employees to consume video content on the internal communication channel, the intranet. Stedin is an electricity network operator company located in the Netherlands. The motivational factors tested in the research were: information, education, entertainment, connection, unwinding, conversation, and inspiration. Furthermore, this research analyses if the video style elements 'talking heads', 'text on screen', 'voice-over' and 'b-roll' influence how the consumers perceive the video consumption experience. This report investigates the motivation of the viewer to consume the intranet videos of Stedin. The intensity of several motivational factors and the influence of certain style elements on the video consumption experience of the Stedin employees are reported. It was expected that motivational factors information and connection would be strongest among the employees. In addition, it was expected that the video with partial voice-over and b-roll would be significantly better experienced by Stedin employees than videos with the other style elements.

The data collection was executed via an online quasi-experimental survey to test how various style elements influence the experience of consuming internal videos on the intranet. The questions asked were created to obtain information about the motivation and consumption behaviour of the employees of Stedin. The survey had a quantitative approach whereby the population is focused on all employees of the company. The survey was distributed using a purposive sampling approach on the internal communication platforms Yammer and the Intranet of Stedin. The data was analysed by using the Mann-Whitney U test to find out if there were significant differences between the motivational factors. This analysis method was chosen because the questions were answered using an ordinal scale and the data were not distributed normally.

In this research, the motivational factor 'information' was found to be the strongest among the employees of Stedin. The difference with five out of the six factors was found to be significant. Only the factor 'Education' did not differ enough to be significant, but the data suggests that in a larger sample the difference would be significant. The results also suggest that videos with a protagonist including relevant 'b-roll' positively influence the viewer's perception compared to videos without a protagonist and 'text on screen' and to videos with a protagonist as 'talking head' without b-roll. However, more research needs to be done to be able to claim that the difference is significant on all factors. In addition, future research into style preferences for different types of corporate videos is suggested in order to be able to create a video outline that is most effective to get employees to watch the internal communication videos.

**Keywords:** Motivational factors, corporate communication, audio-visual content