

# The IFT YouTube channel

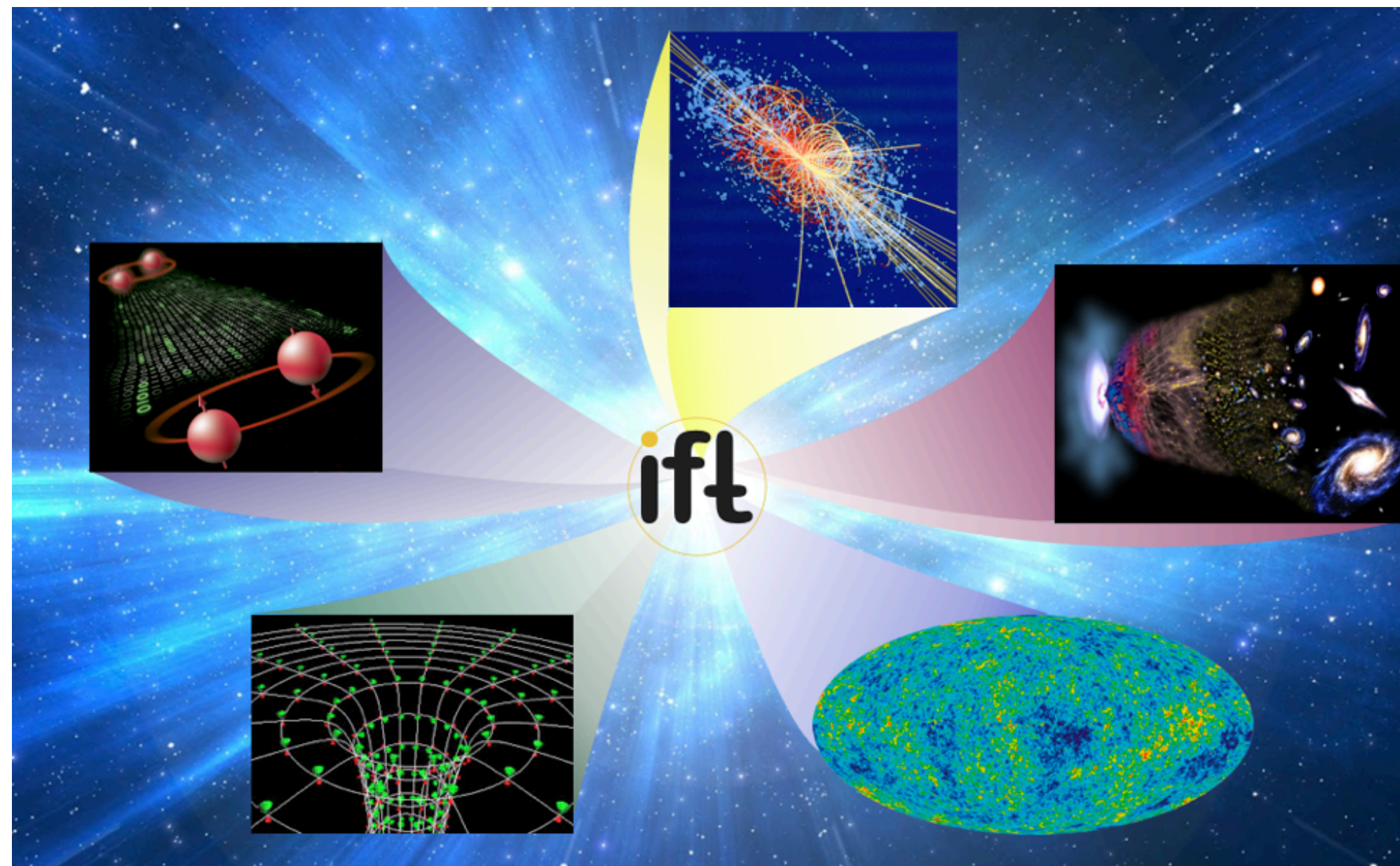
Angel M. Uranga





# The IFT

Instituto de Física Teórica (IFT) is the only Spanish center dedicated entirely to research in Theoretical Physics. We develop research in the frontiers of Elementary Particle Physics, Astroparticles and Cosmology.



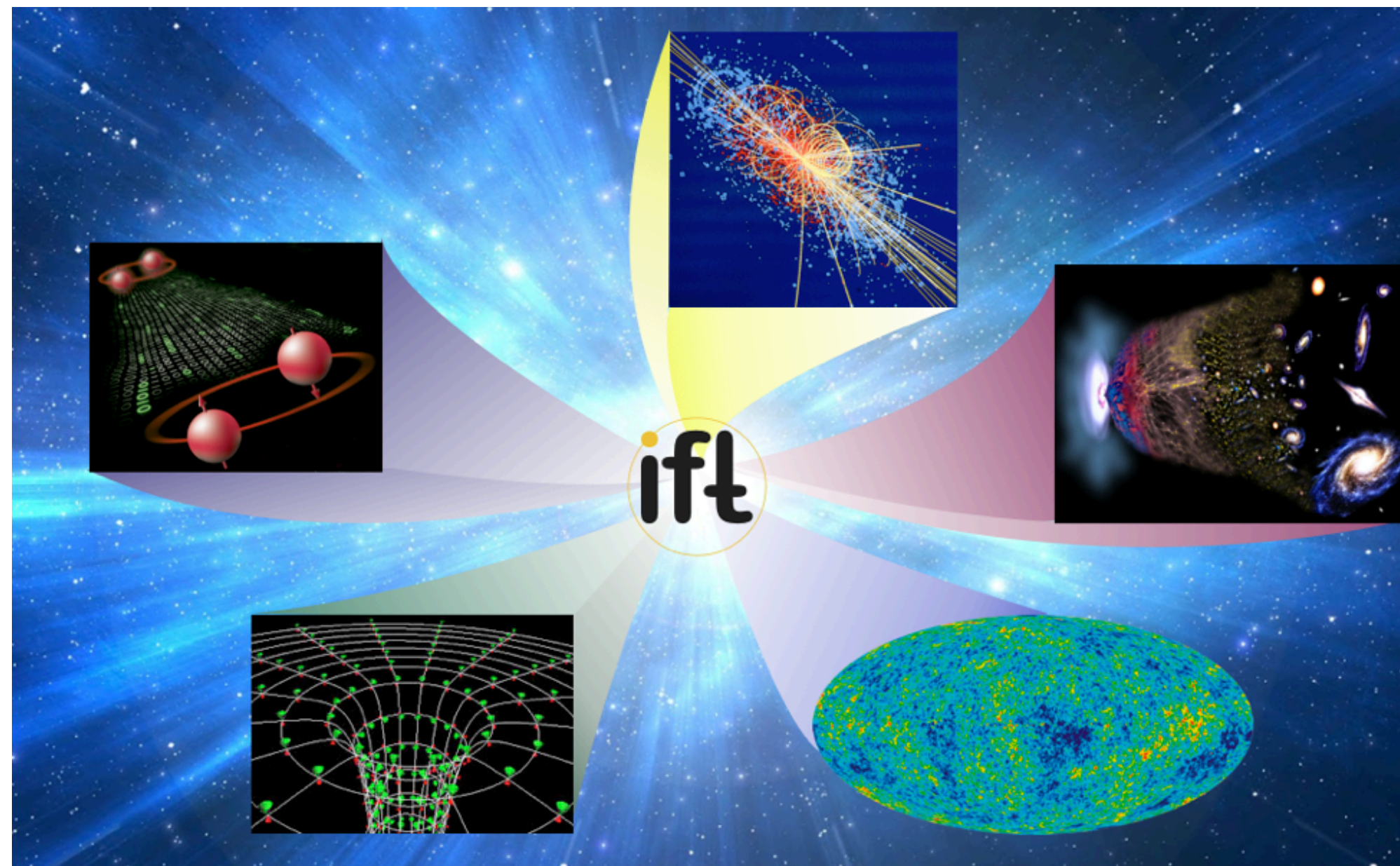
Research, Education and Outreach





## The IFT

Instituto de Física Teórica (IFT) is the only Spanish center dedicated entirely to research in Theoretical Physics. We develop research in the frontiers of Elementary Particle Physics, Astroparticles and Cosmology.



### **Buzzwords:**

*Higgs boson*

*Big Bang*

*Quantum Physics*

*Black holes*

*Gravitational waves*

*String theory*

*Dark matter and dark energy*

...

Research, Education and Outreach





# The IFT YouTube channel

Enormously successful YouTube channel

The screenshot shows the YouTube channel page for the Instituto de Física Teórica IFT. The page features a navigation menu on the left with icons for Inicio, Shorts, Suscripciones, and Tú. The main header includes the YouTube logo, a search bar with the text "Buscar", and icons for video upload, notifications, and the IFT logo. The banner image shows the IFT building with two award logos: "EXCELENCIA SEVERO OCHOA" and "CPAN Ingenio 2010". The channel name "Instituto de Física Teórica IFT" is prominently displayed, along with the handle "@IFTMadrid", 707 K subscribers, and 404 videos. A bio states "¡Explicamos nuestros campos de investigación de forma amena y accesible!" with a link to "ift.uam-csic.es" and 4 more links. Two buttons, "Personalizar canal" and "Gestionar vídeos", are visible. The bottom navigation bar includes "Inicio", "Vídeos", "Shorts", "En directo", "Listas", "Comunidad", and a search icon.





# The IFT YouTube channel

Enormously successful YouTube channel

YouTube ES

Buscar

Inicio

Shorts

Suscripciones

Tú

EXCELENCIA SEVERO OCHOA

CPAN Ingenio 2010

Canal premiado en la edición 2017 del Concurso de Divulgación Científica CPAN

## Instituto de Física Teórica IFT

@IFTMadrid · 707 K suscriptores · 404 vídeos

¡Explicamos nuestros trabajos de investigación de forma amena y accesible! >

[ift.uam-csic.es](http://ift.uam-csic.es) y 4 enlaces más

Personalizar canal

Ges

Inicio Vídeos Shorts En directo Listas

> 700 000 subs

> 53 000 000 views



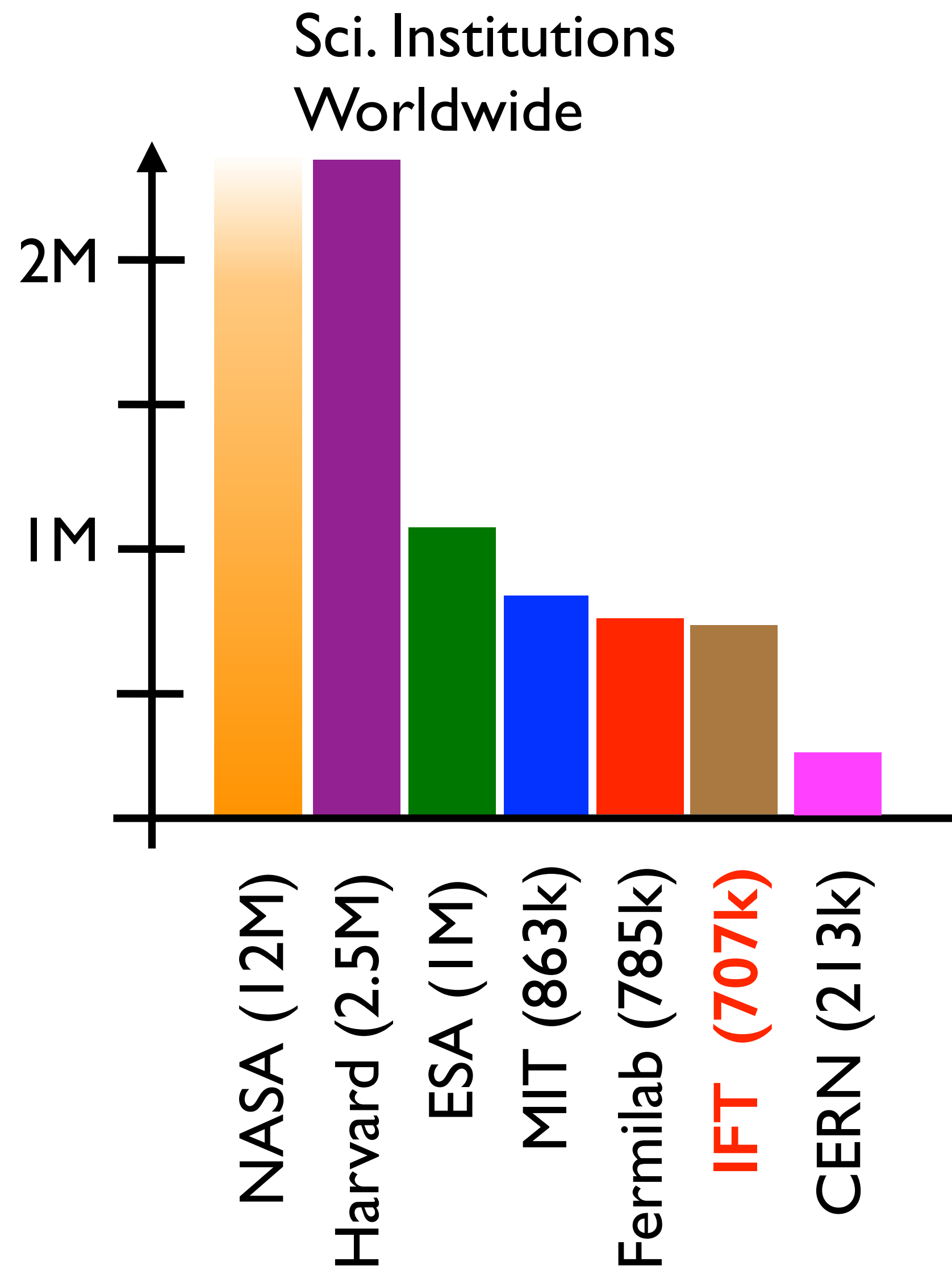
# Comparison

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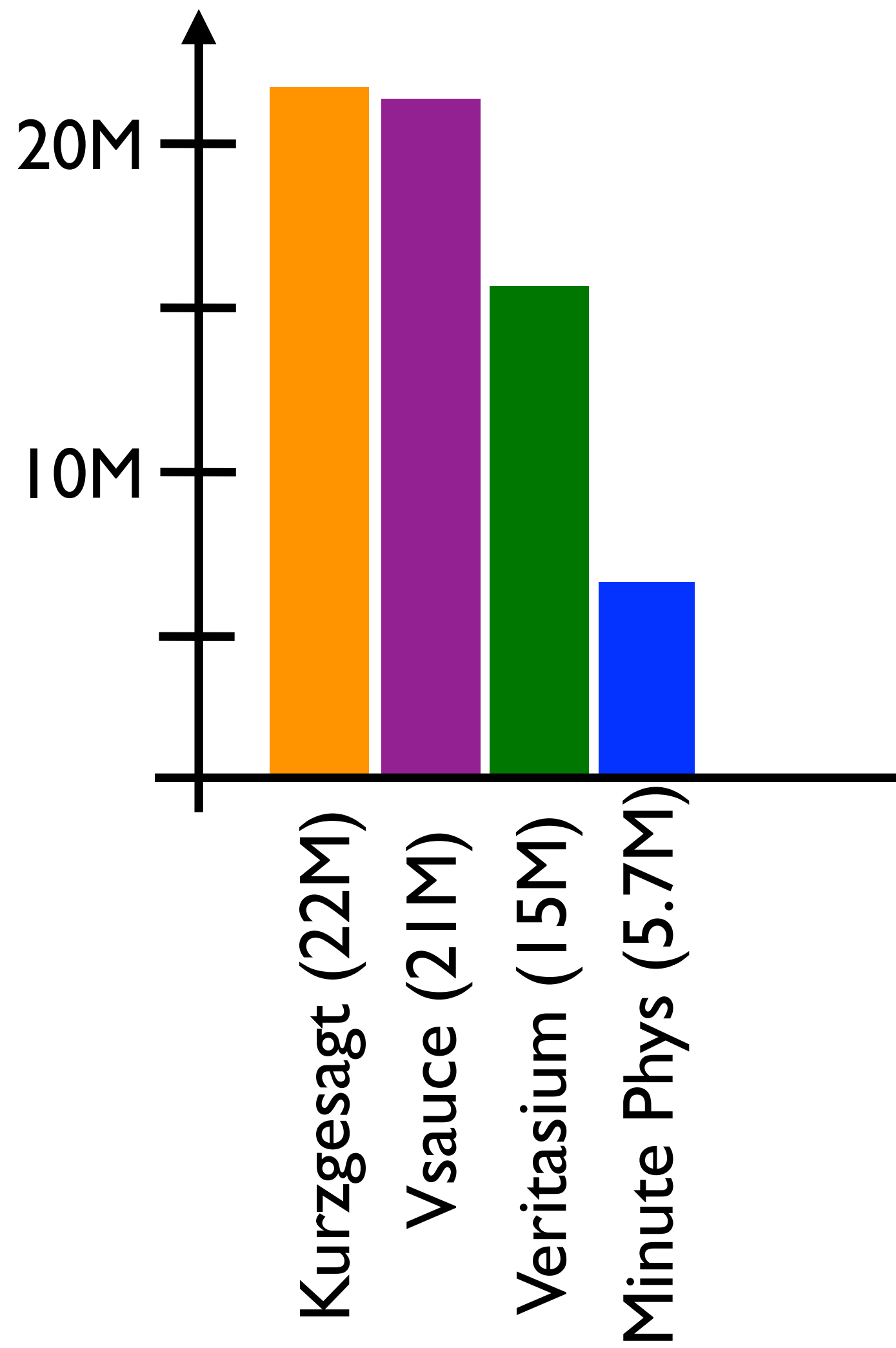
# Comparison



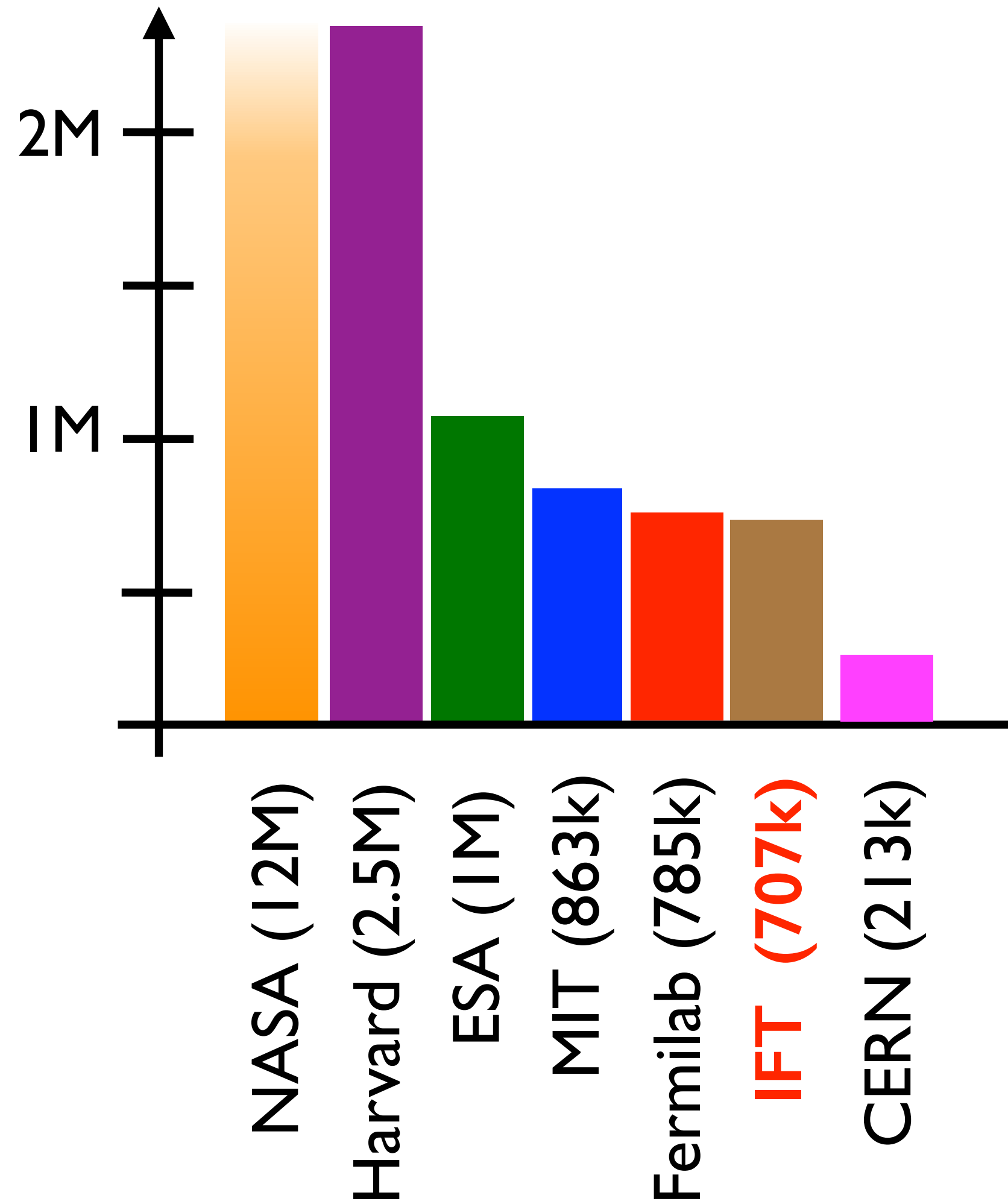


# Comparison

### Sci. Youtubers Worldwide



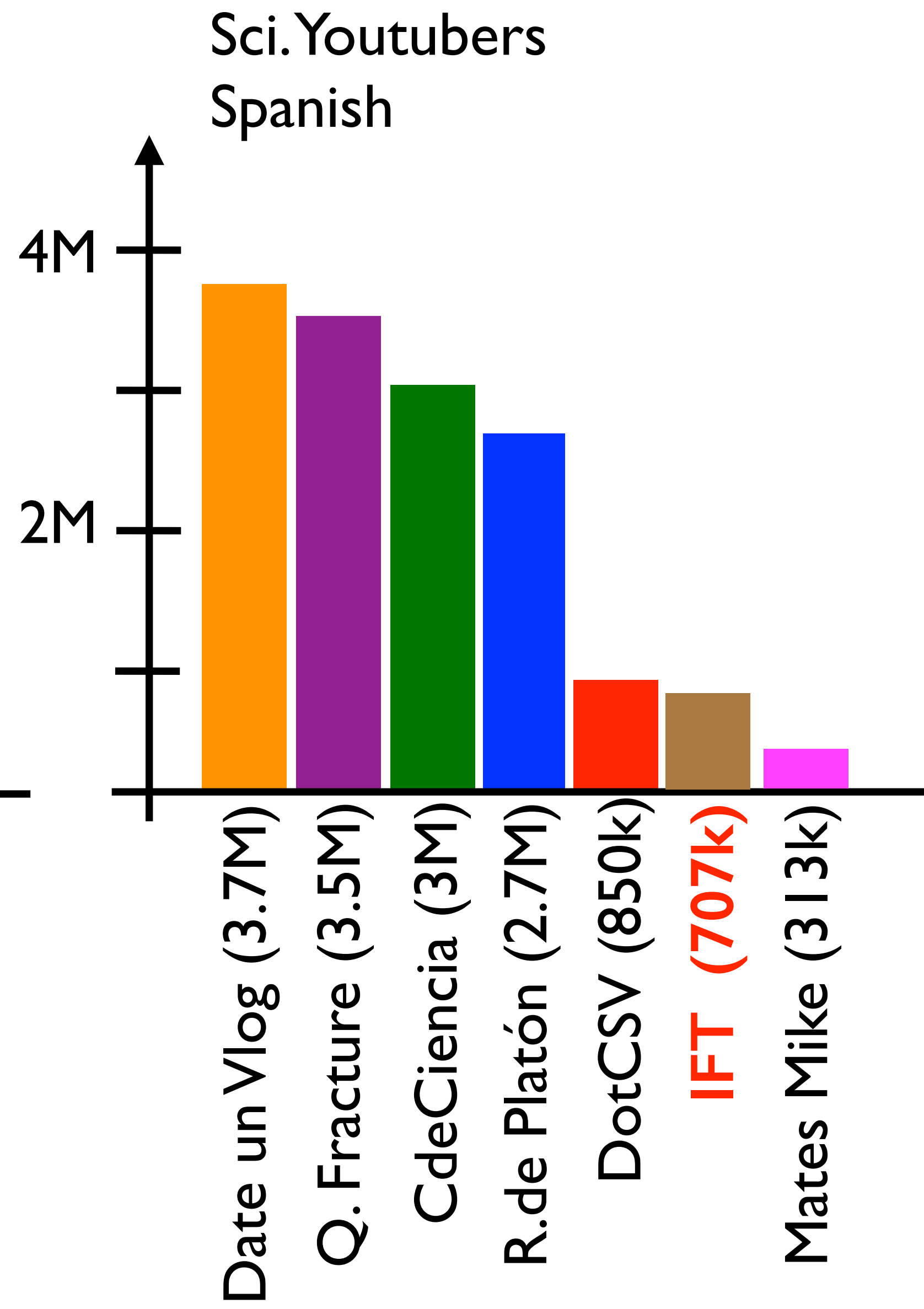
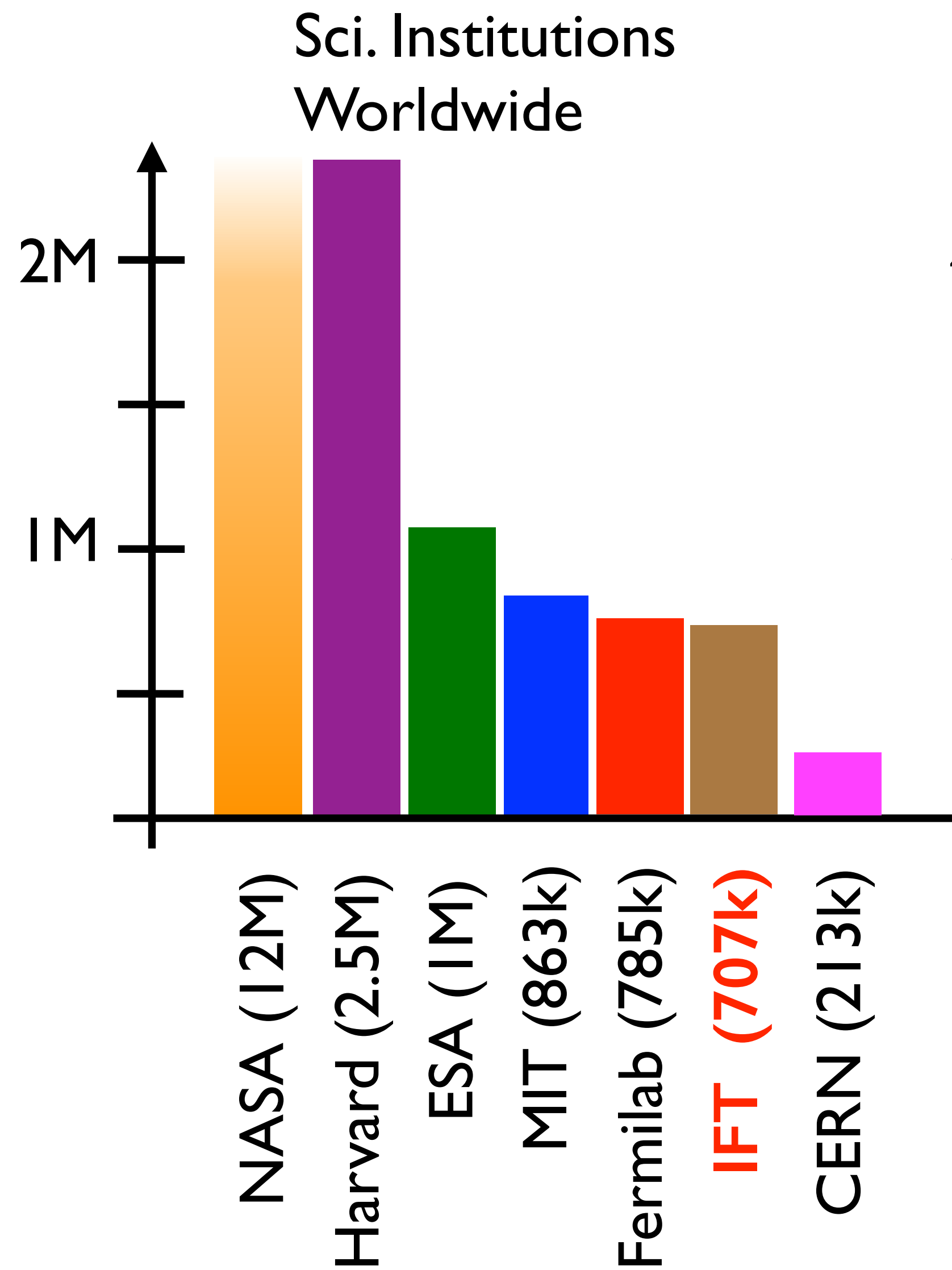
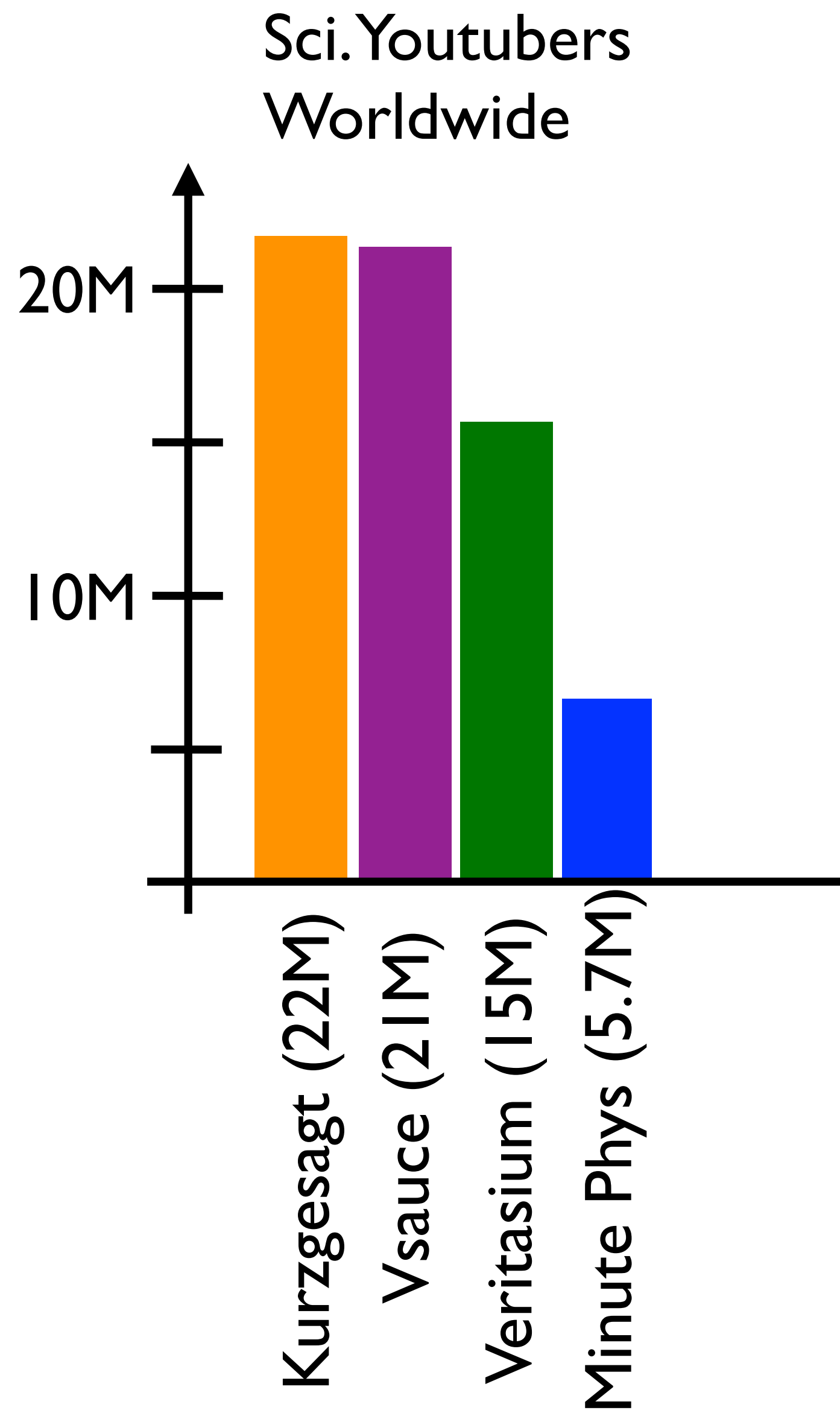
### Sci. Institutions Worldwide







# Comparison











# Time evolution

What kind of channel?

484.000 suscriptores    20.623.610 visualizaciones    Gestor de vídeos

   Canal premiado en la  
Concurso de Divulgación  
CPAN

 IFTevents app       

**Instituto de Física Teórica IFT**    Ver como: Propietario 

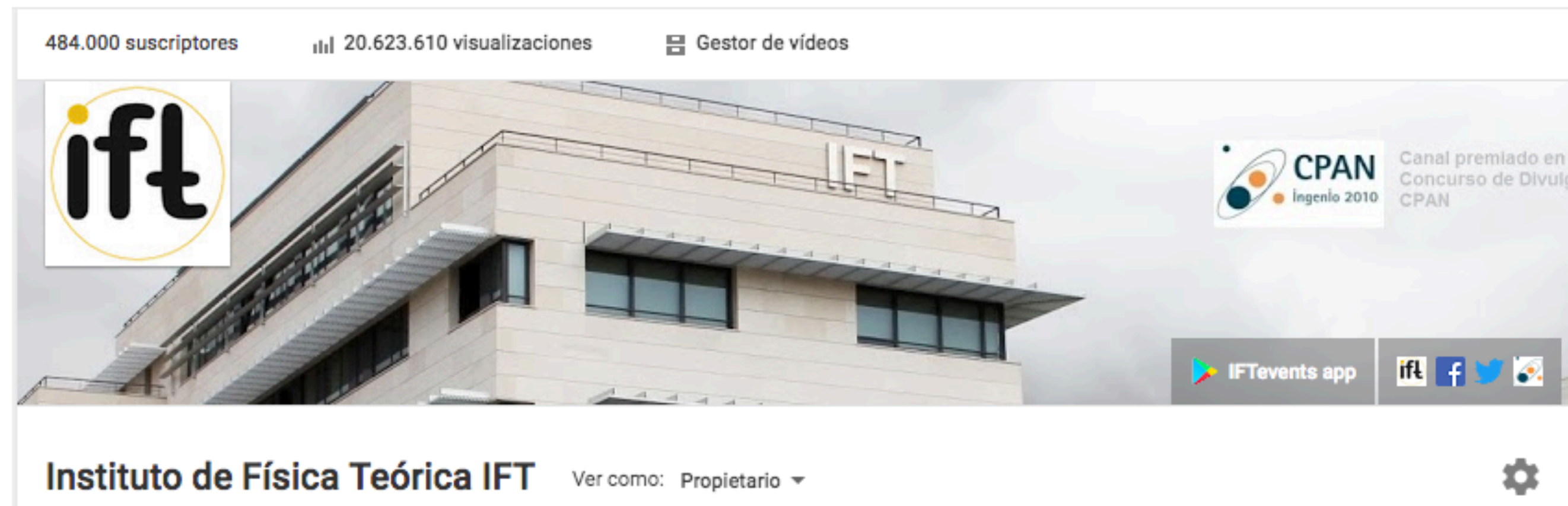
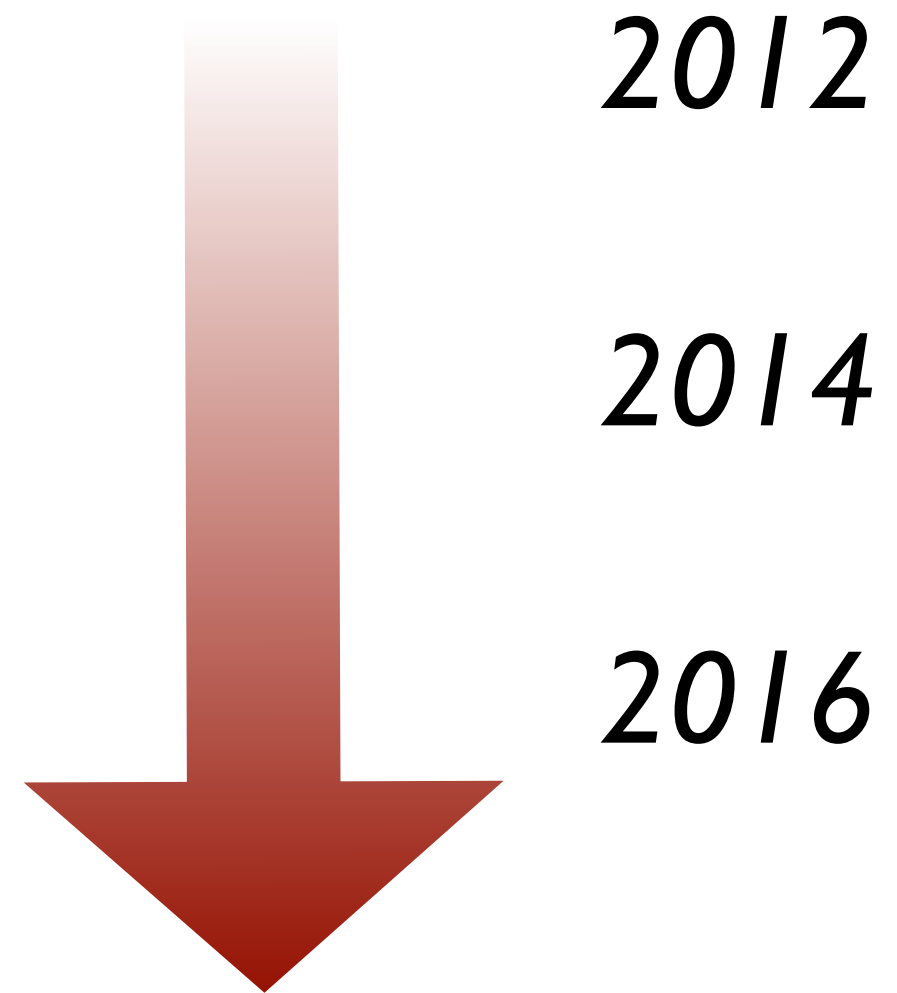




# Time evolution

What kind of channel?

- Corporative / Institutional
- Long outreach talks
- YouTuber

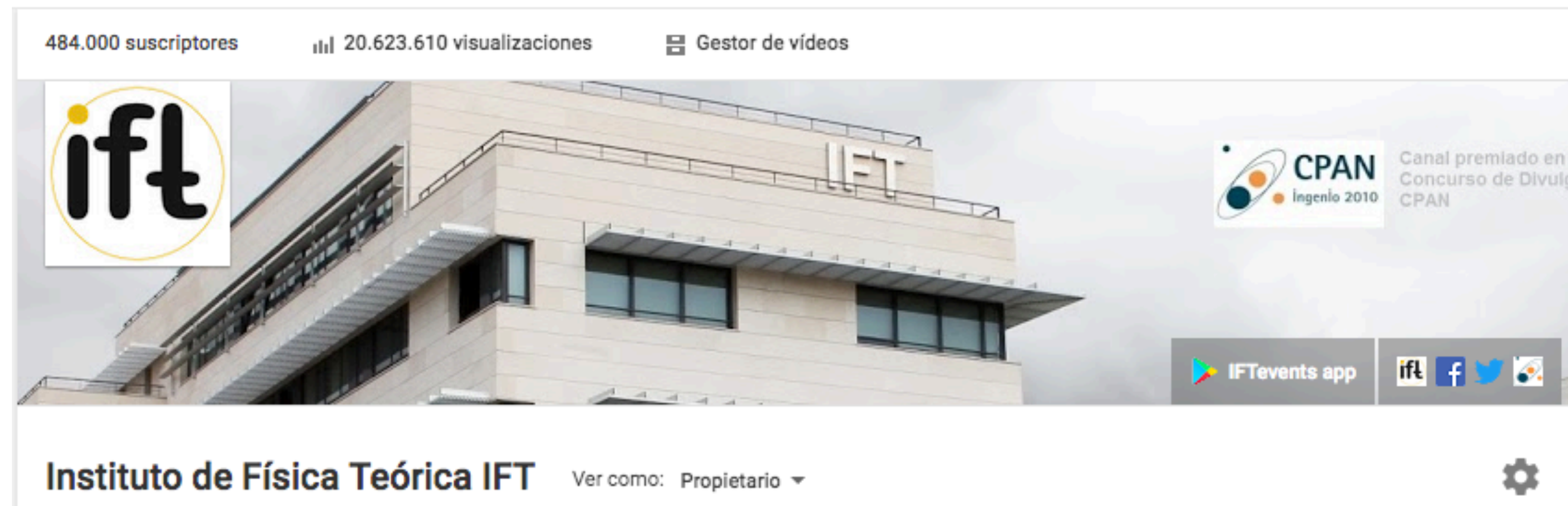
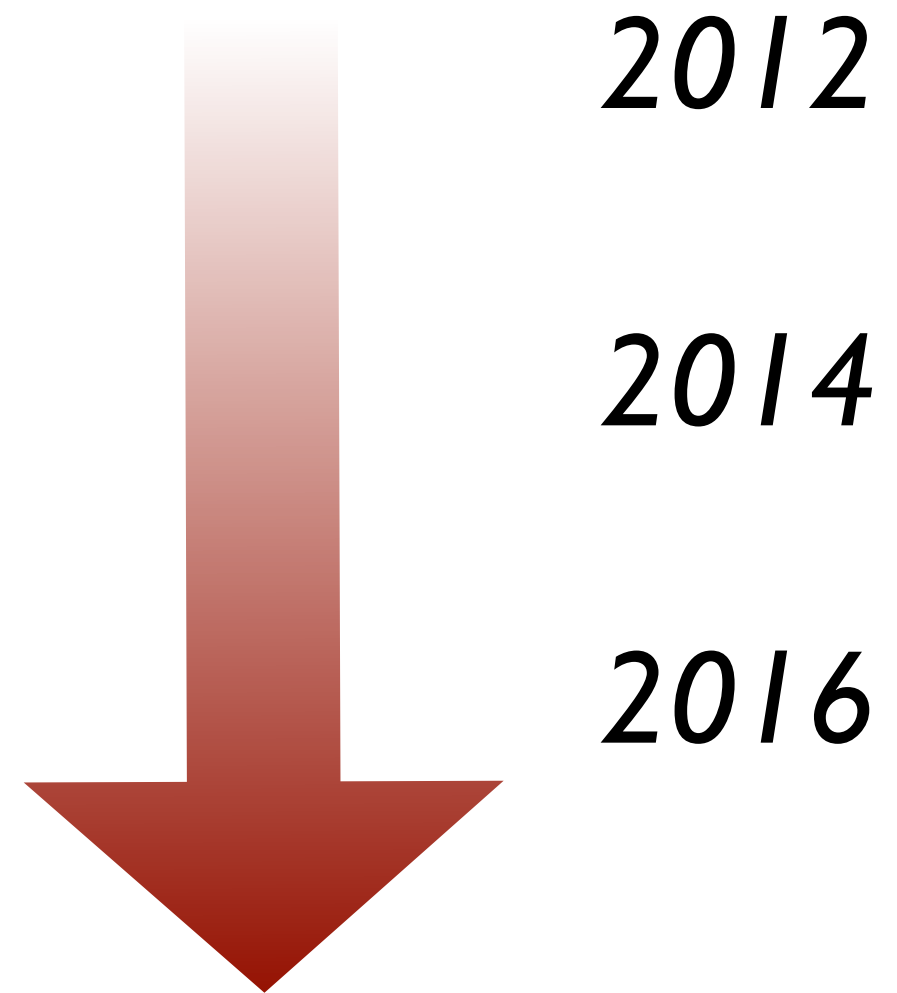




# Time evolution

What kind of channel?

- Corporative / Institutional
- Long outreach talks
- YouTuber







# Content

Content: Mostly

“IFT responde”

10-15 min

25-100k views



¿Existen los Universos Paralelos?  
La hipótesis del MULTIVERSO...

20 K visualizaciones • hace 2 días



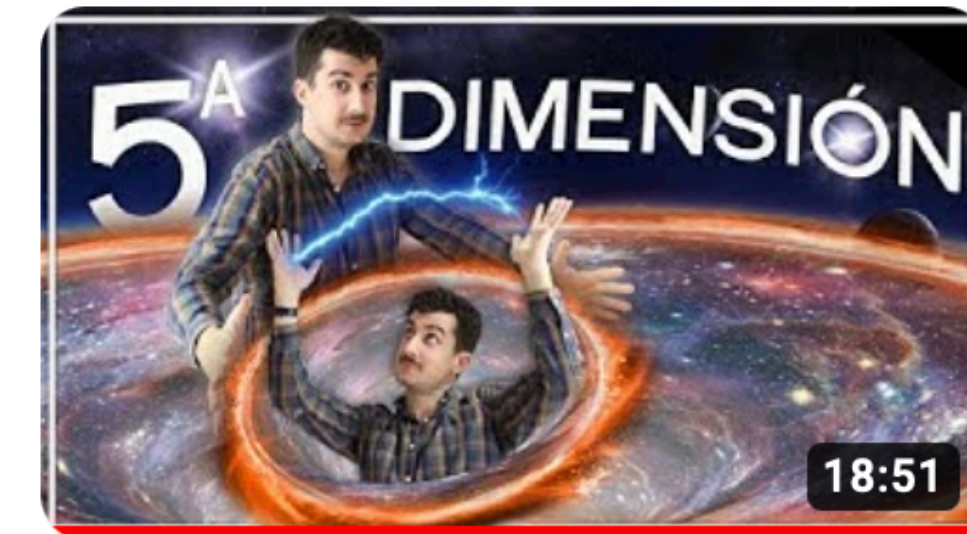
La física de El Problema de los 3  
Cuerpos

120 K visualizaciones • hace 2 semanas



🤖 Por qué todo en el UNIVERSO  
funciona como un COLUMPIO 🤖 |...

27 K visualizaciones • hace 4 semanas



¿Y si hubiera una QUINTA  
DIMENSIÓN?

19 K visualizaciones • hace 1 mes



Las estructuras más grandes (y  
oscuras) del universo

33 K visualizaciones • hace 1 mes



¿Por qué brillan las ESTRELLAS? (o  
casi toda la Física en un solo tema)

66 K visualizaciones • hace 2 meses



¿"Todo" gira en el universo?

46 K visualizaciones • hace 8 meses



Lo que NADIE te ha contado de  
OPPENHEIMER y su equipo

239 K visualizaciones • hace 7 meses





# Content

Content: Mostly

Long talks

70min

50k views



**Ondas gravitacionales, una nueva mirada al universo en expansión**

24 K visualizaciones • hace 2 meses



**Física cuántica y ordenadores cuánticos**

26 K visualizaciones • hace 3 meses



**¿El fin del mundo? Presente y futuro de la Inteligencia Artificial**

23 K visualizaciones • hace 3 meses



**La tecnología detrás de los descubrimientos: del electrón al...**

21 K visualizaciones • hace 3 meses



**La Inevitabilidad de las Leyes Físicas Fundamentales**

35 K visualizaciones • hace 3 meses



**Antimateria, materia oscura y energía oscura: El lado exótico y...**

58 K visualizaciones • hace 4 meses



**Viaje al interior de un AGUJERO NEGRO**

334 K visualizaciones • hace 1 año



**Sobre la INCERTIDUMBRE en Física: Caos Clásico y Mecánica Cuántica**

133 K visualizaciones • hace 1 año



“Vlog”

10-15 min

25-100k views

Long talks

70min

50k views



## La física de El Problema de los 3 Cuerpos

120 K visualizaciones • hace 2 semanas



## El fin del espacio-tiempo

4,7 M de visualizaciones • hace 6 años





## Sample

“Vlog”  
10-15 min  
25-100k views

Long talks  
70min  
50k views



**Lo que NADIE te ha contado de  
OPPENHEIMER y su equipo**

239 K visualizaciones • hace 7 meses



**El fin del espacio-tiempo**

4,7 M de visualizaciones • hace 6 años





# How we do it

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## How we do it

---

Team of 2:



Laura Marcos  
(Sci Comm)

Angel Uranga  
(Phys)



Rule:  
**KEEP IT SIMPLE!**



## How we do it

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Rule:  
**KEEP IT SIMPLE!**

Process:





## How we do it

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Team of 2:



Laura Marcos  
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Rule:

**KEEP IT SIMPLE!**

Process:

- Get a “volunteer” speaker



## How we do it

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Team of 2:



Laura Marcos  
(Sci Comm)

Angel Uranga  
(Phys)



Rule:

**KEEP IT SIMPLE!**

Process:

- Get a “volunteer” speaker
- Freedom of script



## How we do it

Team of 2:



Laura Marcos  
(Sci Comm)

Angel Uranga  
(Phys)



Rule:  
**KEEP IT SIMPLE!**

Process:

- Get a “volunteer” speaker
- Freedom of script
- Recording (Laura)

- just a camera, clip-on micro,
- light softbox, no stage/chroma







## How we do it

Team of 2:



Laura Marcos  
(Sci Comm)



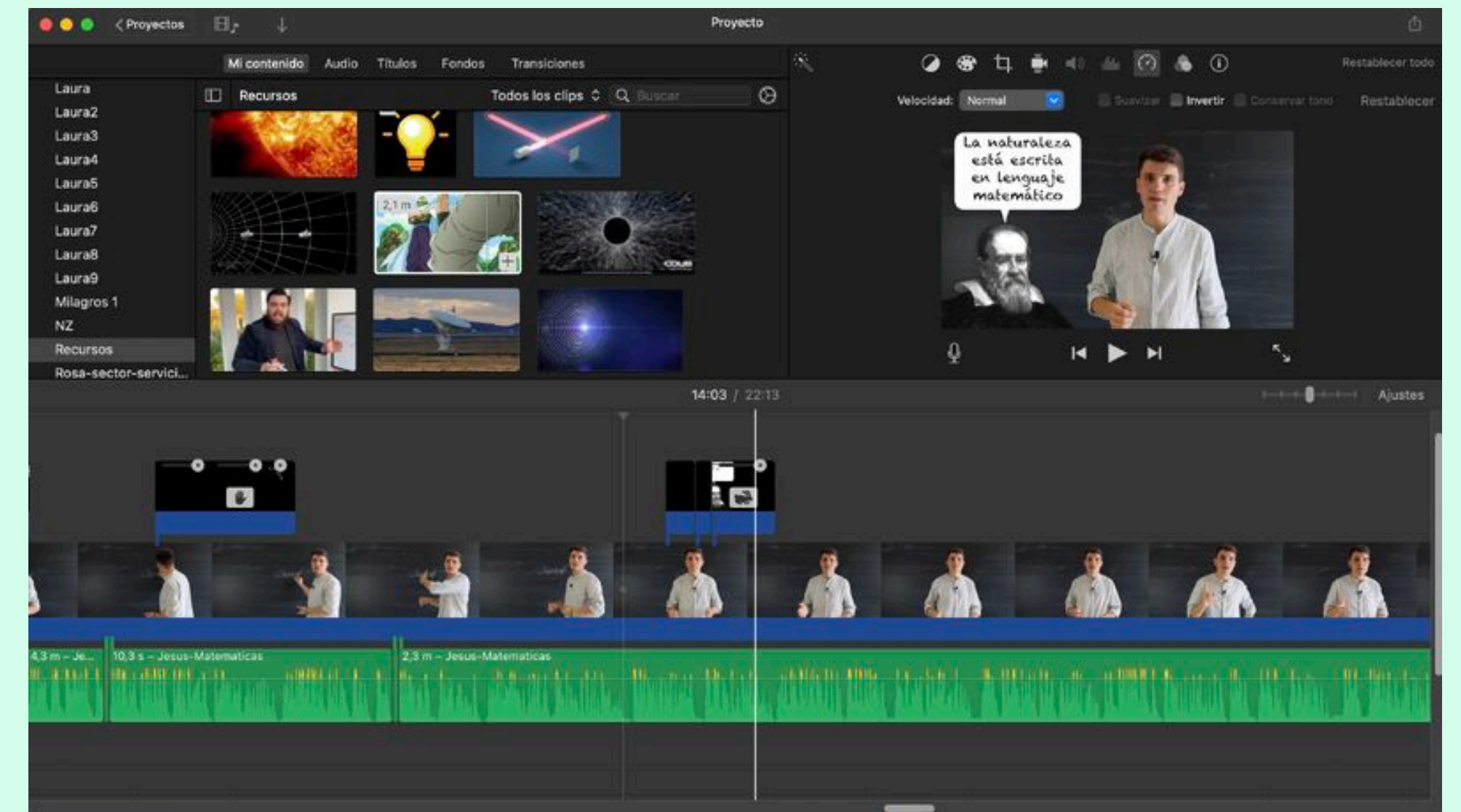
Angel Uranga  
(Phys)

Rules:

Process:

- Get a “volunteer” speaker
- Freedom of script
- Recording (Laura)
- Postproduction (Laura & Angel)

- Editing (iMovie),
- Animations (Keynote)
- Other public resources





## How we do it

---

Team of 2:



Laura Marcos  
(Sci Comm)

Angel Uranga  
(Phys)



Rule:

**KEEP IT SIMPLE!**

Process:

- Get a “volunteer” speaker
- Freedom of script
- Recording (Laura)
- Postproduction (Laura & Angel)
- Ok by speaker





## How we do it

Team of 2:



Laura Marcos  
(Sci Comm)

Angel Uranga  
(Phys)



Rule:  
**KEEP IT SIMPLE!**

Process:

- Get a “volunteer”
- Freedom of script
- Recording (Laura)
- Postproduction (Angel)
- Ok by speaker
- Publication

- **Title**, description, links, ...
- **Thumbnail**







## How we do it

Team of 2:



Laura Marcos  
(Sci Comm)

Angel Uranga  
(Phys)



Rule:  
**KEEP IT SIMPLE!**

Process:

- Get a “volunteer” speaker
- Freedom of script
- Recording (Laura)
- Postproduction (Laura & Angel)
- Ok by speaker
- Publication
- Diffusion (social networks, etc)



## How we do it

Team of 2:



Laura Marcos  
(Sci Comm)

Angel Uranga  
(Phys)



Rule:  
**KEEP IT SIMPLE!**

Process:

- Get a “volunteer” speaker
- Freedom of script
- Recording (Laura)
- Postproduction (Laura & Angel)
- Ok by speaker
- Publication
- Diffusion (social networks)
- Every 2 weeks
- periodicity: same publication weekday/time





## How we do it

Team of 2:



Laura Marcos  
(Sci Comm)

Angel Uranga  
(Phys)

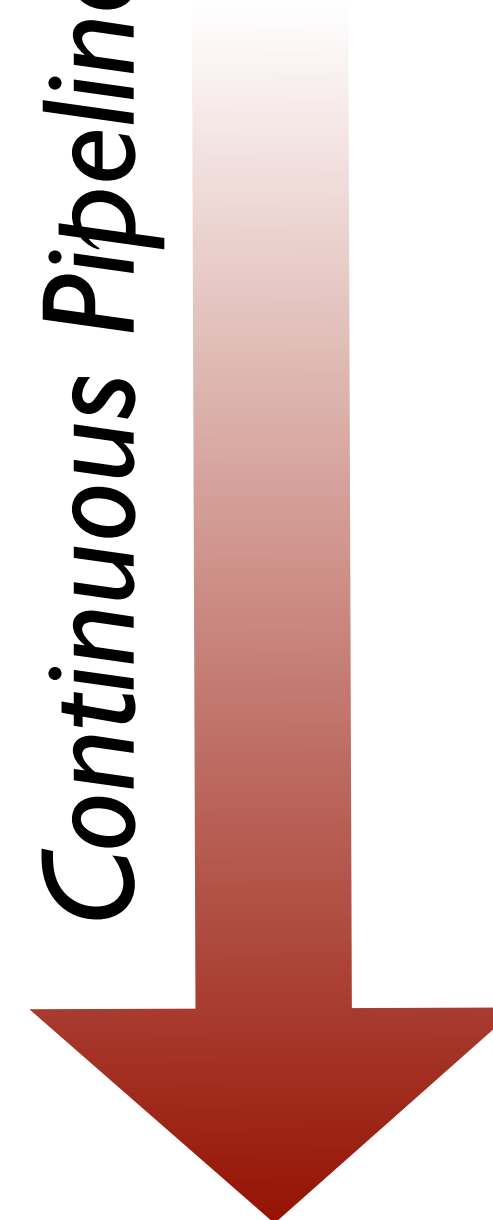


Rule:  
**KEEP IT SIMPLE!**

Process:

- Get a “volunteer” speaker
- Freedom of script
- Recording (Laura)
- Postproduction (Laura & Angel)
- Ok by speaker
- Publication
- Diffusion (social networks, etc)
- Every 2 weeks

*Continuous Pipeline*





# Monitoring

- Keep some light monitoring



- Geographic distribution: 70% public from Latin America
- 14% women, 85% men
- 50% public in range of 25-55 years old (growing with us + Tiktok effect)





## Social action

- Diversity of speakers: Show that Science is done by many & diverse people

- Gender Balance:

International Day of Girls and Women in Science  
#YoFisica Challenge, since 2020





## Conclusion

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- An unexpected & very satisfying success story
- Only possible due to the willingness and effort by all IFT members
- And to the continuous encouragement of our fantastic public



*¡ Muchas Gracias !*

