

## Peer Review Blog Post

Garrett Bishop: <https://www.instagram.com/reels/DUKFbUIkbAS/> Links to an external site.

The Superbowl is one of the most anticipated events of the year, especially for sports fans. Bishop creates an explainer video regarding two Patriots players, Stefon Diggs and Christian Barmore. He starts off the video with a hook, reeling the audience in by asking why they should care about these players although their team lost and also did not make a massive impact on the game. This part of the video was nicely done, I feel like this was an interesting part that kept me engaged as someone who does not follow the NFL. Bishop also does a pleasant job of speaking. His voice, tone and enunciation kept me captivated as a viewer and had me interested in what he had to say the entire time. I feel like this is crucial for a social media video because a person's confidence in the topic seeps through the screen and keeps the audience watching even if they are not entirely interested in the topic. Bishop also does a fantastic job on adding visuals, captions and background music into the video which is a nice touch. Something that I felt like could have used improvement is the consistency between the added features. I noticed that the captions changed its template halfway through and the music also cuts out at some point. That extra touch would tie the whole piece together.

Taylor

Day: [https://www.tiktok.com/@advancedmultimedia/video/7605310832951741709?\\_r=1&\\_t=ZT-93oP8eZwv5K](https://www.tiktok.com/@advancedmultimedia/video/7605310832951741709?_r=1&_t=ZT-93oP8eZwv5K)

Links to an external site.

With the 2028 Olympics coming up, there's a bunch of topics swarming this event. Taylor Day talks about gender equality and women representation in sports in her explainer video. This topic immediately captured my attention. This is a unique and also interesting subject especially to a woman who used to play sports and still currently coaches. From the jump, Day's video stood out to me amongst the others. Her presence and voice was captivating and she had my full attention until the moment the video ended. She does an incredible job of adding captions, transitions and visuals which made the video even more engaging. The only tip that I would have is that at some point, you can see her reading off a script Other than that, everything was very well orchestrated.