



Student Video Competition: Debunking Food Myths

Education, Extension & Outreach Division (EEOD) Sponsored Student Competition

Rules, Guidelines & Evaluation

Background

This competition offers an exciting opportunity for students to apply their expertise in food and nutritional sciences to debunk common misconceptions about food and the food industry.

Individuals and teams of up to four students are invited to submit an abstract in February, outlining the myth they plan to challenge. Selected teams will then move forward to create a dynamic 5-minute video, due in May, for a chance to win one of three possible cash prizes.

With the team's permission, all video submissions will be showcased on the IFT YouTube Channel, providing a platform for your work to educate and inspire a wide audience.

Myth Topic for 2024-2025

This year, student teams are tasked with selecting a ***myth or misconception specifically related to food safety or food quality*** to debunk through their abstract and video submission.

Purpose

The goals of this competition are to:

- Encourage student participation in food science education and outreach initiatives
- Motivate students to engage with scientific literature to dispel common misconceptions about food and the food industry
- Promote the Division to the next generation of Food Science Educators
- Develop a library of educational food science videos accessible to the public on YouTube, aiming to promote the field of food science and address misinformation circulating online

Awards

No more than six teams will be selected to participate in the final video submission competition. Up to 3 awards will be presented, meaning that depending on the number and quality of submissions, none, one, two, or three awards may be given out in a particular year.

1. First Place: \$1000, per team
2. Second Place: \$750, per team
3. Third Place: \$500, per team

Schedule

Dates (2025)	Event
Monday, Feb 10, 11:59 p.m. (Central Time)	Preliminary abstract submission deadline
Sunday, March 2 nd	Finalists notified and feedback shared with teams



Monday, May 12, 11:59 p.m. (Central Time)	Finalist video submissions due
Sunday, June 22	Winners notified

General Competition Rules

1. Teams may not enter their video in more than one IFT competition.
2. Entries must be the students' work. Faculty Advisors may be consulted but may not be a major contributor to the actual work. Similarly, the work must not be outsourced to someone else or a company to produce.
3. Students are welcome to use Chat GPT or other AI tools for their abstract submission, but must ensure that all information presented is accurate and that credible sources are cited.
4. Abstracts will be checked for plagiarism using Turnitin and Google Searches.
5. Videos produced for students' course work is eligible for submission.
6. The judges will determine penalties for violations of competition rules e.g., abstracts >300 words, videos > 5 minutes.

Eligibility

1. Individuals may participate. Teams must have no more than four members.
2. All team members must be enrolled at the same university.
3. Teams may consist of undergraduate and/or graduate students.
4. All team members must be an IFT member at the time of the initial preliminary abstract submission.
5. All team members must be enrolled in a food science or related program during the semester of the competition (Jan – May).
6. Each team is required to have a faculty advisor. This ensures that all teams receive the guidance and support needed to succeed throughout the competition. The faculty advisor should be from the same institution as the student team.

Abstract Submission Preliminary Round Procedures

Team Roster and Faculty Sponsor Information

Upon filling out your online submission, you will be asked to include the following:

1. **Team Information:** Team name, institution, country, number of members
2. **Team Captain:** First name, last name, e-mail, IFT member number, degree seeking (undergraduate or graduate)
3. **Team Members:** First name, last name, e-mail, IFT member number, degree seeking (undergraduate or graduate)

4. Faculty Advisor Information: Full name, position/title, department, institution, e-mail, phone

Abstract Submission Guidelines

An **abstract submission template** is provided as a separate document. Your abstract should include the following:

1. A descriptive, yet concise and catchy title that reflects the myth you are debunking.
2. Introduction to the myth you are debunking.
3. Brief history of the myth if known and/or impact of the myth on society or the food industry.
4. Scientific evidence debunking the myth.
5. List of references used, formatted in accordance with APA 7th edition guidelines (<https://apastyle.apa.org/style-grammar-guidelines/references>).

Please ensure your abstract complies with the following rules and guidelines:

1. Does not exceed 300 words, with references excluded from the word count. **A penalty of 2 marks will be applied for every additional 50 words over the limit.**
2. Does not include in-text citations.
3. Includes a list of references used that is formatted according to the APA 7th edition guidelines. References should be from credible sources which may include the following: peer-reviewed journal articles, books, and government websites. If your topic is not explicitly debunked (i.e. in a research article), you may use general credible sources to construct your own argument for why the myth is not true.
4. Chat GPT or other AI tools may be used but must be cited in the reference section and students are responsible for ensuring that the information presented is accurate and supported by credible sources.

Judging

The Competition Chair will distribute the abstracts to a panel of 5-6 judges, which will include representatives from both the EEOD and the collaborating division. Each judge will assess and rank the abstracts according to how effectively the myth is introduced and the quality of the scientific evidence presented (see rubric below). After individual evaluations, the judges will convene to compare rankings and select up to six teams to be invited to submit 5-minute videos in May. Feedback will be provided to teams whose abstracts were not selected for video submission.

Abstract Evaluation Rubric

Each category is worth **3 points each** for a **total of 12 points**. The following rating descriptions will be used by the judges when evaluating each of the criteria.

Excellent (3 points): The work meets all expectations to a high degree, demonstrating strong quality, attention to detail, and effective execution. All elements are polished, cohesive, and contribute to an outstanding final product.

Good (2 points): The work meets expectations but minor improvements could enhance certain aspects.

Satisfactory (1 point): The work meets basic requirements, though there are noticeable areas for improvement. Some elements may lack polish or effectiveness but still serve their purpose.

Insufficient (0 points): The work falls below expectations, with significant issues in quality, clarity, or execution. Critical elements are missing, unclear, or poorly executed.

Criteria	Description for Excellence	Points
Introduction to Myth	The myth is clearly introduced including any relevant background information, history of where/how the myth started, and the impact the myth is having on society.	
Relevance and Educational Value	The chosen topic is highly relevant to a broad audience and is presented in a clear and accessible manner, ensuring it can be easily understood by a general audience.	
Scientific Evidence	Multiple relevant and credible sources of information are used to debunk the myth and are properly cited in a reference document using APA 7th edition formatting.	
Grammar and Clarity	English is grammatically correct. Scientific terms or acronyms are clearly defined or replaced with more familiar terms. Writing is clear, well-organized, and concise, avoiding unnecessary words or redundancies while accurately conveying ideas.	

A penalty of 2 marks will be applied for every additional 50 words over the limit

Video Submission Final Round Procedures

Video Submission Guidelines

Your 5-minute video should include the following:

1. Introduction to the myth you are debunking.
2. Brief history of the myth if known and/or impact of the myth on society or the food industry.
3. Scientific evidence debunking the myth.
4. List of references used, formatted in accordance with APA 7th edition – This should be submitted as a .doc or .docx video transcript file. This will be included within the caption of the video when it is added to the IFT YouTube Channel.

Please ensure your video complies with the following rules and guidelines:

1. The videos, while providing scientific evidence, should be easy for the general public to understand.
2. Students have the option to film their videos, use animation software, use AI software, or create animated PowerPoint presentations. Here are a few program suggestions:
 - CapCut (free) – A user-friendly app that simplifies video creation. <https://www.capcut.com/>
 - Canva (free) – Offers video templates to make the process easier. <https://www.canva.com/>
 - PowerPoint – Slides can be animated and recorded as video.
 - Check if your institution provides licenses for additional video production software, such as VideoScribe. <https://www.videoscribe.co/>
3. Students must only use images, video clips, and music that are permitted for reuse e.g., creative commons licensed: <https://search.creativecommons.org/>. See more details under “Competition’s Copyright Rules” below.
4. Team videos must be submitted in .mp4 or .mov format, with a minimum resolution of 1080p HD.
5. Videos must not exceed 5 minutes in length. A **deduction of 2 marks will be applied for every additional minute over the 5-minute limit**. While there is no penalty for videos shorter than 5 minutes, teams are encouraged to use the full time to thoroughly introduce the myth and provide sufficient scientific evidence to support their claims.
6. Students must provide a transcript (in English) for their video as a .doc or .docx file.
7. A reference list citing all sources used to debunk the myth must be uploaded separately as a .doc or .docx file. Please also **give credit to the video editing/creation software used and sources of images, video clips, and music**.
8. Each team must complete and submit a *Copyright Confirmation Form*, confirming that they have read, reviewed and adhered to the competition's copyright rules outlined below.

Summary of Video Submission Files

- .mp4 or .mov video file with minimum 1080p resolution
- .doc or .docx file with video transcript in English
- .doc or .docx file with reference list including video editing software used
- Filled and signed Copyright Confirmation Form (pdf or .doc/.docx)

Judging

The EEOD Competition Chair will share the videos with the same panel of 5 or 6 judges that evaluated the abstracts. Each judge will evaluate and rank the videos based on how effectively the myth is introduced and the quality of the scientific evidence presented (see rubric below). The judges will then meet to compare their rankings and select up to three competition winners. Feedback will be provided to teams that submitted videos that were not selected as winners.

Video Evaluation Rubric

Each category is worth **3 points each** for a **total of 18 points**. The following rating descriptions will be used by the judges when evaluating each of the criteria.

Excellent (3 points): The work meets all expectations to a high degree, demonstrating strong quality, attention to detail, and effective execution. All elements are polished, cohesive, and contribute to an outstanding final product.

Good (2 points): The work meets expectations but minor improvements could enhance certain aspects.

Satisfactory (1 point): The work meets basic requirements, though there are noticeable areas for improvement. Some elements may lack polish or effectiveness but still serve their purpose.

Insufficient (0 points): The work falls below expectations, with significant issues in quality, clarity, or execution. Critical elements are missing, unclear, or poorly executed.

Criteria	Description for Excellence	Points
Introduction to Myth	The myth is clearly introduced including any relevant background information, history of where/how the myth started, and the impact the myth is having on society.	
Scientific Evidence	Multiple relevant and credible sources of information are used to debunk the myth and are properly cited in a reference document using APA 7th edition formatting.	
Organization	The video has a clear beginning, middle, and end that features an introduction, presents scientific evidence, and summarizes with a conclusion. It is easy to follow and the main findings and their relevance are expressed well.	

Grammar and Vocabulary	English is grammatically correct in both the video and in the transcript. Scientific terms or acronyms are clearly defined or replaced with more familiar terms. Scientific information is communicated in a way that is easily understood by the general public.	
Delivery and Narration	Narration is clear, relaxed, comprehensible, has a good pace and is consistent in style throughout. The speech is expressive and offers a cadence that encourages listening.	
Video Quality (Visuals and Sound)	The video is visually engaging, with high-quality graphics, visuals, and sound. Music and sound effects complement the content without distraction, and transitions are smooth. All elements are well-balanced, with consistently high resolution and clear, well-composed footage. Camera movement is smooth (if used).	

2 mark deduction for every 1 minutes over the 5-minute limit

Competition's Copyright Rules

The use of copyrighted materials, including images, video clips, and music, is strictly forbidden in this video competition. All submissions must utilize original or appropriately licensed content to ensure compliance with copyright regulations.

Using copyrighted materials, such as images, video clips, and music, in a video without proper permission is a violation of copyright law and can lead to serious legal consequences. Copyright infringement not only disrespects the original creator's rights and intellectual property, but it can also result in penalties, including fines or removal of the content from public platforms. Additionally, using copyrighted materials without authorization undermines the integrity of your work, as it suggests a lack of originality and respect for creative ownership. By avoiding the use of copyrighted materials and opting for resources with appropriate licenses, such as Creative Commons, you protect yourself legally, ensure your work is ethical, and promote a culture of respect for intellectual property.

Below your list of references used to debunk your myth, teams are required to **give credit to the video editing/creation software used and sources of images, video clips, and music.**

The following article provides valuable guidance on the types of images, video clips, and music that are permissible for use, as well as those that should be avoided.

https://www.aiche.org/sites/default/files/docs/award/copyright_information_gusvc.pdf

Creative Commons

Students can find images, video clips, and music with Creative Commons licensing by using various online platforms specifically designed for sharing content that is free to reuse. Websites like Unsplash, Pexels, and Pixabay offer a wide range of high-quality images that are free for personal or commercial use, often without attribution. For video clips, platforms like Vimeo and Pexels Videos provide royalty-



free content under Creative Commons licenses. For music, Free Music Archive, Jamendo, and ccMixer are excellent resources that offer tracks available for reuse. When searching for media, students can refine their searches by including terms like "Creative Commons" or filtering results to show only reusable content. It's essential to review the specific licensing terms for each piece of content, as some may require attribution or have additional conditions for use. By leveraging these resources and paying attention to licensing details, students can effectively avoid copyright infringement in their videos.

Video Posting to IFT's YouTube Channel

After the video competition concludes, qualifying videos will be uploaded to IFT's YouTube Channel. Qualifying videos include those that adhered to copyright regulations, presented valid scientific arguments, and cited credible sources.

The transcripts provided by each team will be used to correct errors in YouTube's automatic closed captioning. Additionally, reference lists will be posted below the videos. All videos will be publicly accessible.

Questions

Please contact the Competition Chair, Vinay Mannam (vmannam@framingham.edu) or IFT staff Melanie Bozek (mbozek@ift.org).