

SCIFACT · BUILDING IN PUBLIC

Week one, in the open.

Our first full week of everyday-science Shorts: what we published, what happened, what we got wrong and what we're changing. Every number is dated and sourced from platform data.

Published 8 October 2026 · youtube.com/@scifactshort

WHAT SCIFACT IS

One everyday question, answered in about 45 seconds

Who's watching on YouTube

21.5%

aged 13–17

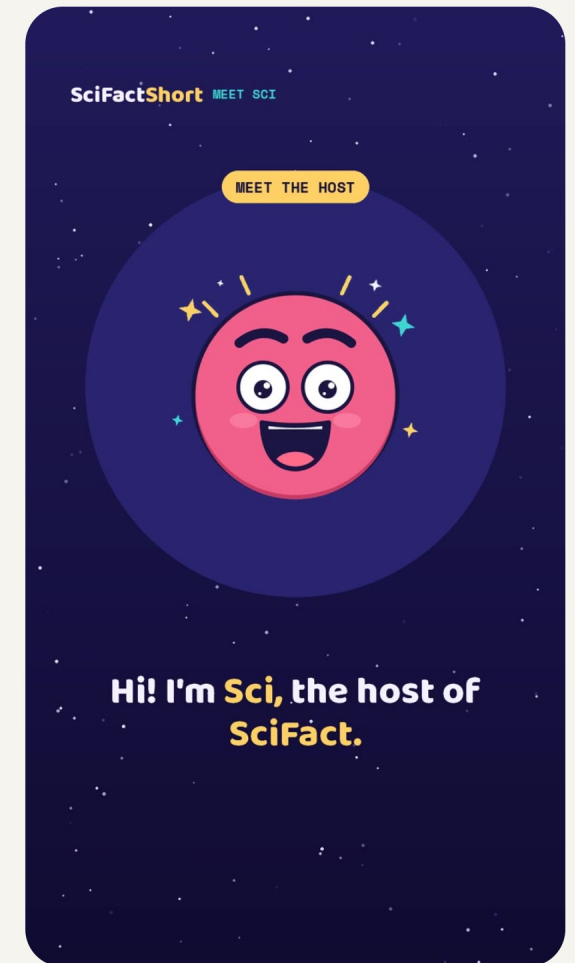
51.6%

aged 25–44 (hello, millennials)

The science in everyday things. Why does the microwave spin? How heavy is a cloud?

Animated, with a host. Flat, rounded animation on a starry indigo sky, with mascot faces and Sci, our host.

A Myth Busters strand. Popular "facts" checked against the science, each with a verdict: BUSTED or HALF TRUE.



Meet Sci · click to play

WHAT WE PUBLISHED

215 posts across three platforms

73

YouTube Shorts

Published 28 Sep – 4 Oct. 70 are still public; 3 were replaced by corrected re-uploads.

90

Instagram posts

From launch to 7 Oct, 09:30.

52

TikTok posts

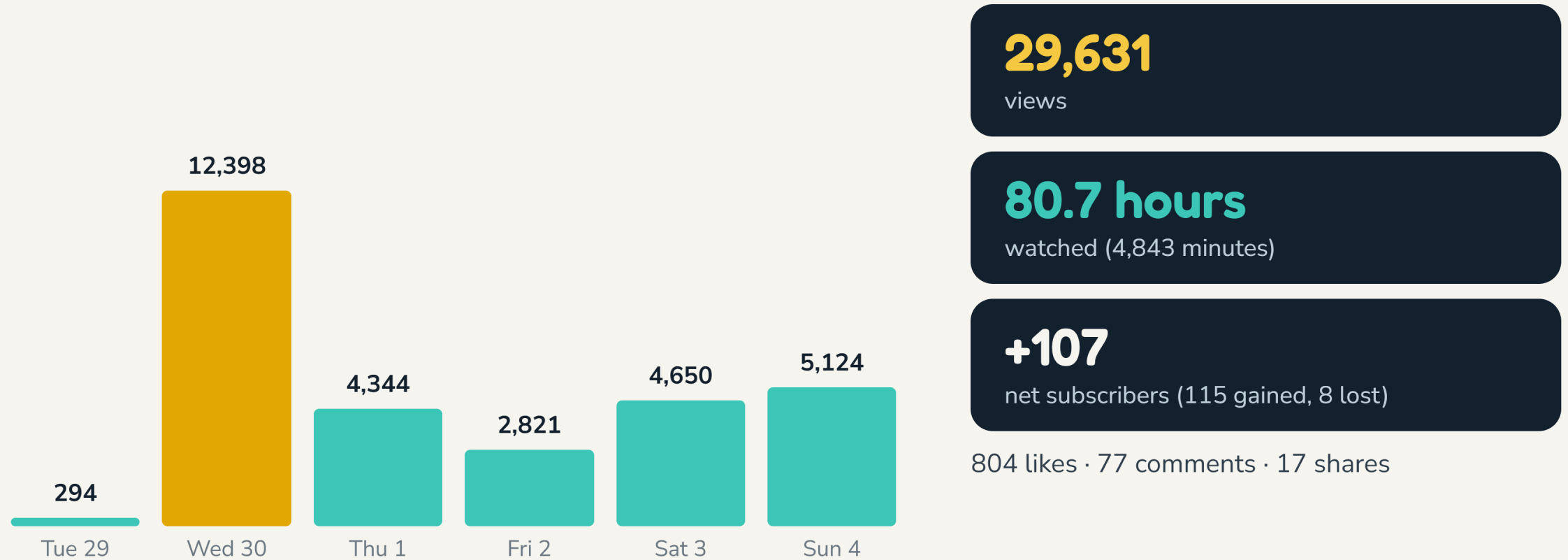
From launch to 7 Oct, 09:30.

Posts are counted per platform, so the same Short on two platforms counts twice. New YouTube Shorts now go out at **09:45** and **17:45 UK time**.

Sources: SciFact YouTube Analytics export (run 6 Oct, data to 4 Oct); Instagram and TikTok platform data (7 Oct, 09:30).

YOUTUBE, DAY BY DAY

A big test on day two, then a steady base



Source: SciFact YouTube Analytics export, channel daily totals, 29 Sep – 4 Oct 2026 (run 6 Oct).

Week one across all three platforms

Metric	YouTube	Instagram	TikTok	Total
Posts	73	90	52	215
Views	29,631	16,405	4,990	51,026
Views per post	406	182	96	237
Followers	107	61	6	174
Likes	804	357	76	1,237
Comments	77	2	0	79
Shares	17	30	14	61
Saves	n/a	32	1	33

YouTube: Analytics export, channel totals 29 Sep – 4 Oct (followers = net subscribers). Instagram and TikTok: platform data, launch – 7 Oct 09:30. Views are not unique people.

WHO FOUND US, AND HOW

YouTube viewers in week one

Where views came from

88.1% Shorts feed (26,102)

6.7% YouTube search (1,991)

2.6% our channel page (767)

2.6% everything else (767)

Age of measured viewers

21.5% aged 13–17

13.4% aged 18–24

51.6% aged 25–44

13.3% aged 45+

Top countries

UK 6,652

Indonesia 2,529

Philippines 2,011

United States 1,975

Two audiences turned up: teens (21.5%) and 25–44s (51.6%). We're making SciFact for both.

Source: SciFact YouTube Analytics export (run 6 Oct, data to 4 Oct). Age covers signed-in viewers only; countries cover the 24,745 views YouTube assigned to a country.

Our most-watched Shorts

Short	YouTube	Instagram	TikTok
Myth: Does Wearing a Hat Make You Go Bald?	1,066	641	750
Why Does the Moon Change Shape?	1,326	–	–
Myth: Do Carrots Help You See in the Dark?	1,298	–	–
Why Are Bubbles Always Round?	1,253	–	–
How Do Submarines Sink and Float?	954	950	–
Why Does Popcorn Pop?	958	796	–
Why Don't Beards Grow Up to Your Eyes?	939	–	741
Myth: Does Sugar Make Kids Hyper?	904	–	725
Non-stick pan coating	not yet	1,316	–

– = no exact figure in that platform's report. YouTube: views to 4 Oct (Analytics export). Instagram and TikTok: platform data to 7 Oct 09:30. Live counts will now be higher.

YOU ASKED, WE MADE IT

Five viewer questions became Shorts

Viewers asked in the comments. All five answers are live on YouTube:

- Why Do Oily Puddles Have Rainbows? (2 Oct)
- Why Is Water a Ball in Space? (5 Oct)
- How Did a Vinyl Record Hold Music? (6 Oct)
- How Did a CD Hold Music? (6 Oct)
- How Does Car Air Conditioning Work? (6 Oct)

6.4%

like rate on Oily Puddles (21 likes, 329 views),
against 2.7% for the channel

77

YouTube comments in week one

Dates are YouTube publish dates. Like rates: SciFact YouTube Analytics export, data to 4 Oct. Only Oily Puddles was live inside that window.

BUILDING IN PUBLIC

What we learned, and what we're changing

Each change below gets reported back next week, whether it works or not.

Content

Most views don't stick yet

37% of YouTube views were engaged (10,943 of 29,626).

Change: open on the question and the surprise.

Hair and body myths travel

Hats: 1,066 YouTube, 641 Instagram, 750 TikTok. Change: more in this strand.

Kitchen and physics work twice

Popcorn 958 / 796; Submarines 954 / 950 (YouTube / Instagram). Change: more slots.

Distribution and engagement

Hardly anyone shares

61 shares on 51,026 views (0.12%). Change: end each Short with a reason to send it.

TikTok went quiet

17 posts on 5–6 Oct: 38 views. 30 posts on 2 and 4 Oct: 4,928. Change: 1–3 posts a day.

Two audiences, not one

21.5% of measured YouTube viewers were 13–17; 51.6% were 25–44. Change: make for both; track weekly.

CHECK OUR WORKING

Where every number comes from

YouTube

Analytics export run 6 Oct 2026, data 28 Sep – 4 Oct (YouTube runs 2–3 days behind).

youtube.com/@scifactshort

Instagram

Platform data from launch to 7 Oct 2026, 09:30 UK time.

instagram.com/scifactshort

TikTok

Platform data from launch to 7 Oct 2026, 09:30 UK time.

tiktok.com/@scifactshort

Views are plays counted by each platform, not unique people. **Engaged views** are YouTube's count of views not swiped away straight off. **Followers** are YouTube net subscribers plus Instagram and TikTok followers on 7 Oct.

Public view counts on the channels will now be higher than the figures here, because they keep counting after our cut-off dates.