**Hispanic and Latinx adults prefer the formal communication style, but the informal conversational style was more relatable and increased Earth science career awareness for Spanish-language speakers.**

Based on primary language spoken, the conversational style had a positive impacts on:

- Feeling like they are being taught a scientific concept
- Being able to relate information to their own life
- Learning something new about weather and forecasting
- Increasing awareness of career options in the Earth sciences
- Creating a feeling of inclusion while learning something new
- Connecting with people in the video
- Feeling comfortable asking questions
- Sparking curiosity in Earth science or weather forecasting
- Feeling they share a similar dialect with those in the video

**DISCUSSION**

- Use of both video styles could improve feelings of inclusion and engagement for Hispanic and Latinx adults
- Presenting relatable science information, demonstrating atmospheric science is a viable career to Hispanic and Latinx adults may help encourage more Hispanic and Latinx students into STEM careers
- Future science videos are encouraged to be co-designed by, for, and with Hispanic and Latinx communities to emphasize cultural values while avoiding stereotyping and cultural-appropriation (see below)