

**HOW TO USE
STORYTELLING TECHNIQUES
TO BETTER COMMUNICATE
SCIENCE & POLICY**

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**THE QUEEN & THE KING
(Report)**

**THE QUEEN & THE KING
(Report)**

- **The Queen died**

**THE QUEEN & THE KING
(Report)**

- **The Queen died**
- **The King died**

The Queen died.

The Queen died.

The King died of a broken heart.

The Queen died.

The King died of a broken heart.

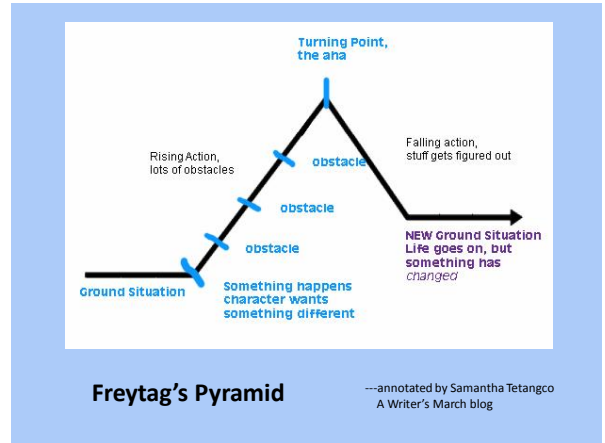
---E. M. Forster
Aspects of the Novel



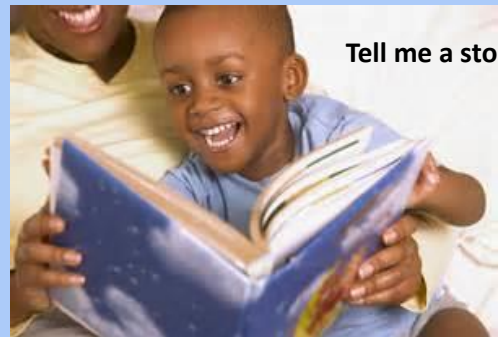
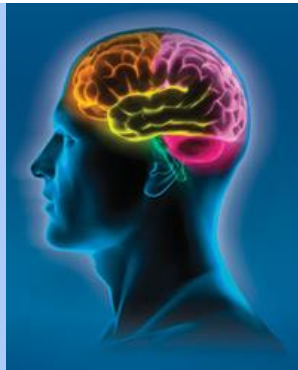


Redoubt volcano, Alaska





Some new research suggests that information conveyed in *story form* activates more parts of the brain than when it is conveyed by bullet point or other non-narrative ways.



Tell me a story!

TELL ME A STORY!

campfire tales NPR comics
 gossip rap nursery rhymes
 facebook sitcoms TV commercials
 religious parables novels myths
 poems newspapers blogs
 fairy tales movies MMORPGs
 country/blues/rock bio notes
 sports broadcasting lab reports
 archaeology history anthropology
 grant applications CVs job letters



Dreaming Gypsy---Rousseau

Let D stand for daydream

Ave. length D = ~14 sec

Potential D/daily = 2,000+

Conclusion: wow!

Source: Eric Klinger,
Daydreaming and Fantasizing

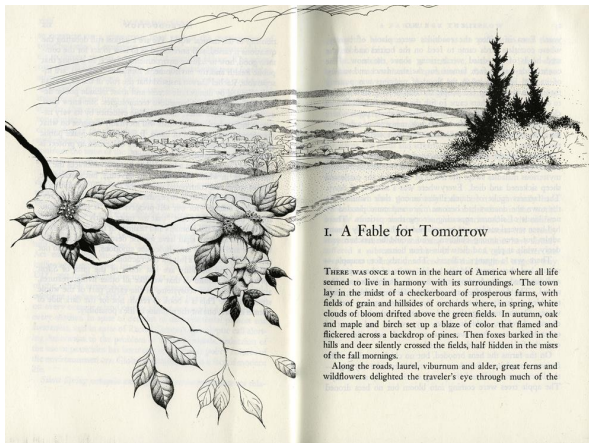
Humans are storytelling animals

Jonathan Gottschall,
The Storytelling Animal:
How Stories Make Us Human

Brian Greene



“Science is the greatest of all adventure stories, one that’s been unfolding for thousands of years as we have sought to understand ourselves and our surroundings. Science needs to be . . . communicated . . . in a manner that captures this drama.”



I. A Fable for Tomorrow

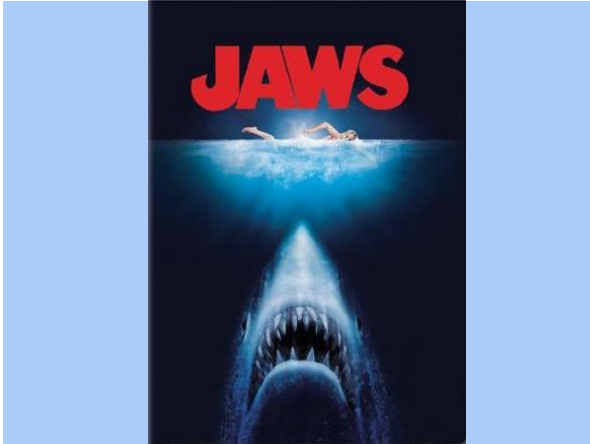
THERE WAS ONCE a town in the heart of America where all life seemed to live in harmony with its surroundings. The town lay in the midst of a checkerboard of prosperous farms, with fields of grain and blades of orchards where, in spring, white clouds of bloom drifted above the green fields. In autumn, oak and maple and birch set up a blaze of color that flamed and flickered across a backdrop of pines. Then fomes barked in the hills and deer silently crossed the fields, half hidden in the mists of the fall mornings.

Along the roads, laurel, viburnum and alder, great ferns and wildflowers delighted the traveler's eye through much of the

“THERE WAS ONCE a town in the heart of America where all life seemed to live in harmony with its surroundings.”

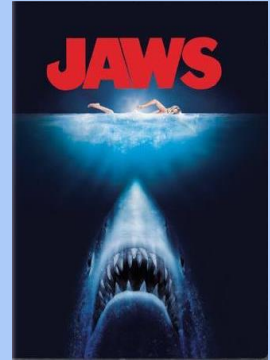
“Then a strange blight crept over the area and everything began to change. Some evil spell had settled on the community: mysterious maladies swept the flocks of chickens; the cattle and sheep sickened and died.”

“The farmers spoke of much illness among their families . . . children . . . would be stricken suddenly at play and die within a few hours . . .”



A stranger comes to town . . . then important things begin to change.

Thus, a community or a person is forced to adapt or act.

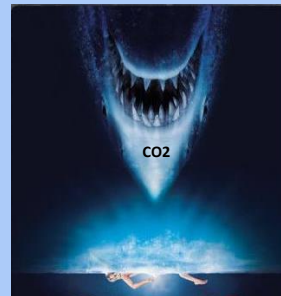


A stranger comes to town

- Metamorphosis (Kafka)
- Independence Day
- War of the Worlds
- Rosemary's Baby
- the Alien movies
- Beowulf
- Buddha
- Jesus



a stranger comes to town (ozone hole, acid rain, climate change)



A person goes on a quest or journey

(Road Trip!)

The Odyssey
Book of Exodus
Red Riding Hood
Huck Finn
Moby Dick
On the Road
Hua Mu Lan
Harry Potter
Indiana Jones
Mohammed
Buddha
Jesus



Susan Solomon,
atmospheric
chemist



Eyewall of Hurricane Katrina---NOAA



Researchers from The Royal Botanic Garden Edinburgh

---RBGE



Jane Goodall



Sylvie Earle



Alan Rabinowitz
zoologist, author, speaker,
former Executive Director of Science: Wildlife Conservation Society,
spokesperson for The Stuttering Foundation

Books by Alan Rabinowitz

Jaguar: One Man's Struggle to Establish the First Jaguar Preserve

Chasing the Dragon's Tail: The Struggle to Save Thailand's Wild Cats

Beyond the Last Village: A Journey of Discovery in Asia's Forbidden Wilderness

lab work as a journey

*"One day in the lab,
my colleagues and I were trying
to measure how more CO₂ in the air
helps plants to grow faster . . .
when we shocked to see that . . ."*

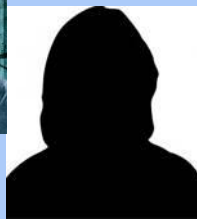
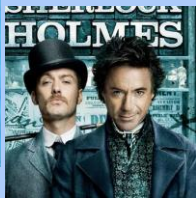
**person on the journey can be
you, somebody else,
or a research team**



Steinbeck's *The Grapes of Wrath*
A Stranger Comes to Town
and then
A Journey



THE MYSTERY



You?

3 BASIC STORIES WE ALL KNOW (if just subconsciously)

A stranger comes to town . . .
now we have to do something about it

You or others go on a journey
to do or learn something important

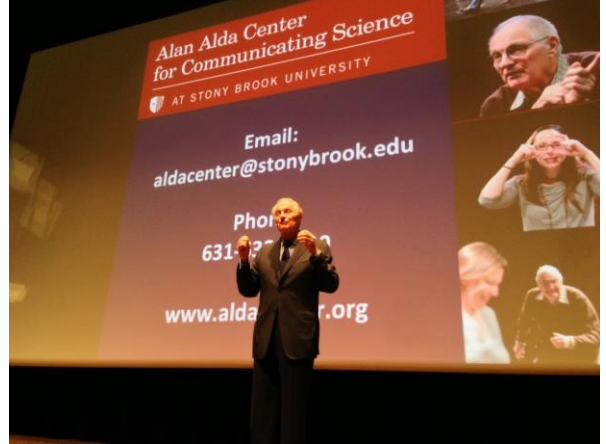
We need to solve this mystery!
Scientist as detective

STORIES OR STORY TECHNIQUES

- deeply engage the brain
- engage the body through our 5 senses
- help people remember your message
- create an emotional bond/shared values
- prevent your being dismissed or demonized



**Try telling a story.
Or use a few story telling techniques.**




WHY STUFF STICKS

SCIENCE CAFÉ



Or . . .
a Science Cafe now operating
in a bar or coffee shop near you



HOME CLIMATE NATURE HUMANS ACTION BIG PICTURE CC@CSU

ARCHIVE **100 VIEWS OF CLIMATE CHANGE** MONTHLY HIGHLIGHT

The Climate Itself	Clear, Current, High-Quality Resources Global climate change is everybody's business. It's a challenge so daunting and far-reaching, and so prone to misinterpretation, that it needs to be understood and tackled from as many different perspectives as possible. That's what this website is about.	Taking Action
Living with Nature	100 Views of Climate Change takes inspiration from the 19th-century artist Hokusai, who created 100 Views of Mount Fuji, Japan's most sacred mountain. Though climate change is hard to "see" in the everyday sense, it looms over our lives as much as Fuji looms over the Japanese landscape.	The Big Picture
The Human Face	Whether you're a college teacher, a student, an interested citizen, or a researcher, you'll find useful materials here in the form of short and long videos, notes about good books and articles, and links to key websites. We offer clear, current, high-quality information about climate change—on ethics and atmospheric science, economics and agriculture, literature and ecology, policy and refugees, and more.	Changing Climates @ CSU

<http://changingclimates.colostate.edu>



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**READ THE SKY.
THEN TELL A *STORY*.**

**Communicating What You Know
to Wider Audiences**

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Story

Collider

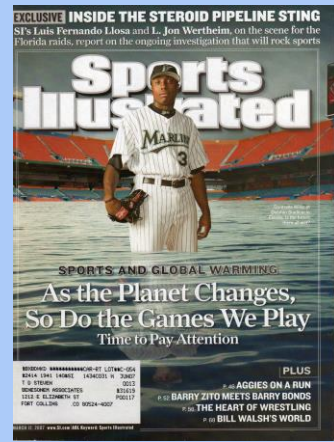
THE STORY COLLIDER
STORIES ABOUT SCIENCE
www.storycollider.org



Yuri Gagarin

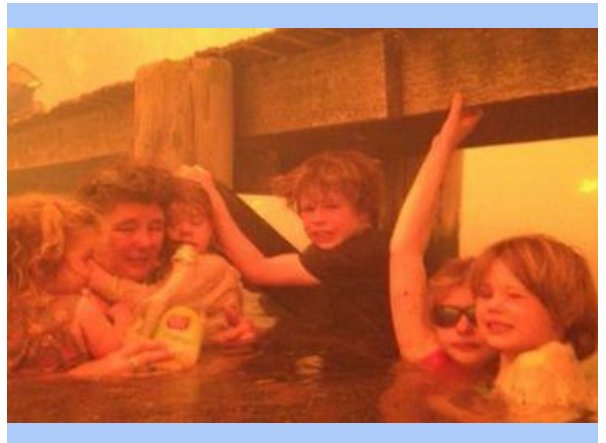


First human in space
April 12, 1961



European heat wave of 2003 killed 14,800 people in France alone

China Daily



Science In, English Out

**My Joyful & Difficult Life
Helping Climate Scientists Talk to the Public**

**John Calderazzo
Colorado State University**