

# THE POWER OF BIOLOGISTS AS STORYTELLERS

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By 2050, over 7 billion people will live in cities



Image credit: Mette Ingvarsten

# Communications Overload



# What is storytelling?

A Way of Seeing Communications

An interactive art that uses words, actions and images to reveal narrative, while encouraging the listener's imagination and connection to your characters.

# Why Storytelling?

“Stories have such a powerful and universal appeal that the neurological roots of both telling tales and enjoying them are probably tied to crucial parts of our social cognition.”

- Jeremy Hsu, Scientific American Mind

People accept ideas more readily when their minds are in story mode as opposed to when they are in an analytical mindset.

Green, M.C., Garst, J., Brock, T.C., & Chung, S. (2006). Fact versus fiction labeling: Persuasion parity despite heightened scrutiny of fact. *Media Psychology* 8(3), 267-285.

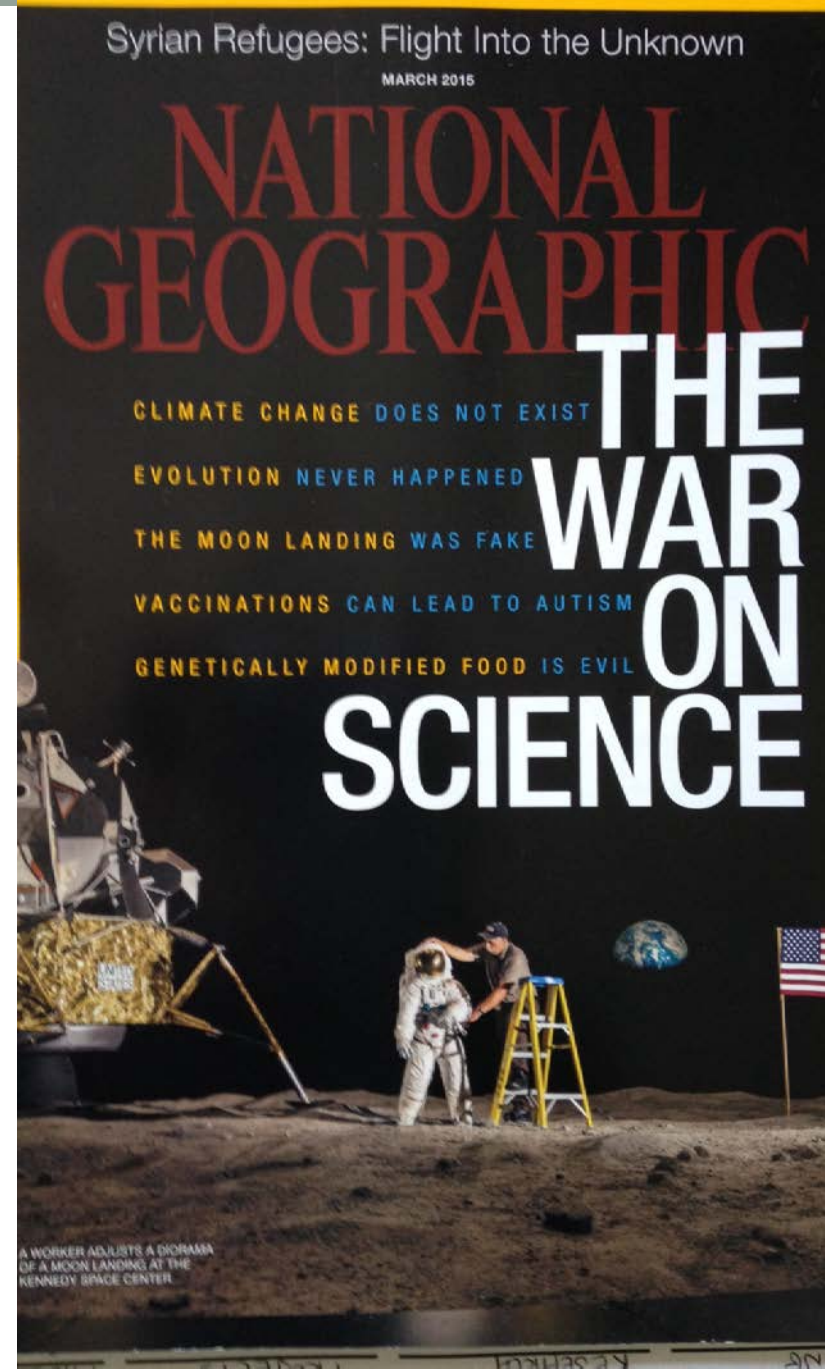
**“Please note that we do not require any further penguin jumpers at this time!”**

*-Penguin Foundation Australia*





People that oppose science are getting good at telling stories.



# Biologists are uniquely qualified to tell stories about wild things....

...things few people in the world will ever experience.



# How To Tell Stories

# Take Photos









# Why Do Visuals Matter?

- More than 1/3 — **36%** — of tweets are images
- Articles with images get **94%** more total views
- Including a photo and a video in a press release increases views by over **45%**
- Photo and video posts on Pinterest **refer more traffic** than Twitter, StumbleUpon, LinkedIn and Google +

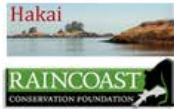


# BLOGS & WEBSITES

- Science blogs have exploded as mainstream media has cut coverage to science.
- They are a key way for readers to access information they can't find anywhere else.

"Savvy scientists must increasingly engage with blogs and social media... Even if you choose not to blog, you can certainly expect your papers and ideas will increasingly be blogged about. So there it is—blog or be blogged."

- Paul Knoepfler, UC Davis, in a comment in NatureNews



# Applied Conservation Science Lab

Department of Geography | University of Victoria

Chris Darimont and Team. Science Inspired by Nature, People, and Place

- Home
- About Us
- News
- People
- Publications
- Partnerships
- Teaching
- Media
- Join us?



### Community-Engaged Research

Central to our work are relationships with the people, communities and Indigenous Nations of the BC coast.

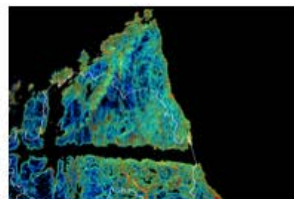
## Home

Welcome. Take a peek around. You might notice that we have been busy doing what we love: science inspired by nature, people, and place. Please consider following our work on Twitter: @ChrisDarimont (and @mncypress too). Also check out our YouTube channel and our media page.

### Recent News



Fri Mar 20 – Research talk by Caroline Fox in Geography Speaker Series



Fri Mar 6 – Research talk by Eric Peterson @UVic



Mon Jan 12 – Research talk by Alejandro Frid @UVic

### Photo of the day



### Tweet Tweet

"RT @PsyPost: Family ties that bind: Having the right surname sets you up for life <http://t.co/aMEJMWFW66>"

# Corvid Research

HOME

CURRENT RESEARCH

FAQS ABOUT CROWS

IN THE MEDIA

PUBLICATIONS

RESEARCH BACKGROUND



## About me



I'm Kaeli Swift, a PhD candidate at the School of Environmental and Forest Sciences at the University of Washington. I have been passionate about animal behavior all my life, but what started as an early love affair with wolves has turned into a fierce ardor for corvids. Specifically, my area of research is the thanatology of crows.

thana, -s, -to, =tus (G). Death

Search

## Email

[kaelis@uw.edu](mailto:kaelis@uw.edu)

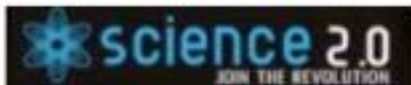
## Follow me



## Follow Blog via Email

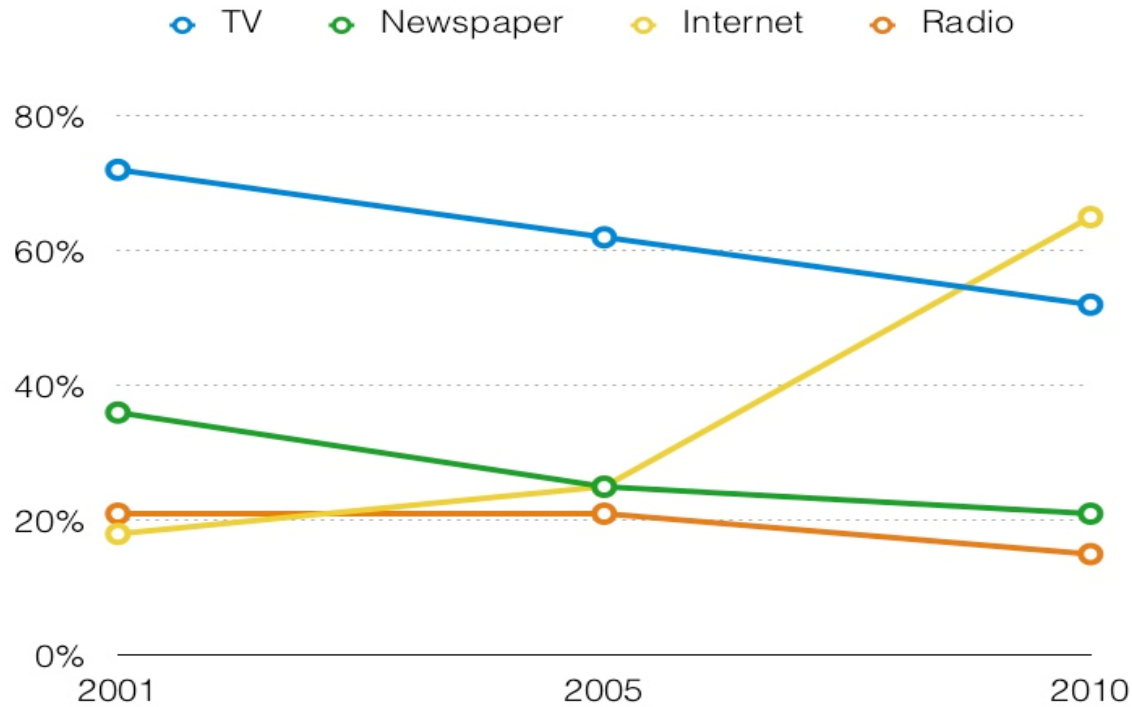
Enter your email address to follow this blog and receive notifications of new posts by email.

# The Emergence of Science Blogs



# Social Media

Where do you get most of your news about national and international issues?



PEW Research Center, Dec 2010

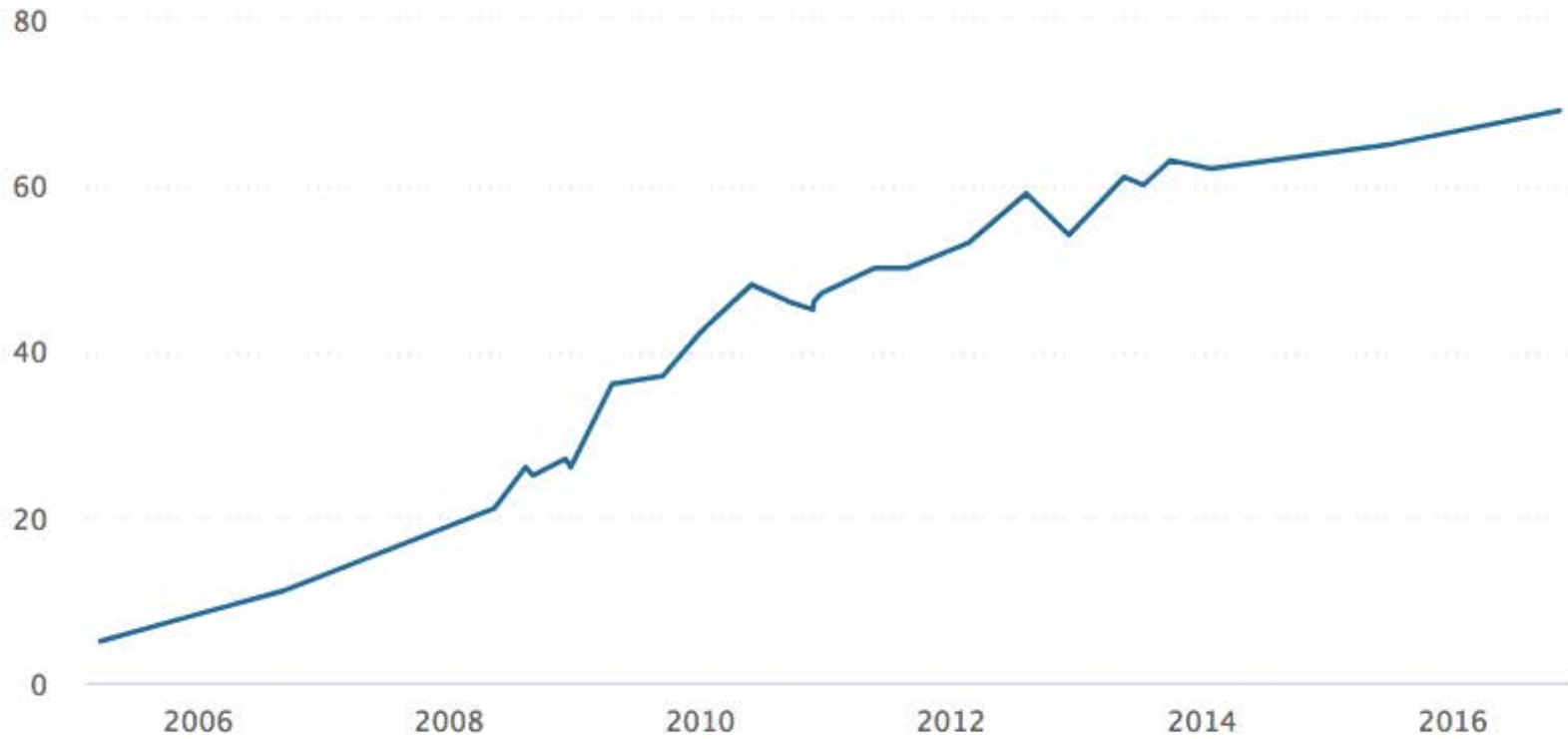
Chart

Data

Share

Embed

*% of U.S. adults who use at least one social media site*



Source: Surveys conducted 2005-2016.

# Microblogs

mi·cro·blog

Noun

A web service that allows users to broadcast short messages to other subscribers of the service






festival. Faculty @Beakerhead  
#SciComm School.

[nikiwilson.com](http://nikiwilson.com)

Joined July 2011


210 Photos and videos



- EDITOR**  
12 Members
- Space & Astronomy**  
10 Members
- Mountain Culture**  
20 Members
- Artist**  
34 Members
- Non Science Publications**   
4 Members
- Researchers**  
E.g. PhD's, Think Tanks, Fellows, Universities  
112 Members
- Science Journalist**  
74 Members
- courage\_camp2014** by Madeline Ostrander

### Your Tweet activity




Your Tweets earned **1,583 impressions** over the last **24 hours**



View your top Tweets

### Who to follow

[Refresh](#) · [View all](#)

-  **Yellowstone to Yukon @...** [Follow](#)
-  **Nathan J Bennett @Nath...** [Follow](#)
-  **CanadianMountainNet @...** [Follow](#)

[Find people you know](#)

Erin Baerwald Retweeted

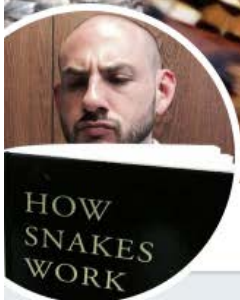


**The Auk** @AukJournal · 10h

New! Social environment matters for duck penis size.

[americanornithologypubsblog.org/2017/09/20/soc...](http://americanornithologypubsblog.org/2017/09/20/soc...) #ornithology #OA  
#AOSmember @sexinnature





Tweets 52.2K Following 691 Followers 20.3K Likes 131K

Following

### David Steen, Ph.D.

AlongsideWild Follows you  
Assistant Research Professor of #Wildlife  
Science, #Conservation | Science,  
#SciComm & Justice (he) | The Best  
content on Twitter: slate.me/1cnxdPM.  
Tuscaloosa, Alabama  
DavidSteen.com  
Joined July 2012

### Tweets Tweets & replies Media

Pinned Tweet  
David Steen, Ph.D. @AlongsideWild · Aug 27  
Hi. Just a reminder I am here to answer questions & do #SciComm thanks to my patrons: patreon.com/LivingAlongsideWild For \$1 you can be one too.



### Who to follow · Refresh · View all

- Asia Murphy @am\_anatjala Follow
- Anne Hilborn @AnneWHilborn Follow
- Abby Lawson @AbsLawson Follow

Find people you know

Tweet to Message

- Social media use over time

- Who uses social media

- Which social media platforms are most popular

- **Who uses each social media platform**

- How often Americans use social media sites

- Find out more

	<b>Facebook</b>	<b>Instagram</b>	<b>Pinterest</b>	<b>LinkedIn</b>	<b>Twitter</b>
Total	68%	28%	26%	25%	21%
Men	67%	23%	15%	28%	21%
Women	69%	32%	38%	23%	21%
Ages 18-29	88%	59%	36%	34%	36%
30-49	79%	31%	32%	31%	22%
50-64	61%	13%	24%	21%	18%
65+	36%	5%	9%	11%	6%
High school or less	56%	19%	18%	9%	14%
Some college	77%	35%	31%	25%	24%
College graduate	77%	32%	33%	49%	28%
Less than \$30,000	65%	29%	23%	16%	18%
\$30,000-\$49,999	68%	27%	27%	11%	16%
\$50,000-\$74,999	70%	30%	29%	30%	26%
\$75,000+	76%	30%	34%	45%	30%
Urban	70%	34%	26%	29%	22%
Suburban	68%	24%	29%	26%	21%
Rural	65%	25%	20%	15%	19%

# Interviews

- Know what you want to say.
- Have some stories on hand from the field. Don't data dump.
- Think about quotes that are highly usable for journalists, so that the content is in your own words as much as possible.



"The scientific community needs to understand what ethical practitioners of public relations have long known: trust is not about information; it's about dialogue and transparency"

- Rick E. Borchelt, Lynne T. Friedmann, & Earle Holland

Managing the Trust Portfolio: Science Public Relations and Social Responsibility

"Every scientist reading this has a deep passion for science. I implore you: let your passion out. Share it with us. Warmly, with stories, imagination, even with humor . But most of all, in your own voice."

- Alan Alda

Alan Alda Centre for Communicating Science  
<http://www.centerforcommunicatingscience.org/alan-alda-2/>