



## **Telling the story based on facts: how get message out and how to support it with science**

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Often the journalist has an opinion about how science is supposed to be introduced to the readers, based on how science always have been presented in media. Call it prejudice. A scientist may even be happy with disseminating her/his results in traditional ways. And the media often describes new findings, discoveries and scientific work with an emphasis on the facts. However, facts are also quickly forgotten and often don't make a great impression on many readers. Sometimes, a popular science article also discuss impacts, which makes the news more relevant. But that may still not be as efficient as telling a story. There is always a story behind a discovery of a number. Where did the number come from? Why did a scientist start investigating this particular question? Where did (s)he start and how did (s)he proceed? What difficulties did (s)he encounter and what choices did (s)he have to make? How did these choices affect the outcome? One benefit of telling the story makes people understand what kind of work is behind the knowledge on which our society depends. The story can also instill an understanding of the uncertainties that are associated with the results. And it puts a face on this work. It is also often easier to remember stories than facts. Most people like to listen to stories. It is far more interesting to follow a story than getting facts thrown at you. However, the facts and the knowledge must be part of the story. Another reason for telling the story behind the science is to fight "fake news" because it's easier to verify a story with actual people and actions that have happened at a time and place. Furthermore, telling the story behind the facts may make the facts more compelling.