Storytelling for Science Communication

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The ability to effectively communicate scholarly research—engaging with the public in a relatable way—is critical. It impacts everything from career goals to research funding and global policy, but the way in which a researcher packages this information makes the real difference. Storytelling is a very personal communication tool that can be extremely effective in sharing highly specialized information with a non-specialized audience.

Through the sharing of true, personal stories, researchers can humanize their work, moving their ideas outside of their scholarly circles to make a difference in a truly meaningful way. But the ability to tell a memorable story is a skill that isn't often practiced in the lab.

This storytelling session for science communication includes the fundamentals of storytelling plus a creative discussion to get attendees thinking about how they can incorporate storytelling into their own professional lives for the purposes of self-promotion, research discovery, and change making.

Description: This session is an introduction to storytelling as a science communication tool. Attendees will begin by listening to examples of true, personal stories told by Springer Nature authors through episodes of the podcast, Before the Abstract. Next they will be led through the basic structure of an effective story before being asked to think of stories about their own life and work.

Why Storytelling now?
Storytelling is age old, but has become important now more than ever in a time of misinformation and fake news - which is why researchers face the need to integrate storytelling into their research workflow to communicate effectively with the public. Storytelling can allow researchers to better:
• Engage with the public
• Draw the attention of funders
• Influence policy makers
• Persuade their research department
• Promote their latest findings to their librarians and elsewhere within their institution
• Garner mainstream media attention
• Take ownership of narratives around grand challenges, such as sustainability