

Science Storytelling: Bridging the Gap Between Knowledge and Audience

Part I: Questions—Sharing Science Through Storytelling

1. Hooking the Audience:

How does the speaker initially engage his audience when starting his story about the wood frog?

2. Core Message & Meaningfulness:

What is the speaker's central message in telling the story of the wood frog? And why would the audience care about his message?

3. Relatability:

How does the speaker frame his message to make it relatable for his audience?

4. Accessibility & Engagement Strategies:

What techniques does the speaker employ to make his talk accessible to his audience? And how does he keep his audience engaged throughout the talk?

5. Effective Ending:

How does the speaker conclude his story about the wood frog, and what makes this an effective ending?

6. Overcoming Barriers in Science Communication:

After telling the wood frog story, the speaker talks about overcoming barriers in science communication through storytelling. How does he propose to overcome:

- a. The objective language barrier?
- b. The context barrier?
- c. Presenting details in a familiar way?

9. Key for Scientists to Engage the Public

At the end of his talk, what does the speaker say is key for scientists to do to engage the public?

7. **Effective Ending:**

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9. **Key for Scientists to Engage the Public**

At the end of his talk, what does the speaker say is key for scientists to do to engage the public?



Part II: Practice Sharing Science with the Public through Storytelling

1. Scientific topic: What scientific concept will your story be about?

2. Crafting your story:

What is the core message you want to convey to your audience?

Develop a brief outline of your story, including a beginning, middle, and end. Do not include details yet—you will develop your story more after answering the following questions.

3. Understanding your audience:

How much prior knowledge does the audience have about your topic and what is their level of familiarity with science?

Why would your audience care about your message? Reflect on how your message relates to their lives.

What aspects of your scientific topic will be most interesting or meaningful to your audience?

4. Making the science accessible:

How can you simplify or clarify the scientific details of your topic for your audience?

Are there any relevant analogies or metaphors that can be used?

4. Engaging your audience:

Write the beginning of your story, thinking about how you can hook your audience.

Write the ending of your story, thinking about how to reiterate your core message in an effective, engaging way.

What techniques can you use throughout your story to keep your audience engaged?

5. Visual aids or props: What visual aids or props can you use in your story to make the science more accessible?

6. Fill in your story & and plan your presentation:

Now that you understand your audience, have simplified the science, and created engagement strategies—next, fill in the details of your story as a group.

Each group member must participate in the presentation. Plan who will share what part of the story.

Each group member should write down their part of the story so they can familiarize themselves with it before presenting to the class.

7. Practice and rehearsal:

As a group, rehearse your story.

Aim to become comfortable with your part so that you use your notes minimally during the presentation.

8. Present your story: Now you will present your story to the class!