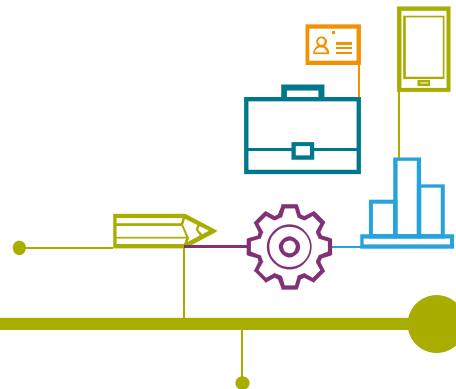




# The science of storytelling

*Andy Jones*





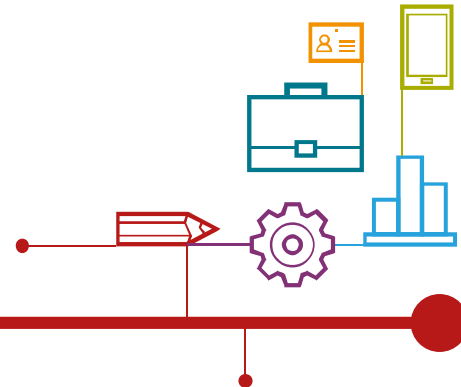
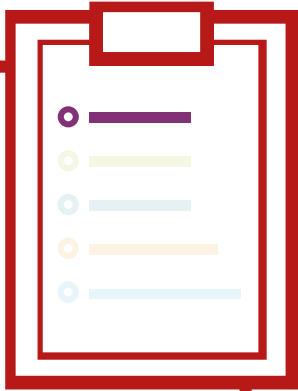
# 1. Basic principles

## 2. Verbal storytelling

## 3. Visual storytelling

## 4. The importance of emotion

## 5. Creating stories in med comms





# We are all storytellers...

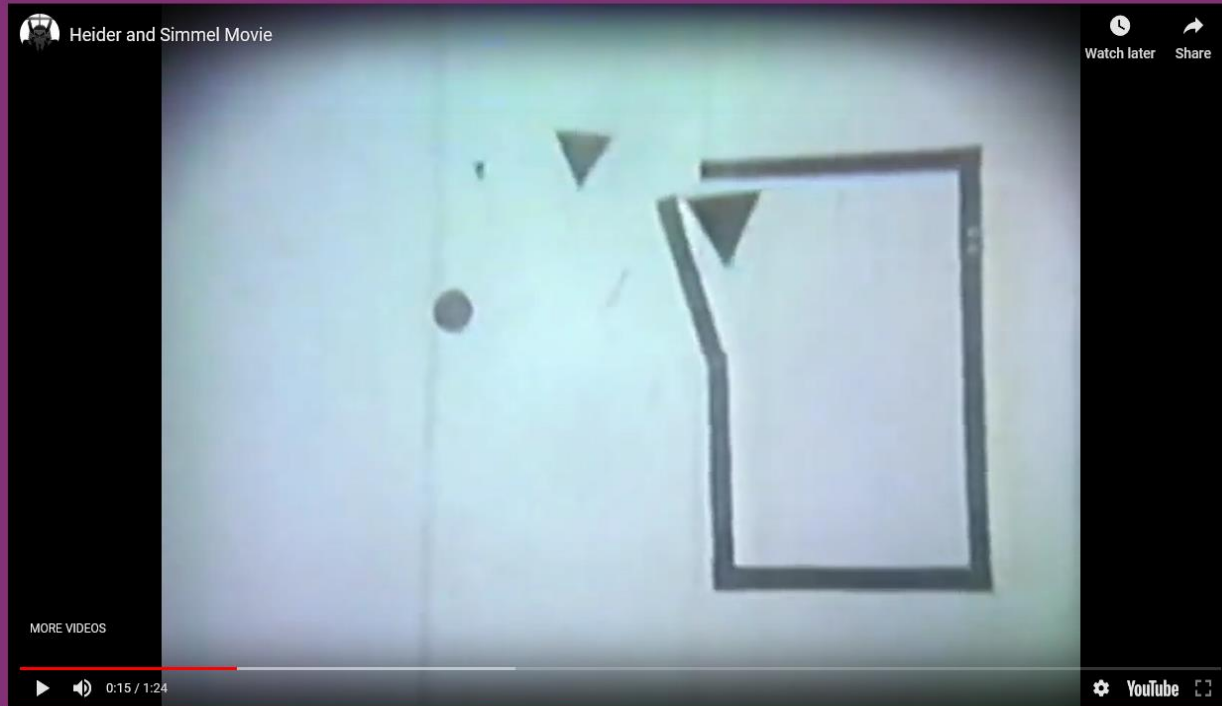
*“What unites people?  
Stories. There’s nothing in  
the world more powerful  
than a good story...”*

Tyrian Lannister, Game of Thrones





# The Heider Simmel effect





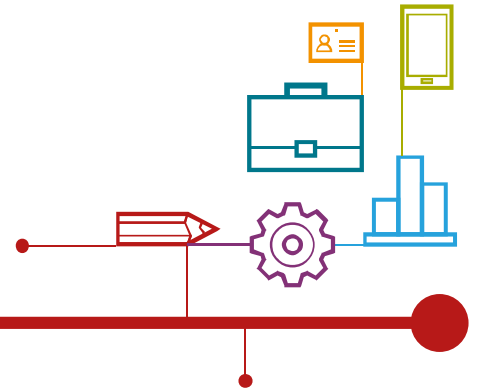
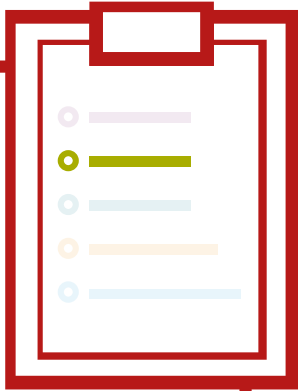
1. Basic principles

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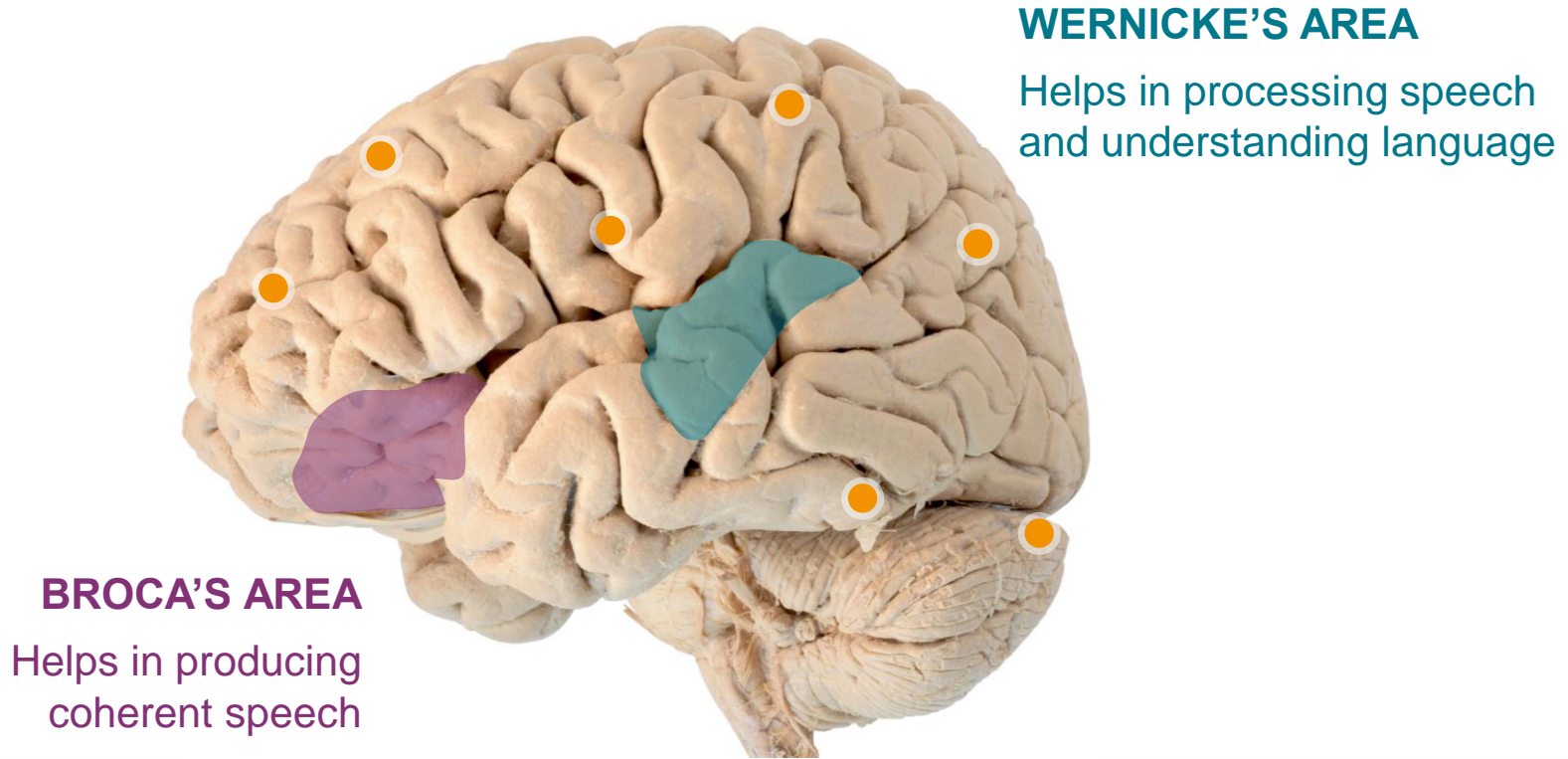
4. The importance of emotion

5. Creating stories in med comms





# ‘Classical’ language brain regions



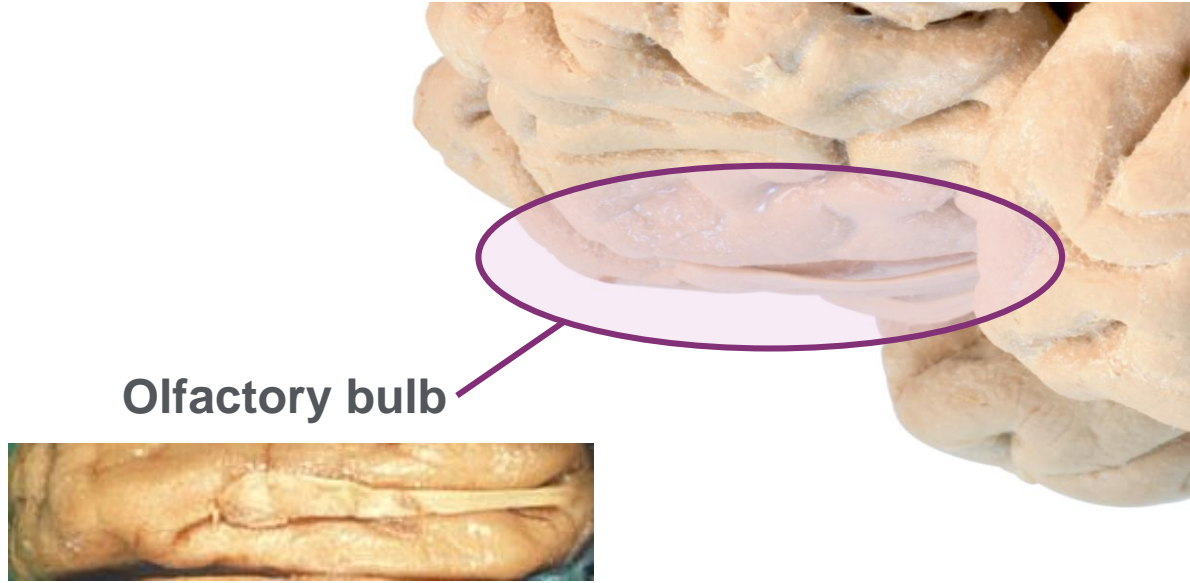


# Impact of 'smell' words on brain function





# Impact of 'smell' words on brain function





# Impact of 'smell' words on brain function





## Impact of metaphors on brain function





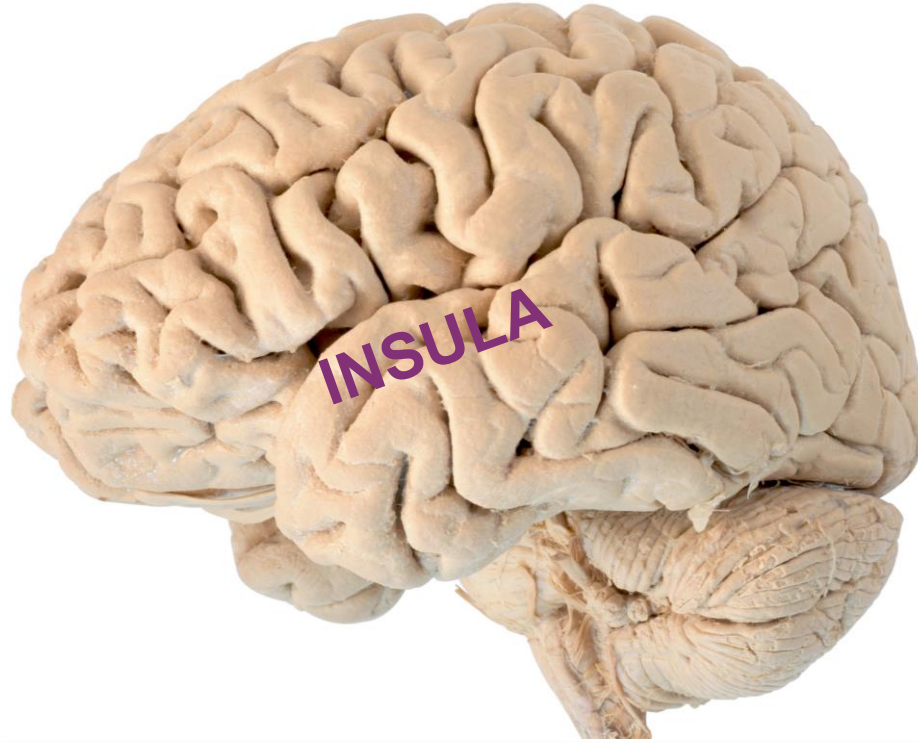
# Impact of metaphors on brain function



## • Sensory cortex

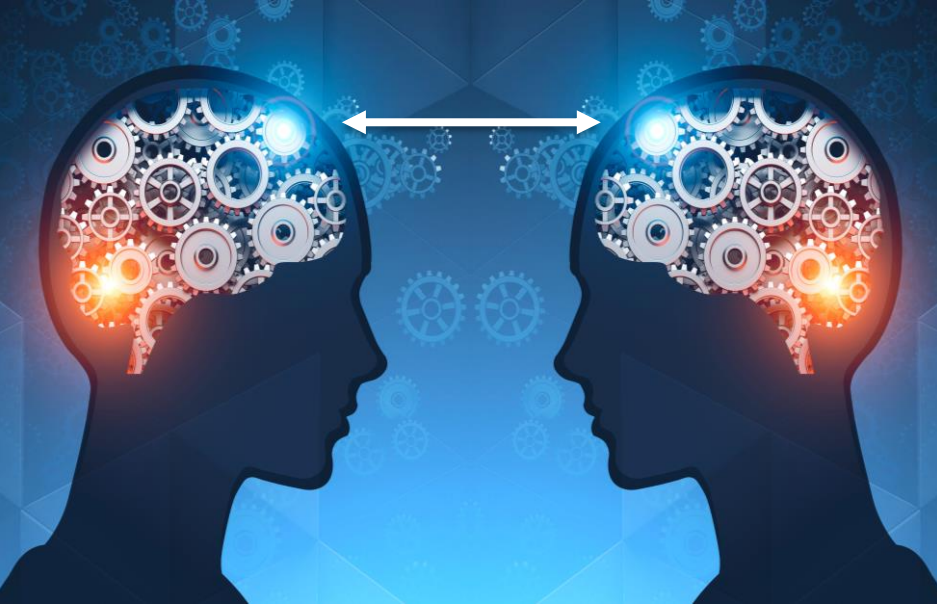


# What happens in our brain when listening to a story?





# Neural coupling



## Mirroring



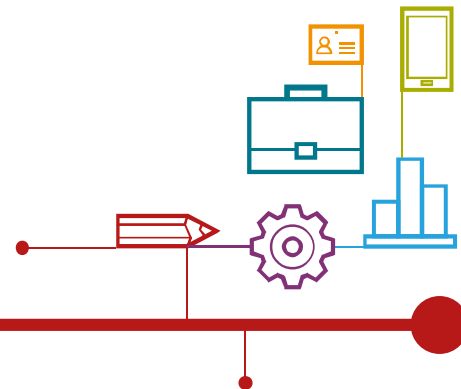
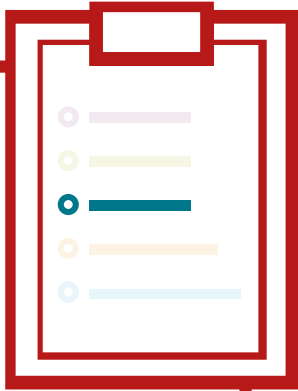
1. Basic principles

2. Verbal storytelling

**3. Visual storytelling**

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5. Creating stories in med comms



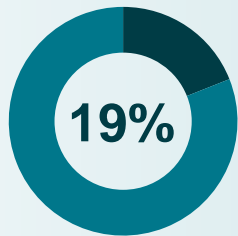


# Time for some numbers

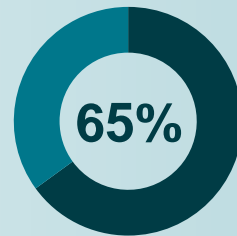
**>100,000** digital words consumed by the average US citizen per day

Using the word **'video'** in an email subject line...

increases opening rates by

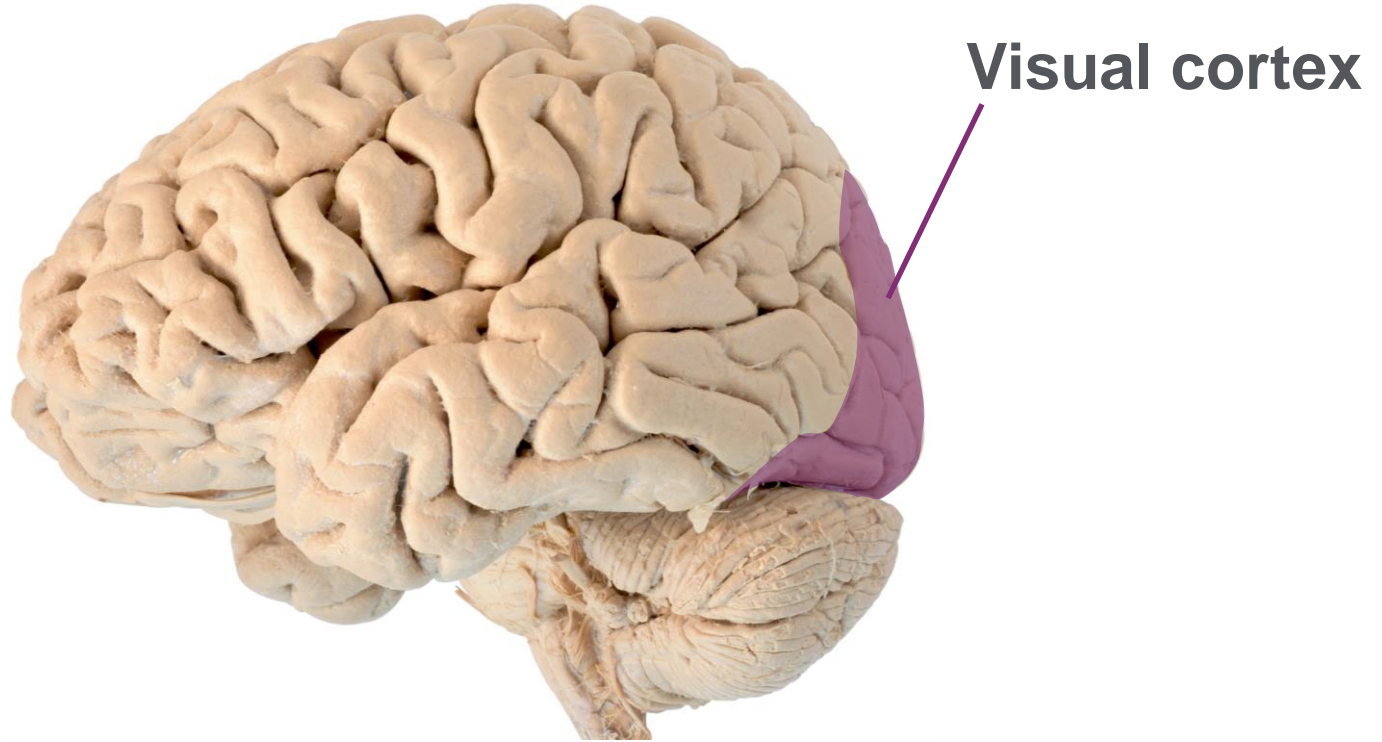


and clickthrough rates by



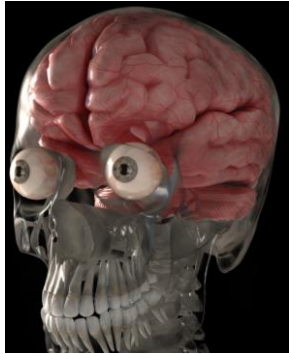
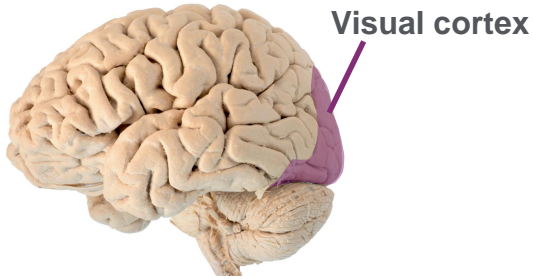


# The importance of visuals





# The importance of visuals

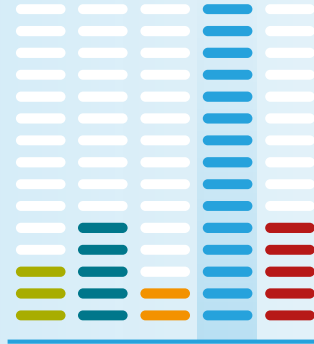


**50%**



**60x faster**

the rate at which the brain processes images in comparison to words



**3x more**

infographics 'liked' on social media versus any other content



# The 'Memory Palace'





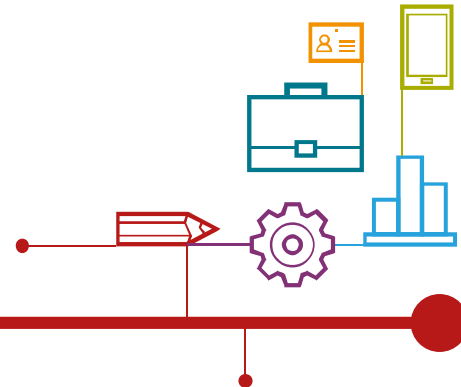
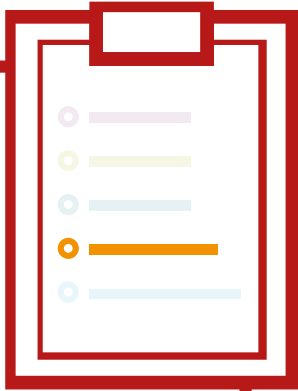
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2. Verbal storytelling

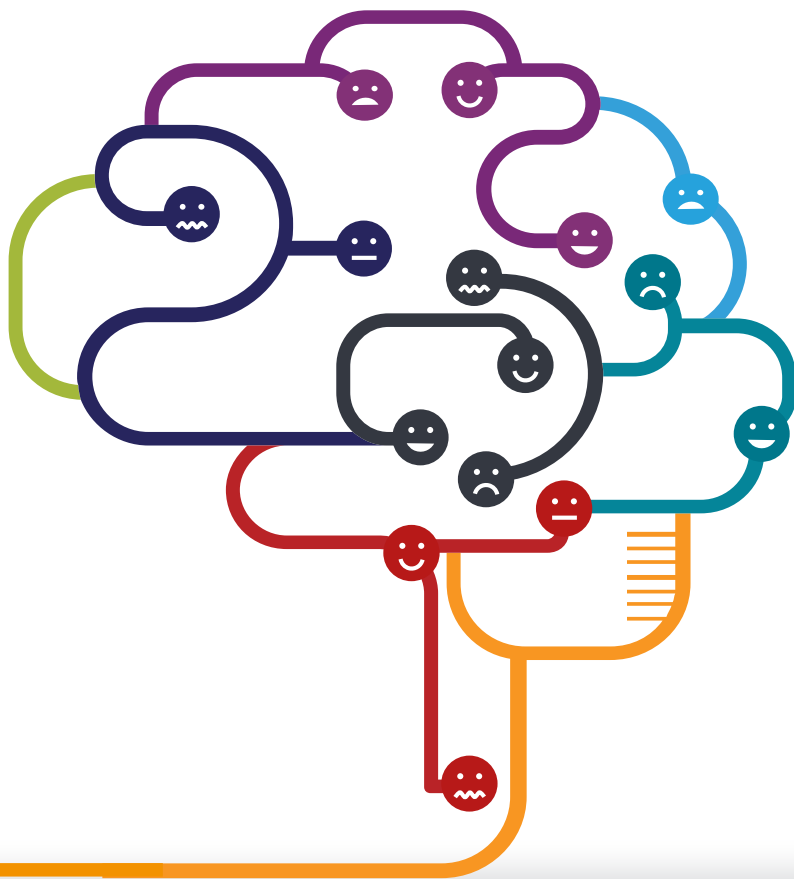
3. Visual storytelling

4. The importance of emotion

5. Creating stories in med comms







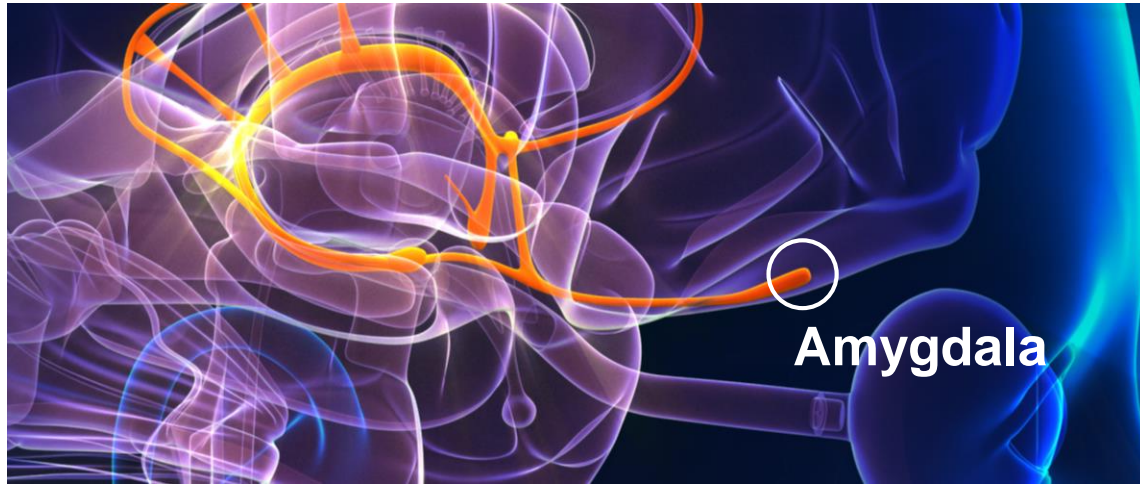


# The limbic system

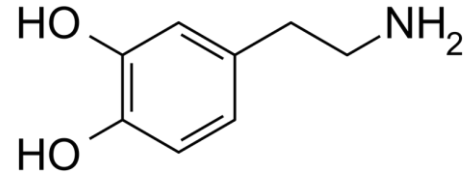




# The limbic system

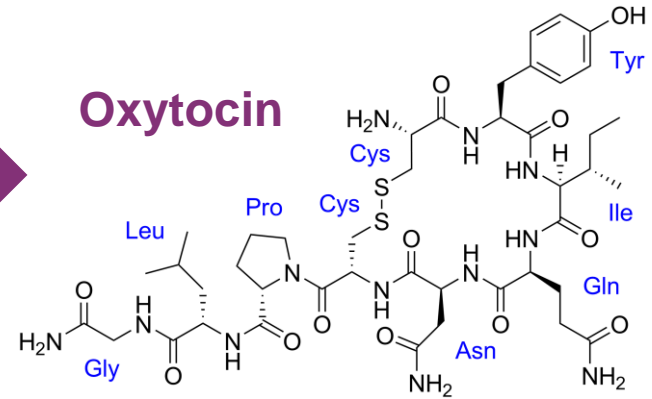


**Dopamine**





# The limbic system





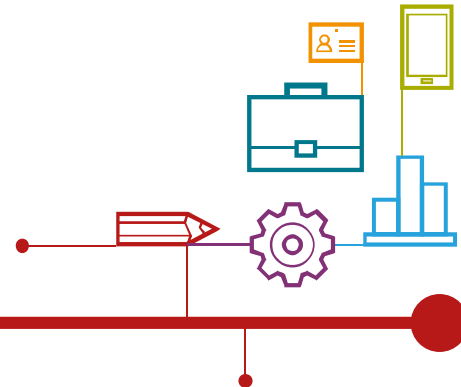
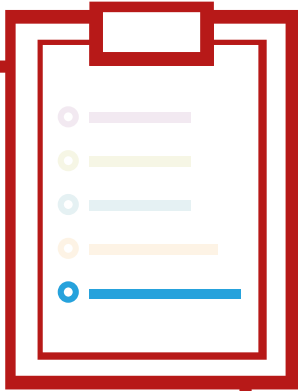
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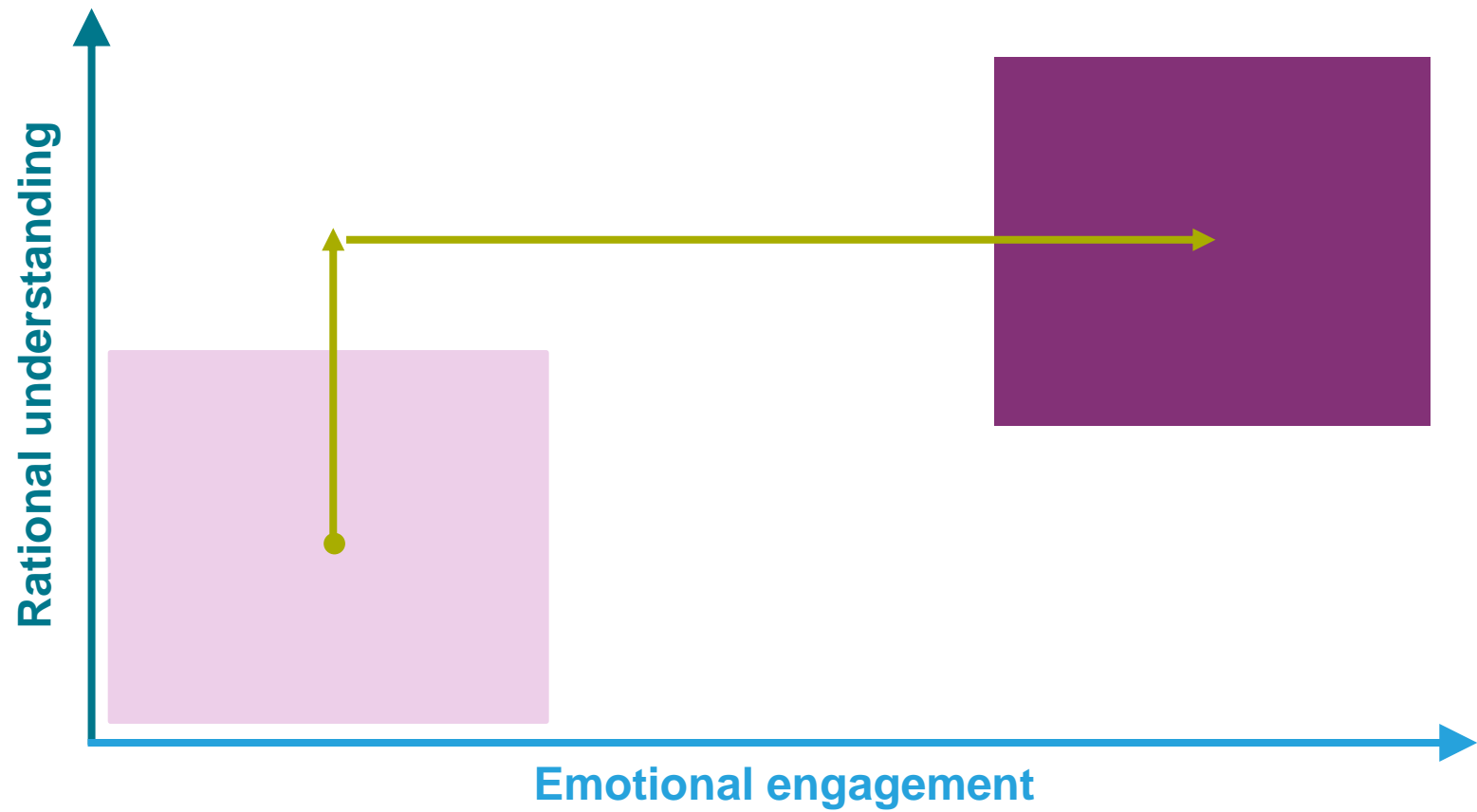
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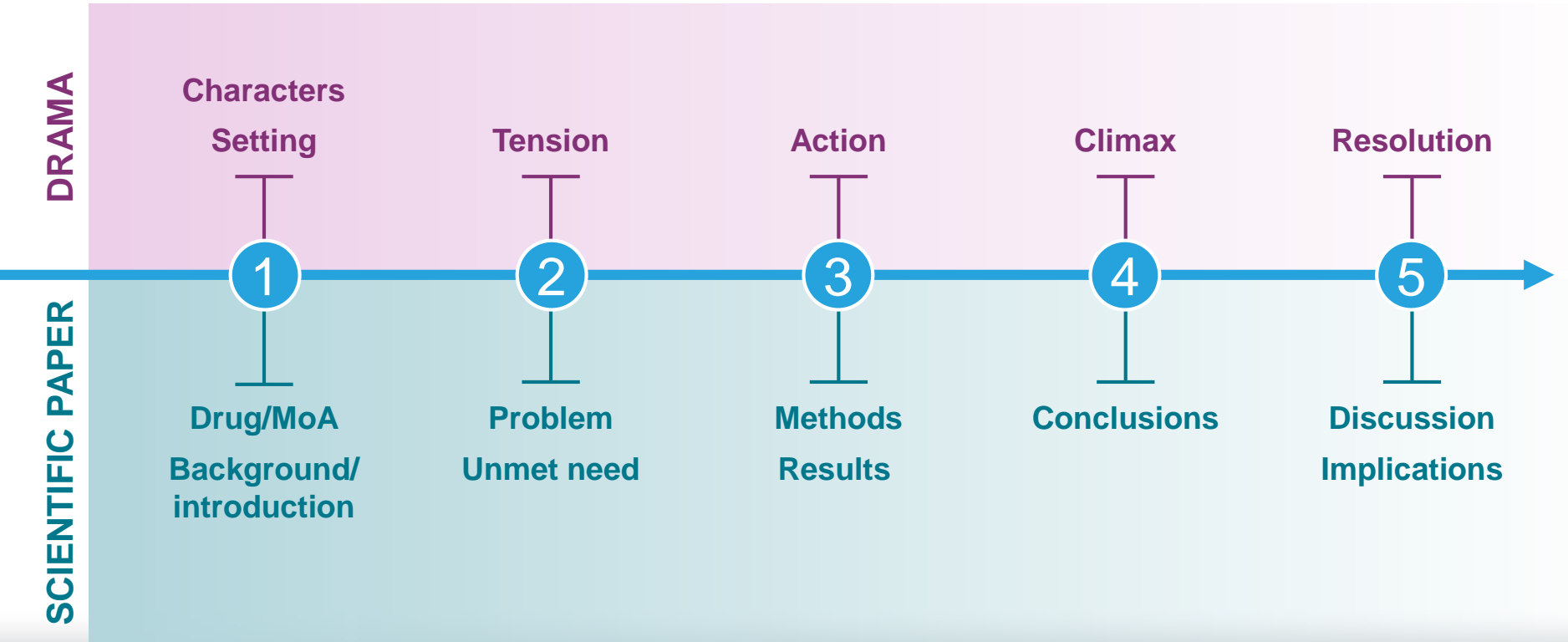








# Creating a scientific page turner





**The advisory board – where story listening  
is just as important as storytelling...**