Katina Nikols
Design Product Studio – Spring 2022

Engage

Narrative Driven Connection

Katina Nikols
Design Product Studio – Spring 2022

Engage

Narrative Driven Connection

Katina Nikols

DES 3520 - Design Product Studio 2 - Tsoutsounakis

Multi-Disciplinary Design, University of Utah - Spring 2022

Table of Contents

Introduction

Research and Insights

Opportunity

The System

Bibiliography
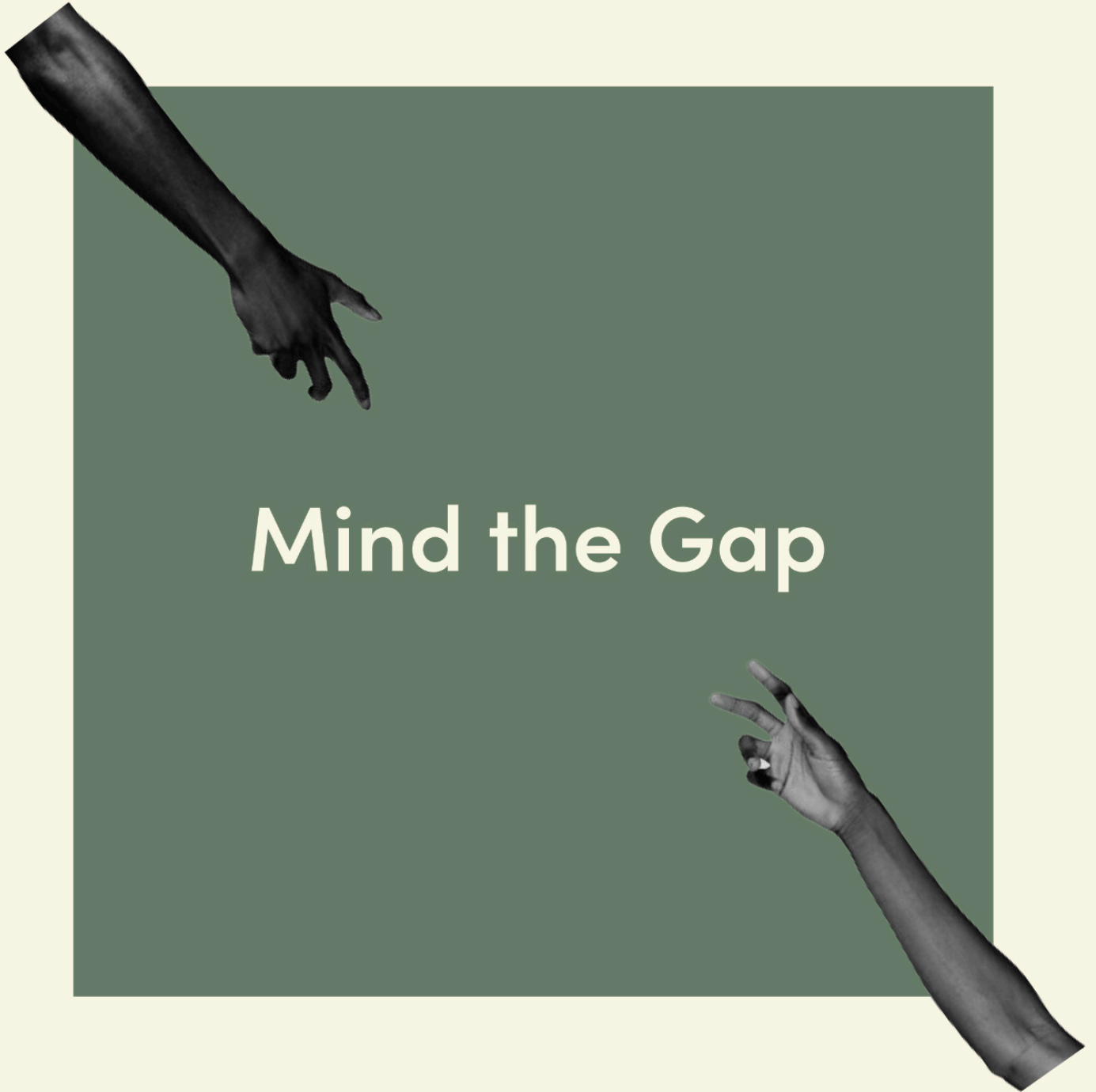
Credits and Acknowledgements

The Prompt

Human v. Nonhuman

Our studio was challenged with creating a product derived from our explorations of the dualisms within society centered around humanity, nature and wilderness. We were encouraged to define the prompt for ourselves and work within our own parameters.
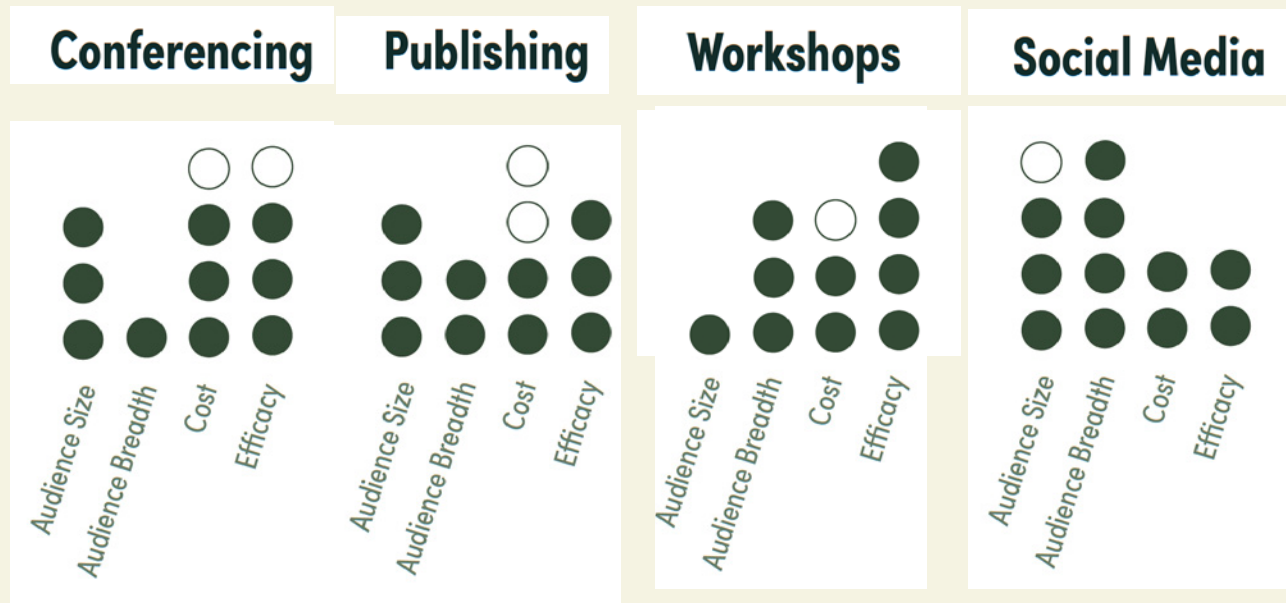
Defined as:

Within this project I defined human and nonhuman in terms of our responsibility to the environment and how we can utilize the distinctly human practices of storytelling and artmaking to empower the public to stay informed on climate research.
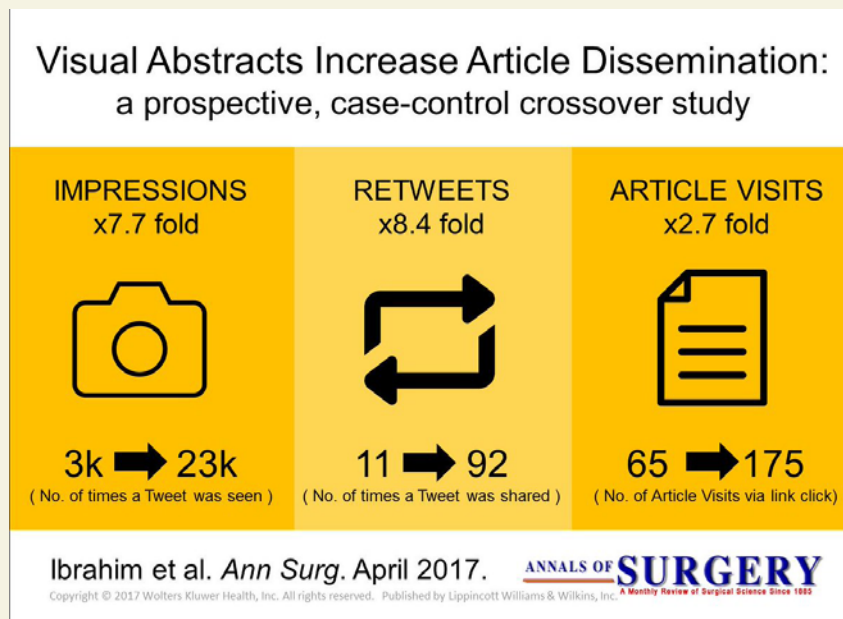
Research and Insights

Mind the Gap

Research Dissemination

Conferencing — Audience Size, Audience Breadth, Cost, Efficacy

Publishing — Audience Size, Audience Breadth, Cost, Efficacy

Workshops — Audience Size, Audience Breadth, Cost, Efficacy

Social Media — Audience Size, Audience Breadth, Cost, Efficacy

Visual Abstracts

Visual Abstracts Increase Article Dissemination:
a prospective, case-control crossover study

IMPRESSIONS x7.7 fold	RETWEETS x8.4 fold	ARTICLE VISITS x2.7 fold
3k ➡ 23k	11 ➡ 92	65 ➡ 175
(No. of times a Tweet was seen)	(No. of times a Tweet was shared)	(No. of Article Visits via link click)

Ibrahim et al. *Ann Surg.* April 2017.   ANNALS OF **SURGERY**
A Monthly Review of Surgical Science Since 1885

The current most popular forms of disseminating research are inefficient. The biggest barriers to public accessibility are money and knowledge. The most recent attempt to bridge that gap takes the form of visual abstracts, which do ensure a wider audience but do not ensure a deeper understanding. There's a huge trade off in deep understanding and breadth of audience.

Barriers

Knowledge

Researchers don't have the translation skills to make their findings more accessible, and the public doesn't have the technical knowledge and context to fully understand the research

Time

Both researchers and their audience don't have time to build a real connection and ensure a complete understanding of the work

Money

There's a paywall to accessing scientific journals. Researchers need to be paid, but the public needs to have access

Narrative Theory

Narrative Theory studies the connection between human perception and narrative. We use narratives to organize knowledge and lived experience into a structure that we can understand at a deeper level. It's a subconscious, neuro-biological process that puts information in a way that cultivates significance and impact.

This project seeks to utilize narrative theory to contextualize climate findings and encourage personal connection to the facts. As individuals gain the opportunity to craft their own narratice responses, they gain a deeper understanding of the research.

The Opportunity

To create a platform that bridges the gap between climate research and public reception via narrative theory and art.
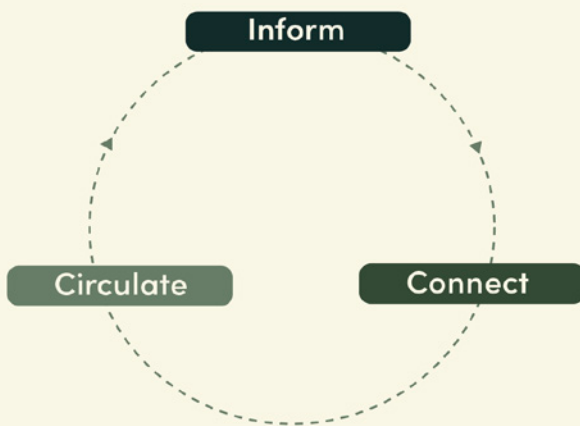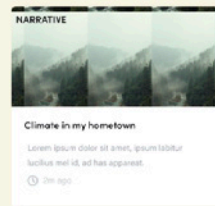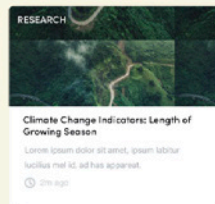
The System

Structure

User Flows
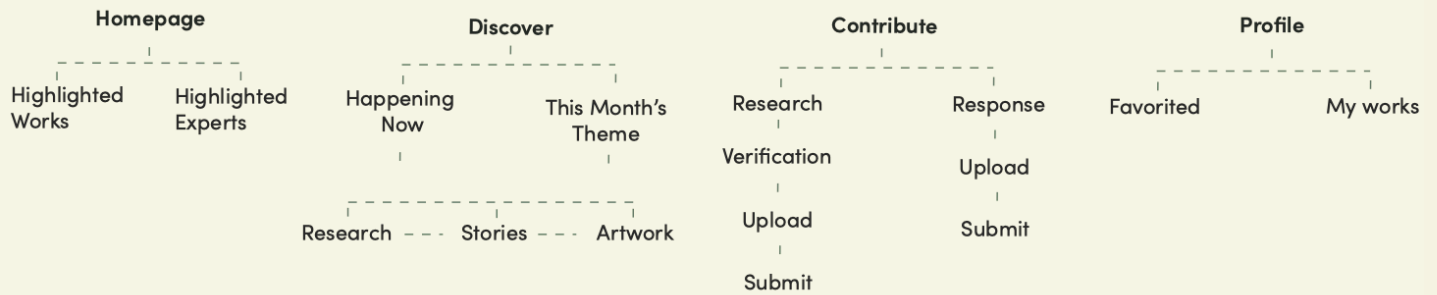
Phases

Tags

A simple tagging system

When work is uploaded, the user marks it as either research, artwork, or a narrative. This tag will be displayed on the title card, and determine the layout of the uploaded work

If the work is a narrative or artwork, it will additionally be tagged with the research or other work that inspired it!

The website is structured to create a system that allows users to inform themselves, connect with others and circulate their findings/personal experiences. It does this through allowing easier access to current climate research and creating a foundation for a user to build a response to. Their uploaded works are automatically linked to the research that inspired them so that other users can easily see the links between personal experiences and hard facts.
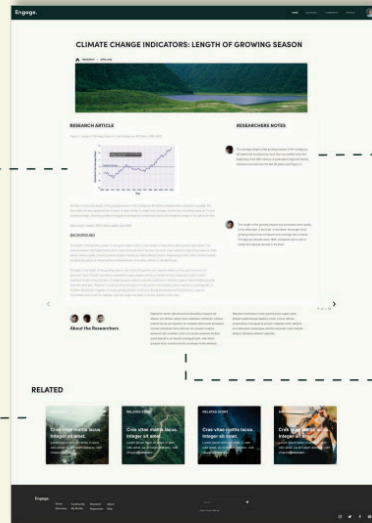
Pages

Research

Complete Research Papers

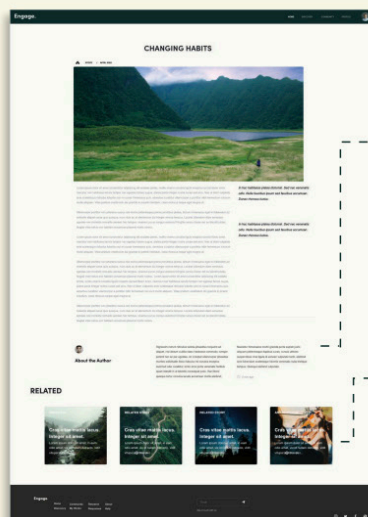Free access to full research papers, no subscription or fees apply

Researcher annotations

Helping to break down complex concepts and define expert jargon

About the Researchers

Letting users get to know the scientists along with the science

Related Works

Easy access to other work related to or inspired by this research
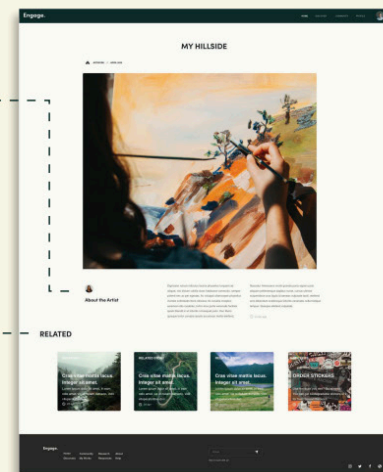
Narrative

Artwork

About the Creator

Encouraging connection through informative creator made bios

Related Works

Easy access to other work related to or inspired by this research

Qualifications

Fact checked

The facilitators fact check every upload to ensure accuracy and reliability of information. All research is peer reviewed, and narratives are looked over for misinformation before publishing.

Annotated

All research articles come in full, including clear annotations from the researchers themselves to help make the research more accessible

Frequently Updated

At the beginning of every month, there is a new theme to the climate research, to ensure that the information stays fresh and accurate.

Bibliography

Armstrong, Paul B. *Stories and the Brain: The Neuroscience of Narrative*. Johns Hopkins University Press, 2020.

Baker, Ingrid, et al. "Local government response to the impacts of climate change: An evaluation of local climate adaptation plans." Landscape and urban planning 107.2 (2012): 127-136.

Caracciolo, Marco, Marlene Karlsson Marcussen, and David Rodriguez. Narrating nonhuman spaces: Form, story, and experience beyond anthropocentrism. Taylor & Francis, 2022

Collide - Flagship Residency programme at CERN, 2021

Currie, Mark. Postmodern narrative theory. Macmillan International Higher Education, 2010.

Decamous, Gabrielle. "When art and science collide: Arts at CERN." Afterimage 44.3 (2016): 6.

Eggan, Taylor A. "Landscape Metaphysics: Narrative Architecture and the Focalisation of the Environment." English Studies 99.4 (2018): 398-411.

Herman, David, Manfred Jahn, and Marie-Laure Ryan. Routledge encyclopedia of narrative theory. Routledge, 2010

Herman, David, et al. Narrative theory: Core concepts and critical debates. Columbus: Ohio State University Press, 2012

Hope H. *MS: The Big Knit* Practical Neurology 2011;11:37

Ibrahim, Andrew M, Keith D Lillemoe, Mary E Klingensmith, and Justin B Dimick. Visual Abstracts to Disseminate Research on Social Media: A Prospective, Case-control Crossover Study. Annals of Surgery 266.6 2017

James, Erin, and Eric Morel. Environment and Narrative: New Essays in Econarratology. The Ohio State University Press, 2020.

Johnson, Brian David. "Science fiction prototyping: Designing the future with science fiction." Synthesis Lectures on Computer Science 3.1 (2011): 1-190.

Kerner, Jon, Barbara Rimer, and Karen Emmons. "Introduction to the special section on dissemination: dissemination research and research dissemination: how can we close the gap?." Health Psychology 24.5 (2005): 443.

Kerski, Joseph J. "Geo-awareness, geo-enablement, geotechnologies, citizen science, and storytelling: Geography on the world stage." Geography compass 9.1 (2015): 14-26.

Koek, Ariane. "In/visible: the inside story of the making of Arts at CERN." Interdisciplinary Science Reviews 42.4 (2017): 345-358

Martinez-Conde, Susana et al. The Storytelling Brain: How Neuroscience Stories Help Bridge the Gap between Research and Society. The Journal of Neuroscience : Society for Neuroscience vol. 39,42 2019

Lovejoy, Kristen, and Gregory D Saxton. Information, Community, and Action: How Nonprofit Organizations Use Social Media. Journal of Computer-mediated Communication 17.3 2012

Song, Fujian, et al. "Dissemination and publication of research findings: an updated review of related biases." Health technology assessment 14.8 (2010): 1-220.

Tabak, Rachel G., et al. "Bridging research and practice: models for dissemination and implementation research." American journal of preventive medicine 43.3 (2012): 337-350

Wadham, Helen. "Relations of power and nonhuman agency: Critical theory, Clever Hans, and other stories of horses and humans." Sociological Perspectives 64.1 (2021): 109-126.0.

Acknowledgements