

from facts to **fascination**

using videos to communicate scientific projects

Why **Stories Sell Better Than Pure Facts**



What makes a research finding
memorable

The Science Behind Storytelling

Brain is very well working in/with stories

Good narration fosters **emotions**, engagement and eases remembering

- emotional connection enhances **recall**.
- dry statistic vs. personal story: why and how - obstacles - anecdotes?

A Story that “sticks”

configurator.porsche.com

Filter Vergleich

Benzin



911 Carrera
Ab 128.700,00 € inkl. MwSt.

290 kW / 394 PS
Leistung (kW) / Leistung (PS)

4,1 s
Beschleunigung 0 - 100 km/h

294 km/h
Höchstgeschwindigkeit

Automatik · Heckantrieb · Kraftstoffverbrauch kombiniert:
10,7 - 10,1 l/100 km; CO2-Emissionen kombiniert: 244 -
230 g/km; CO2-Klasse: G *

Technische Daten und Serienausstattung

Benzin Neu



911 Carrera T
Ab 141.700,00 € inkl. MwSt.

290 kW / 394 PS
Leistung (kW) / Leistung (PS)

4,5 s
Beschleunigung 0 - 100 km/h

295 km/h
Höchstgeschwindigkeit

Manuell · Heckantrieb · Kraftstoffverbrauch kombiniert:
11,1 - 10,5 l/100 km; CO2-Emissionen kombiniert: 251 -
238 g/km; CO2-Klasse: G *

Technische Daten und Serienausstattung

CO2 Emission of this car: 238g/km

A Story that “sticks”

CO2 Emission of this car: 238g/km

Average consumption 10,1l

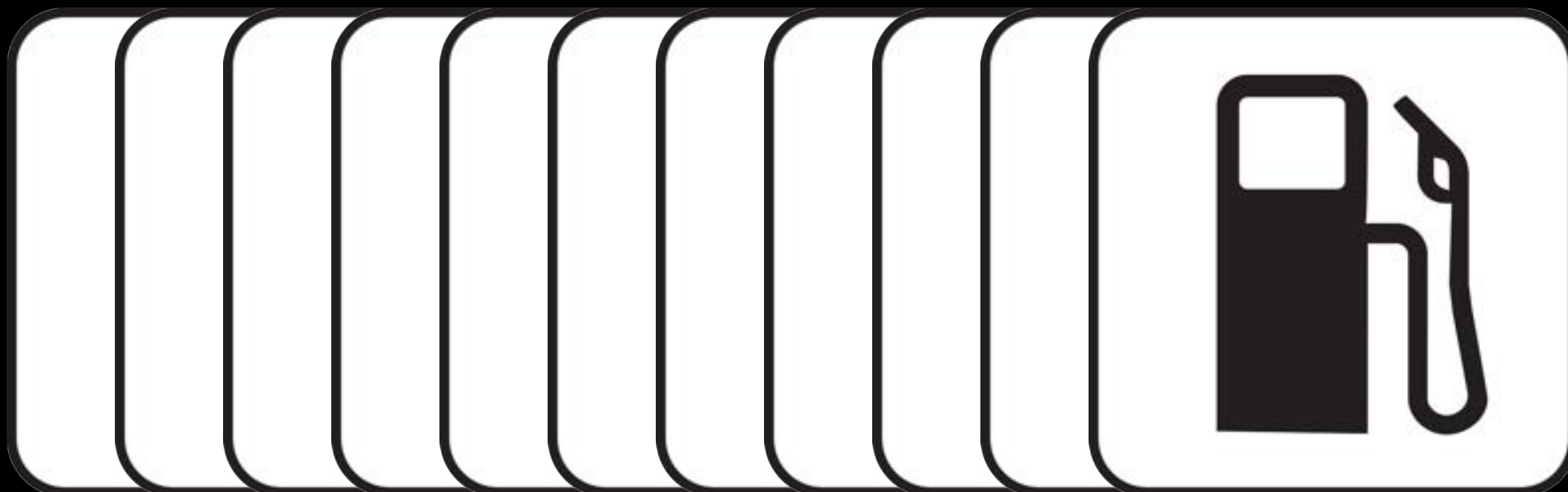
64l fuel capacity

1595kg weight

$$64l : 10,5 \text{ l/km} = 609 \text{ km}$$

$$609 \text{ km} * 238 \text{ g/km} = 145 \text{ kg}$$

$$1595 \text{ kg} / 145 \text{ kg} = 11$$



After 11 fills, you burn 640l petrol to the equivalent of the weight of your Porsche 911

A Story that “sticks”

CO2 Emission of this car: 238g/km

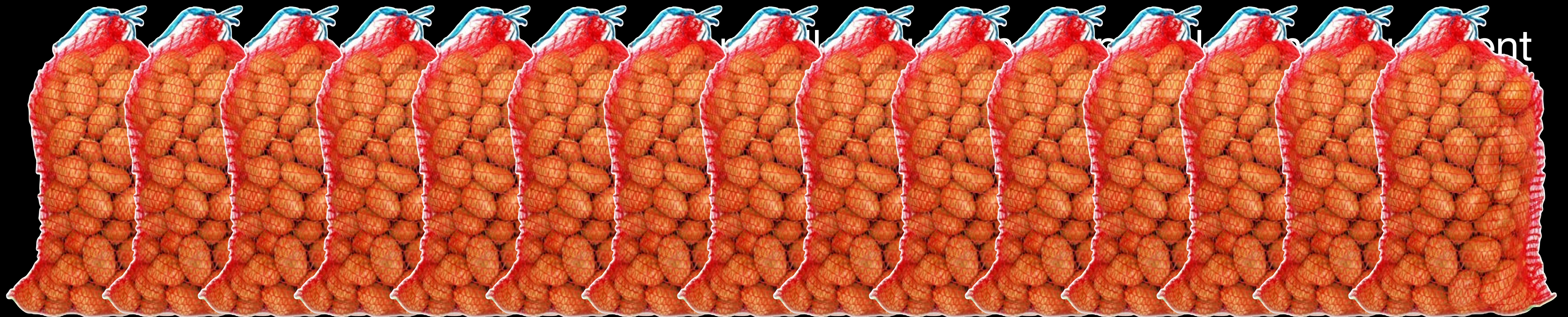
Average consumption 10,1l

64l fuel capacity

1595kg weight

$64\text{l} : 10,5 \text{ l/km} = 609 \text{ km}$

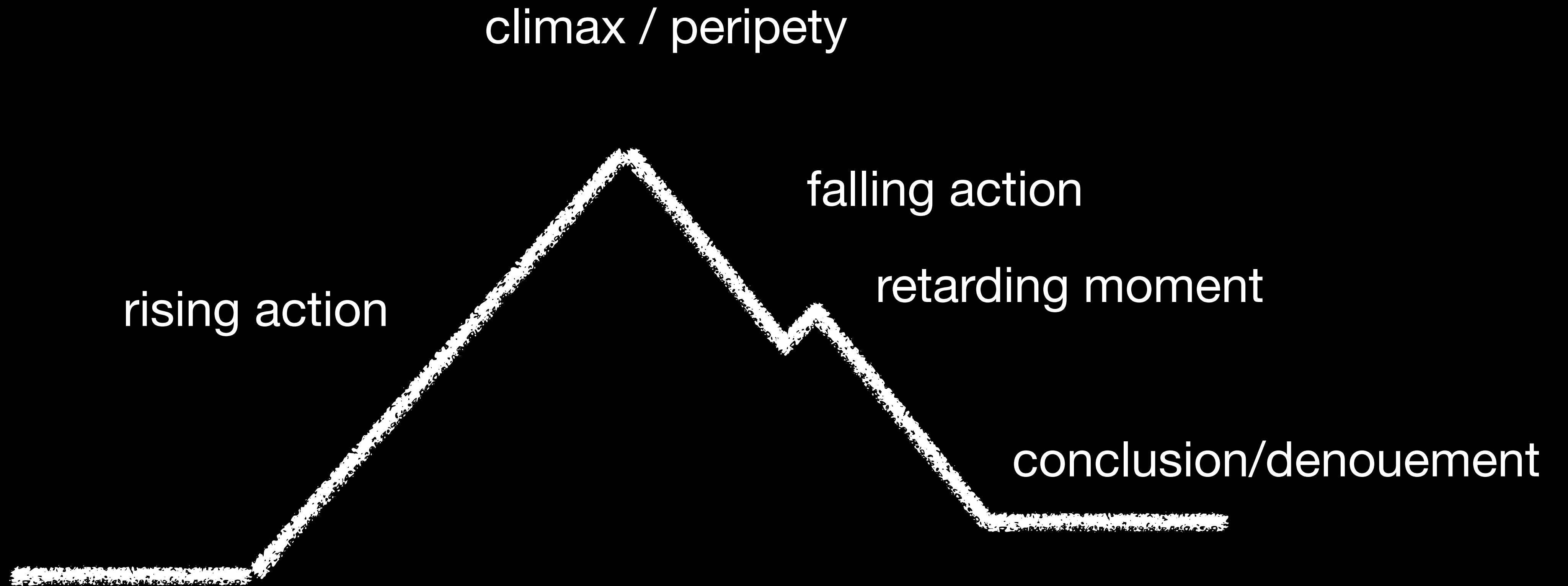
$609 \text{ km} * 238 \text{ g/km} = 145 \text{ kg}$



Basic Dramaturgy

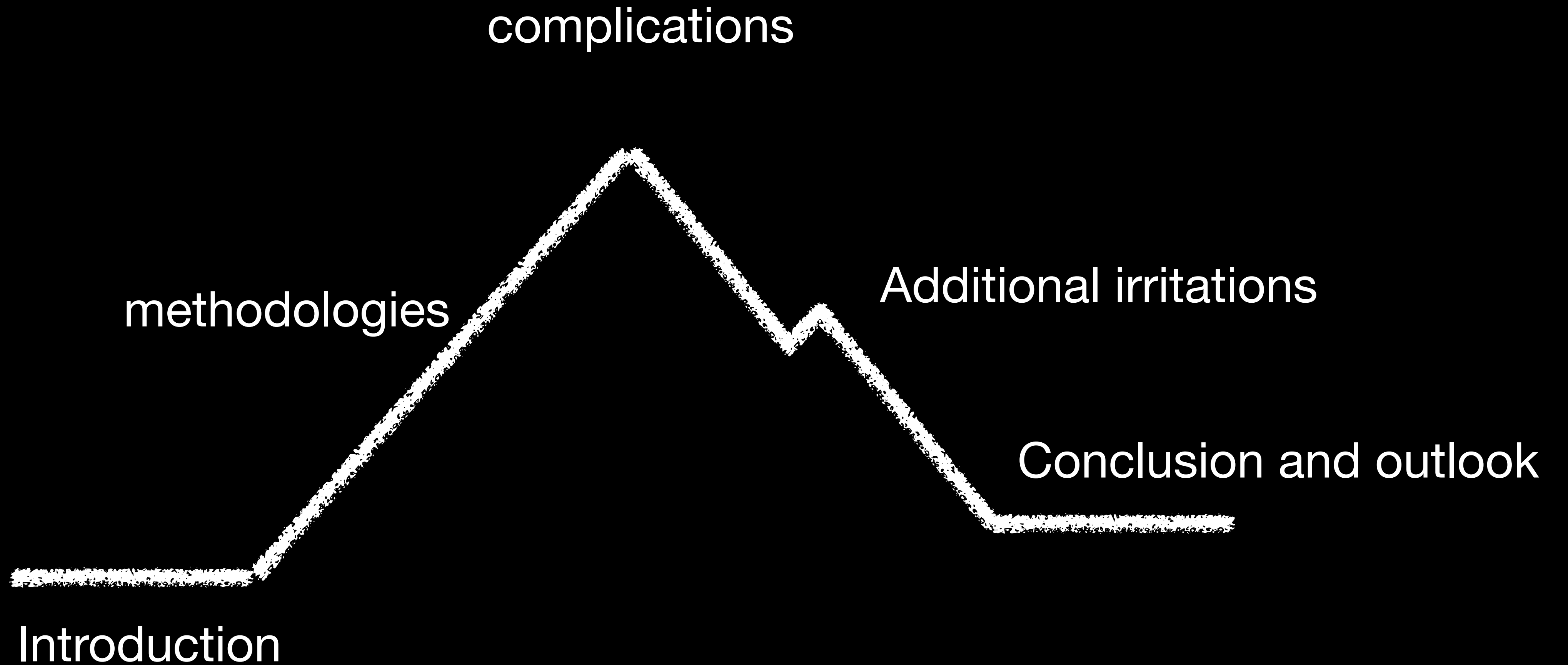
Gustav Freytag - classical dramaturgy

1863



“Drama pyramid”

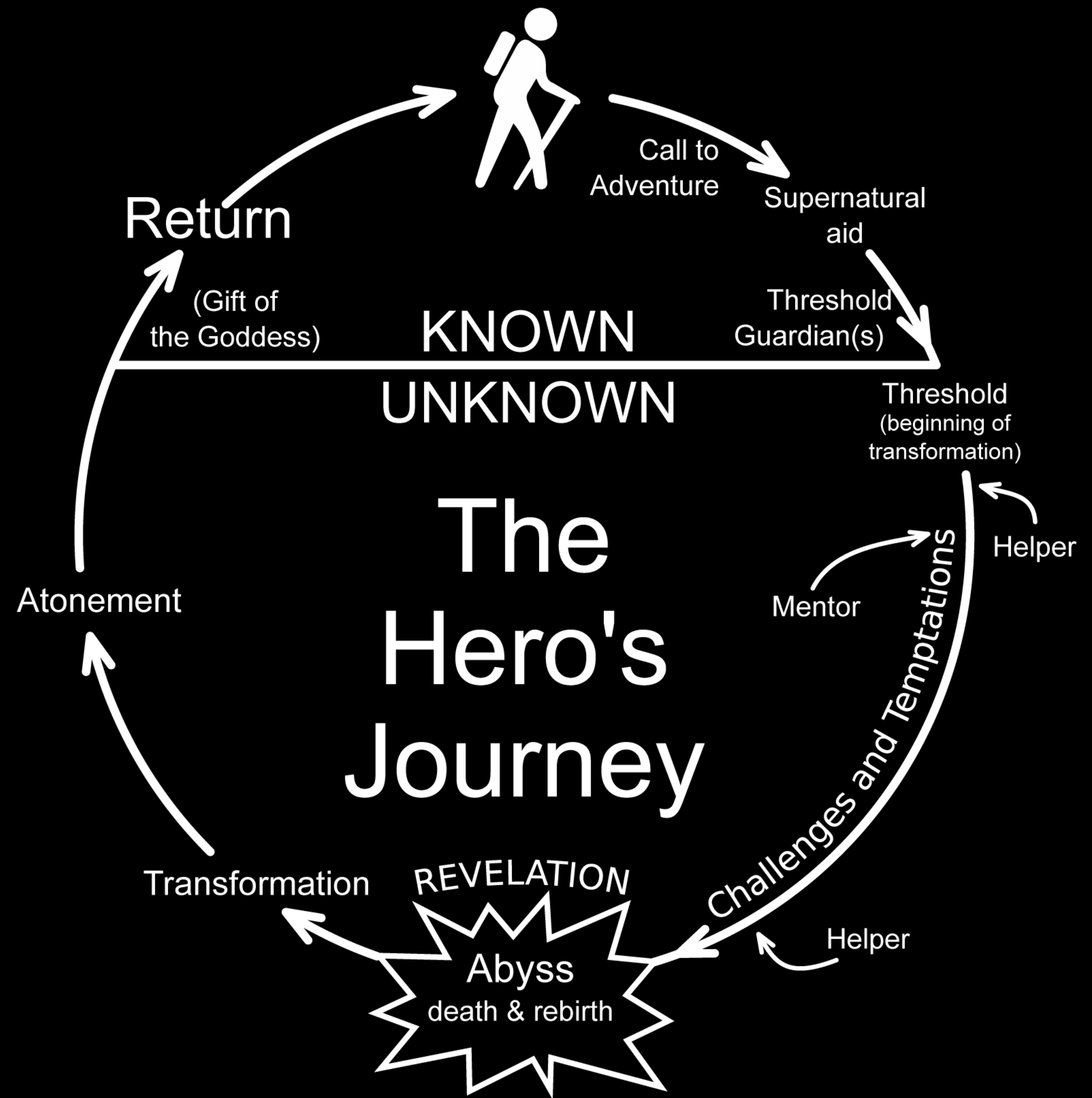
Gustav Freytag, 1863



“Science Drama pyramid”

John Campbell

the hero's **journey**



Science as Drama?

Scientist the Drama-queen?

Energy
we
“need”

Clean energy
we can
generate



How to produce a video?

Things needed:

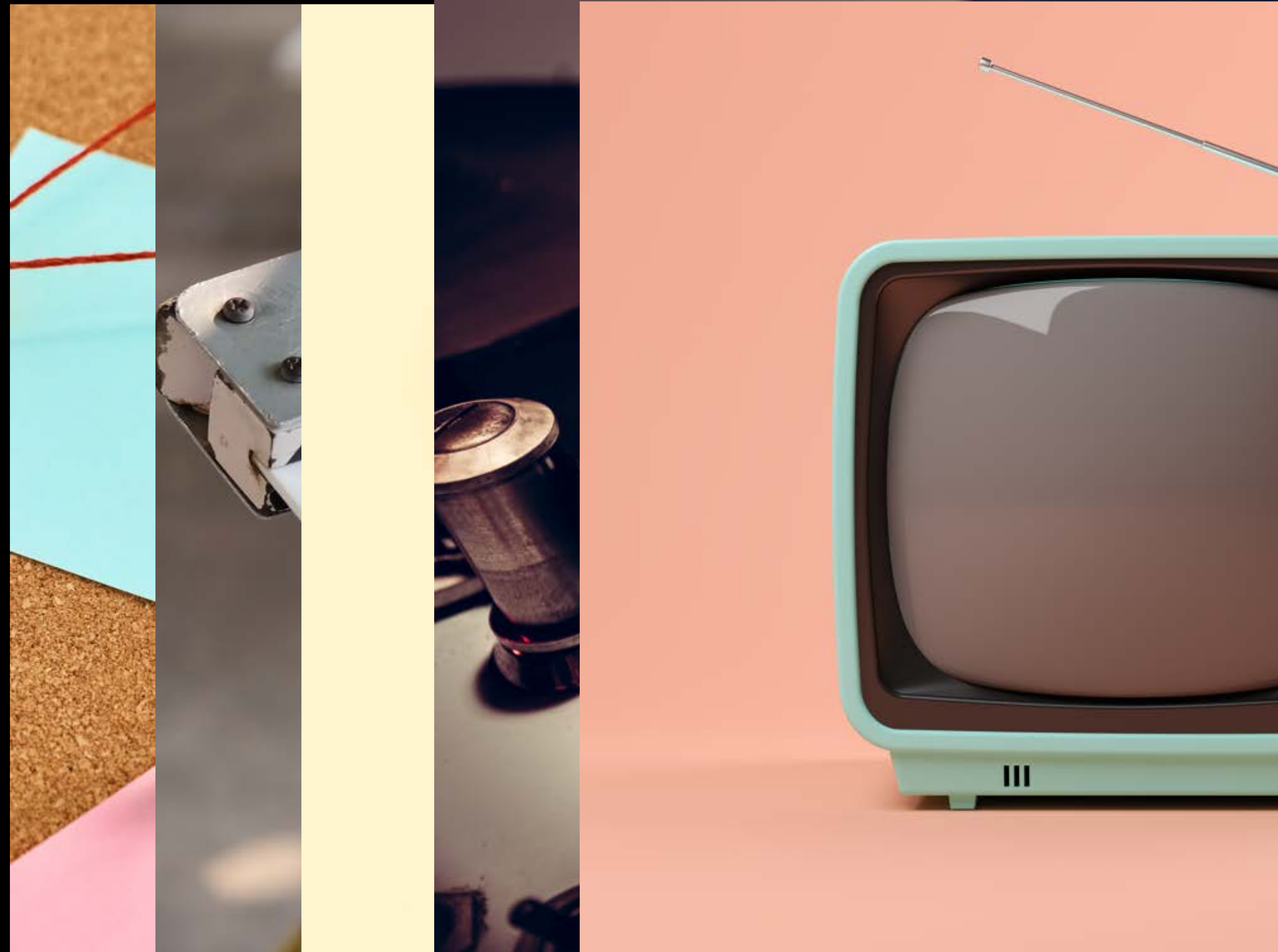
An idea!!

A good script

Something to record

Something to post-produce

A playout!!



Good news



Useful links

- https://videos.uni.lu/playlist/dedicated/1_eqg74qzs/
- <https://cueprompter.com/>
- https://www.canva.com/en_gb/
- <https://www.blackmagicdesign.com/de/products/davinciresolve>
- <https://support.apple.com/guide/imovie/welcome/mac>
- <https://www.openshot.org/>
- <https://www.adobe.com/express/feature/video/editor>
- <https://obsproject.com/de>
- https://www.youtube.com/playlist?list=PLM6XkiGsBW5V0O2QtpNNj_QGW0ii6e3L-

- https://youtu.be/NLg_3FVGMuU?si=VHKKTDYrGG7AfpSg
- <https://youtu.be/ZMo9RUz8EI?si=172fm5AvzYmLXoEB> Laura Weiter
- <https://youtu.be/D1U2Tp6KOLo?si=9-jlceXpfUjdJP3n>
- <https://youtu.be/oHCRhDmklQQ?si=Rk9YH7-lcoYzKhqt>

- <https://www.youtube.com/shorts/VEhN9bp6vNI>. Volker Quaschning