



The secrets of storytelling references

Adding narrative to bare facts “increased student interest in science, increased their delayed recall of key science concepts” Hong & Lin-Siegler (2012)

<https://doi.org/10.1037/a0026224>

“Narrative improves information processing, increasing recall of and interest in, the story.” Martinez-Conde *et al.* (2019) DOI: <https://doi.org/10.1523/JNEUROSCI.1180-19.2019>

“Narratives framed as stories consistently outperformed factual narratives for encouraging action-taking in all audiences.” Morris *et al.* (2019)

<https://doi.org/10.1007/s10584-019-02425-6>

“Narrative Paradigm (W. Fisher 1987), humans are “homo narrans”—storytelling animals who are persuaded to make decisions based on the coherence and fidelity of stories.” Morris *et al.* (2019) <https://doi.org/10.1007/s10584-019-02425-6>

“Jerome Bruner has argued that one of the ways in which people understand their world is through the “narrative mode” of thought, which is concerned with human wants, needs, and goals.[12]” Chaitin (2003)

“The communication scholar Walter Fisher (1984) and psychologist Jerome Bruner (1991) have argued that narrative is a key means through which people organize and make sense of reality and engage in reasoned argument.” Davidson (2017)

<https://doi.org/10.1057/palcomms.2017.93>

“Stories help people make sense of “the facts” by framing them within particular narratives about how the world works” Davidson (2017)

<https://doi.org/10.1057/palcomms.2017.93>

