

The Power of Visual Storytelling

12.07.2019

Dr. Dennis Fink



HELLO
I am

Dennis

1st Life: Scientist



2nd Life: Entrepreneur



3rd Life: Marketeer



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Köln, North Rhine-Westphalia, Germany · 500+ connections · [Contact info](#)



HELLO

I am

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- How visual storytelling influences the mind
- Science communication and the image of the scientist in the public
- Storytelling on Social Media
- Visual storytelling exercise (5 Shot technique)

AGENDA



Why care about Visual Storytelling?

because if it's not a story, not many will care

Look at my data



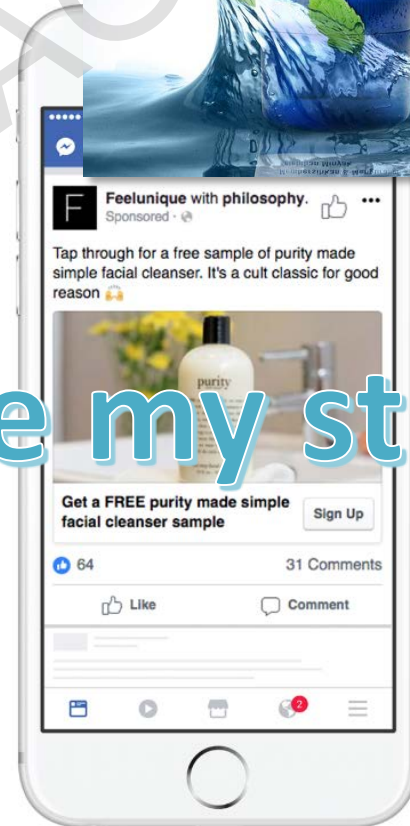
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Read my CV



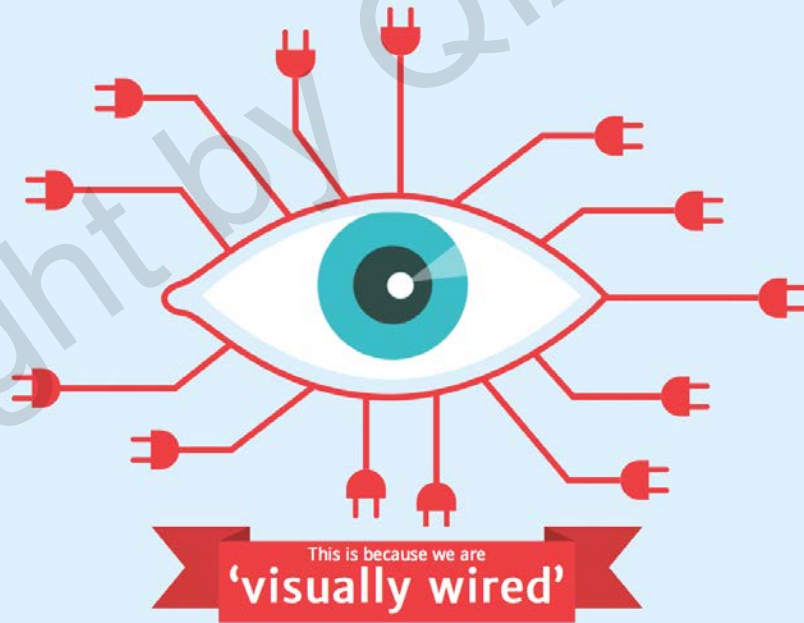
Like my stuff



Why is Visual Storytelling so powerful?

because we're wired in that way

- Our brains actually process pictures 60,000 faster than text.
- 50% of our brain is involved in visual processing
- 70% of all our sensory receptors are in our eyes
- We understand a visual scene in less than 0.01 seconds



Why is Visual Storytelling so powerful?

because we're wired in that way

And you will read this at the end



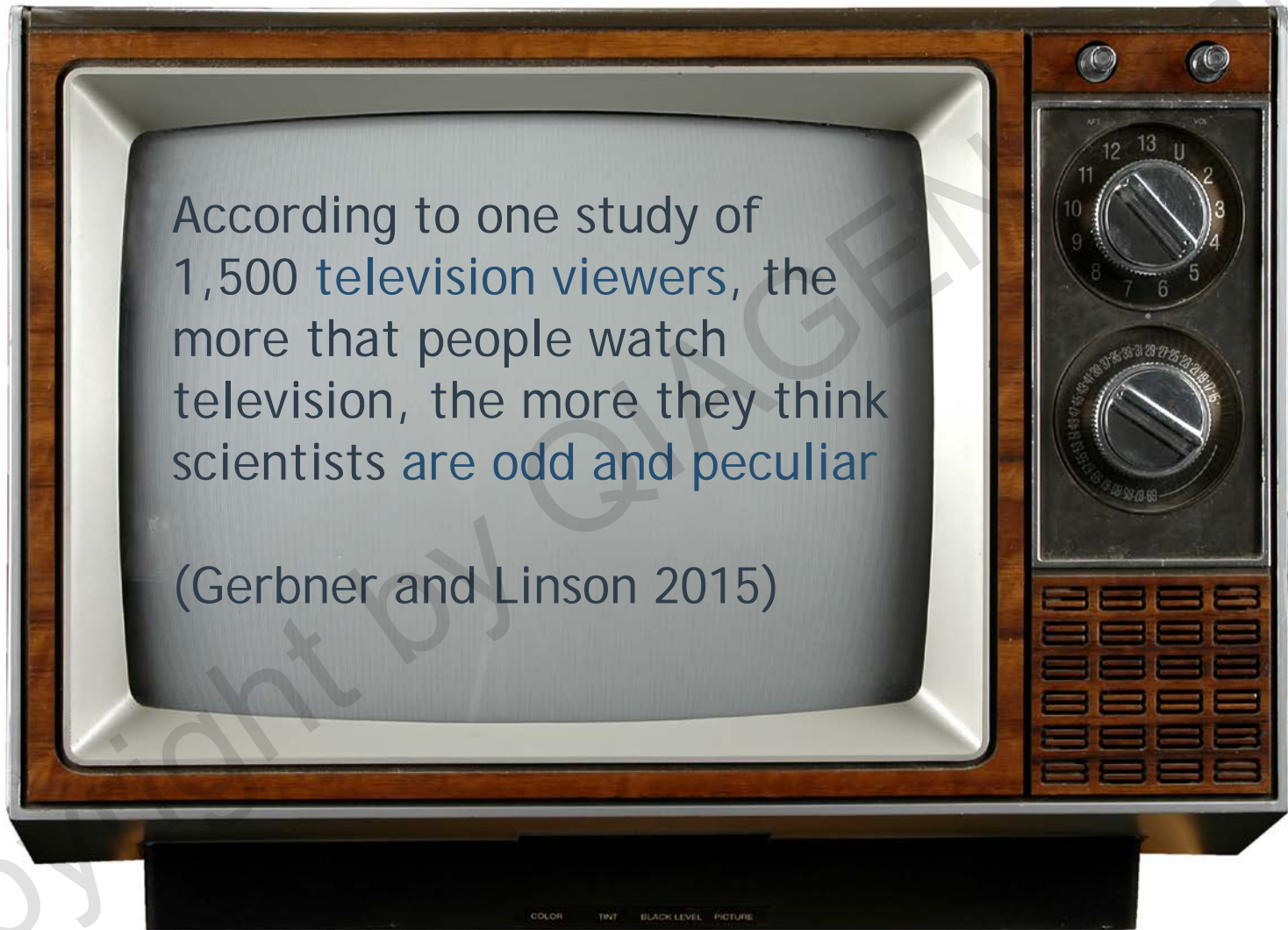
**You will read
this first**

And then you will read this

Then this one

According to one study of
1,500 television viewers, the
more that people watch
television, the more they think
scientists are odd and peculiar

(Gerbner and Linson 2015)



Influencing the image of the scientist in the public

Science officers from Star Trek



Mr. Spock

- Vulcan
- No emotions
- No expression of feelings
- Rational mode of operation



Data

- Android
- No emotions
- No expression of feelings
- Rational mode of operation
- Wants to be human

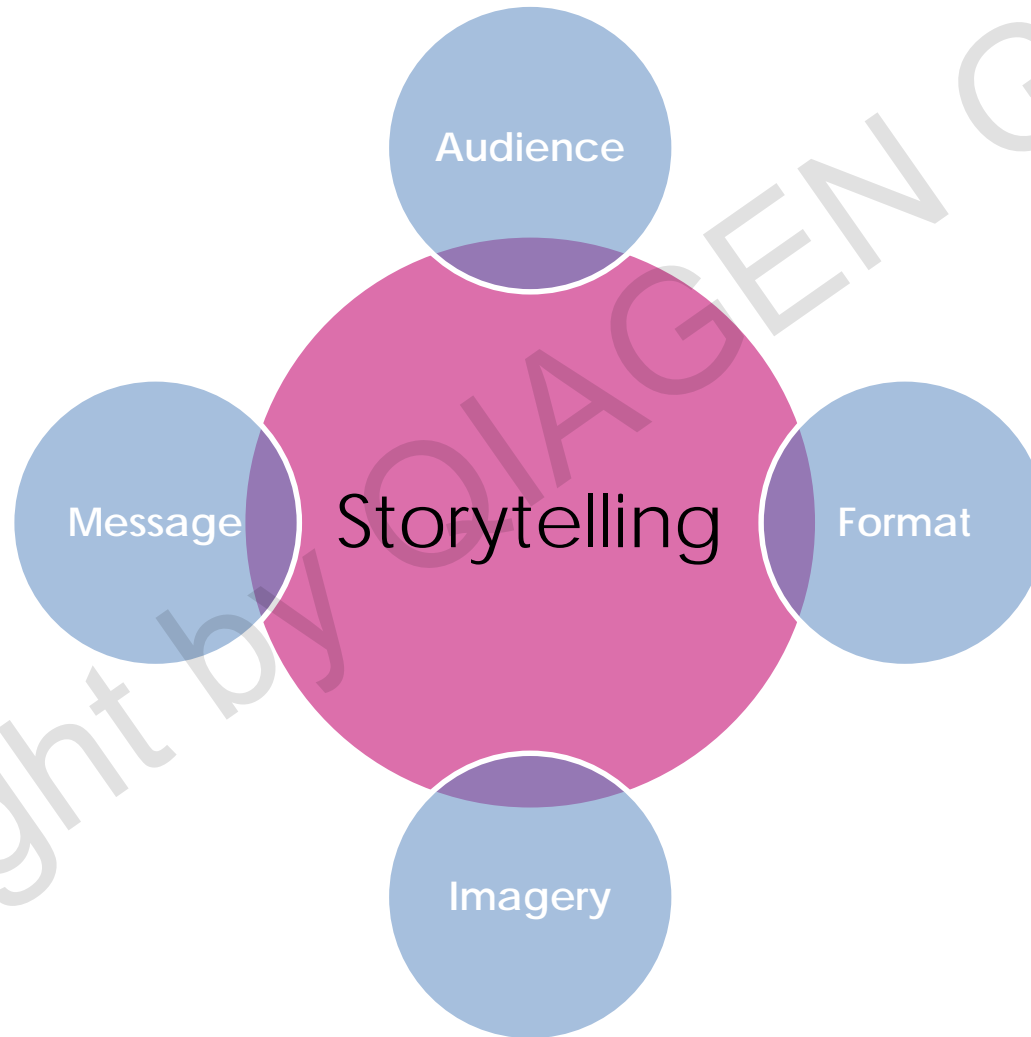


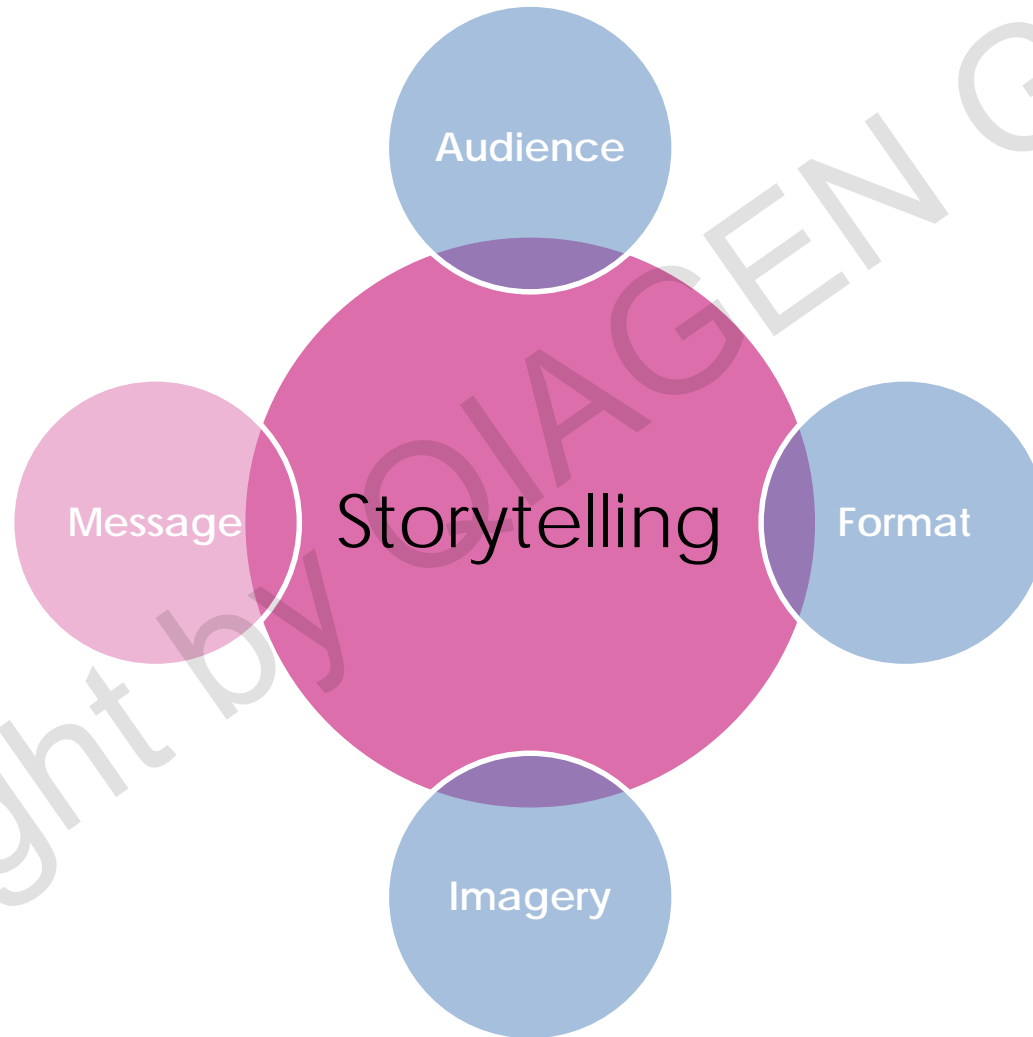
Seven of Nine

- Cyborg
- Half-machine
- Superior

Back to the Future







Storytelling on Social Media - it's not ALL about the image...



The Richard Dawkins Foundation for Reason and Science (Official)

1. Mai um 20:32 · 🌐

Historically, biological and medical research has largely depended on rodents, which provide scientists with everything from cells and organs to behavioral data. That's why a new study in which researchers found that mice actually fear men, but not women, has the potential to be so disruptive. It might mean that a number of researchers have published mouse studies in which their results reflect this male-induced stress effect — and they know nothing about it.

Read more: <http://ow.ly/wlOOH>

Photo credit: Alexander H. Tuttle



Lab mice and rats fear men but not women, calling into question decades of research

Gefällt mir · Kommentieren · Teilen · 👍 3.452 💬 368 ➦ 1.285



I fucking love science

29. April um 03:00 · 🌐

Turns out, lab rats don't like male researchers. This could be seriously skewing data.

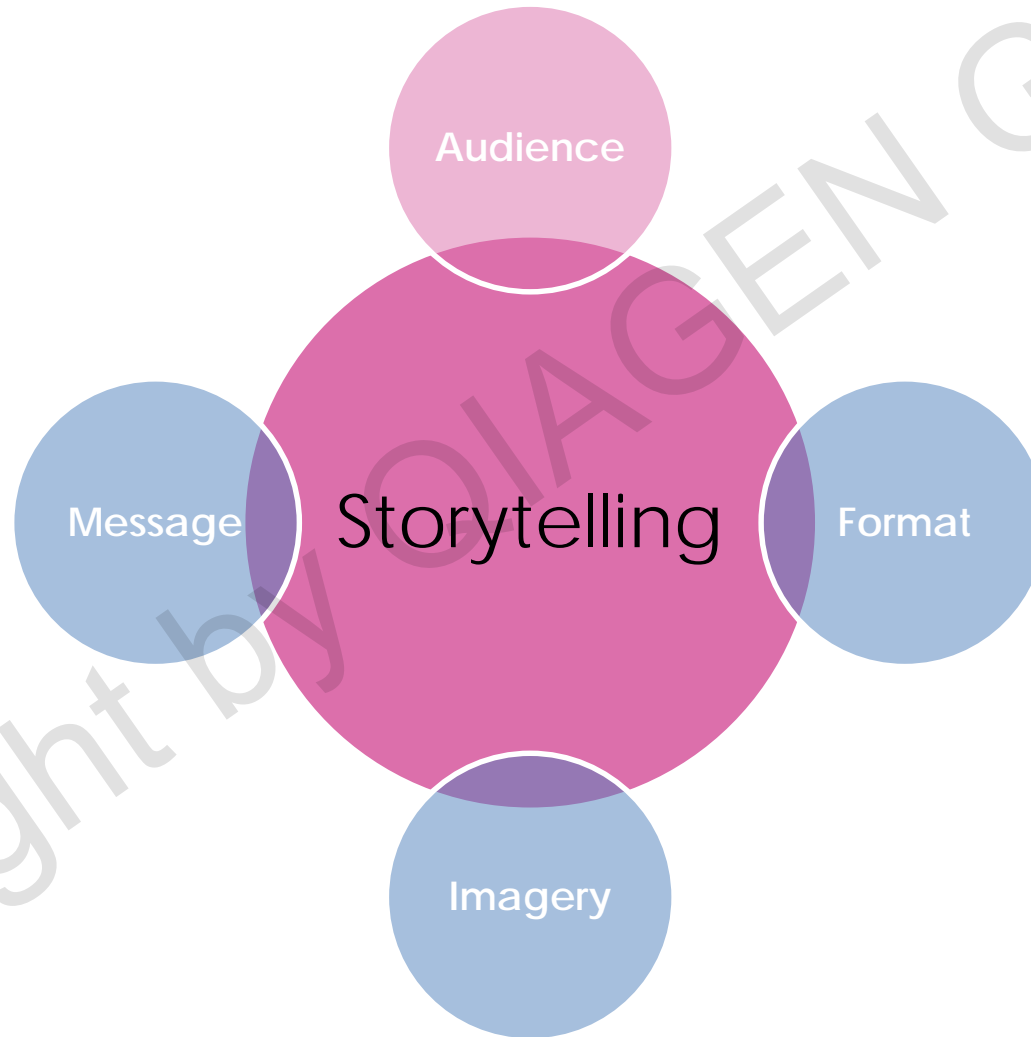


Male Researchers Stress Out Lab Rodents | I Fucking Love Science

The scent of a man influences the behavior of mice and rats during experiments, increasing their stress levels and dampening their pain...

IFLSCIENCE.COM

Gefällt mir · Kommentieren · Teilen · 👍 32.874 💬 1.872 ➦ 9.320





How many lab technicians
are **in love** on Facebook?

Visual Storytelling on Social Media – the power of segmentation



INCLUDE people who match at least ONE of the following ⓘ

[Demographics > Life Events](#)

New relationship

[Demographics > Relationship > Relationship Status](#)

Engaged

[Interests > Additional Interests](#)

I'm Getting Married

[Add demographics, interests or behaviors](#)

[Suggestions](#)

[Browse](#)

and MUST ALSO match at least ONE of the following ⓘ

[Demographics > Work > Job Titles](#)

Clinical Laboratory Scientist

Lab Manager

Lab Technician

Laboratory

Laboratory Director

Laboratory Manager

Laboratory Supervisor

Laboratory Technician (Lab Tech)

Laboratory Technologist

[Add demographics, interests or behaviors](#)

[Suggestions](#)

[Browse](#)



7.700 People

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Life Events

New relationship

Demographics > Relationship > Relationship Status

Engaged

Interests > Additional Interests

I'm Getting Married

Add demographics, interests or behaviors

[Suggestions](#)

[Browse](#)

ALSO match at least ONE of the following ⓘ

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Laboratory

Laboratory Director

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Laboratory Supervisor

Laboratory Technician (Lab Tech)

Laboratory Technologist

Add demographics, interests or behaviors

[Suggestions](#)

[Browse](#)

The challenge of storytelling for a scientific audience

- Storytelling often has a bad reputation within science
- Stories are manipulative
- Data is the only way to communicate
- Scientists are suspicious

Opinion
Science

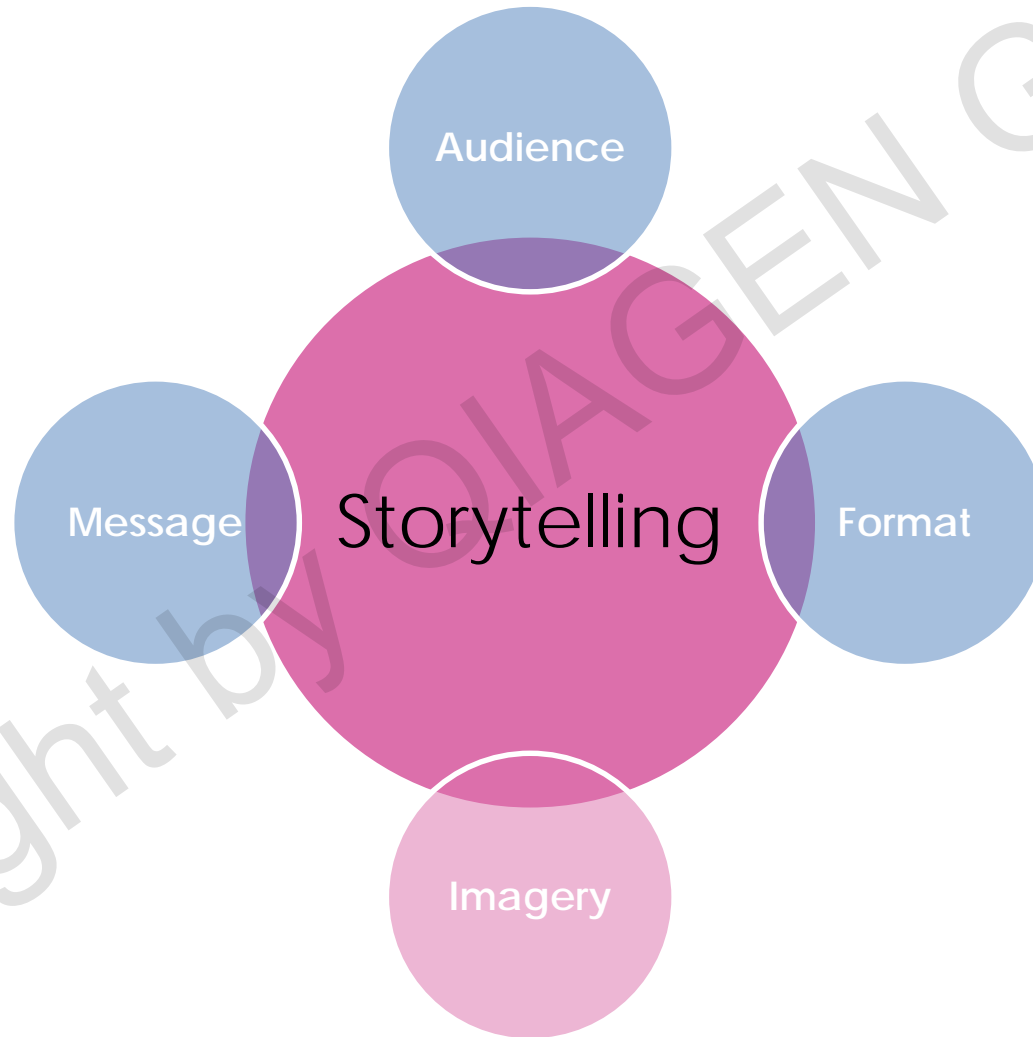
Our job as scientists is to find the truth. But we must also be storytellers
Nick Enfield

@njenfield
Fri 20 Jul 2018 01:38 BST

Science can't exist without telling a story. The question is not whether we should use it, but how we should use it best



© marketoonist.com











Sources for CC pictures (Create Commons Lizenz)

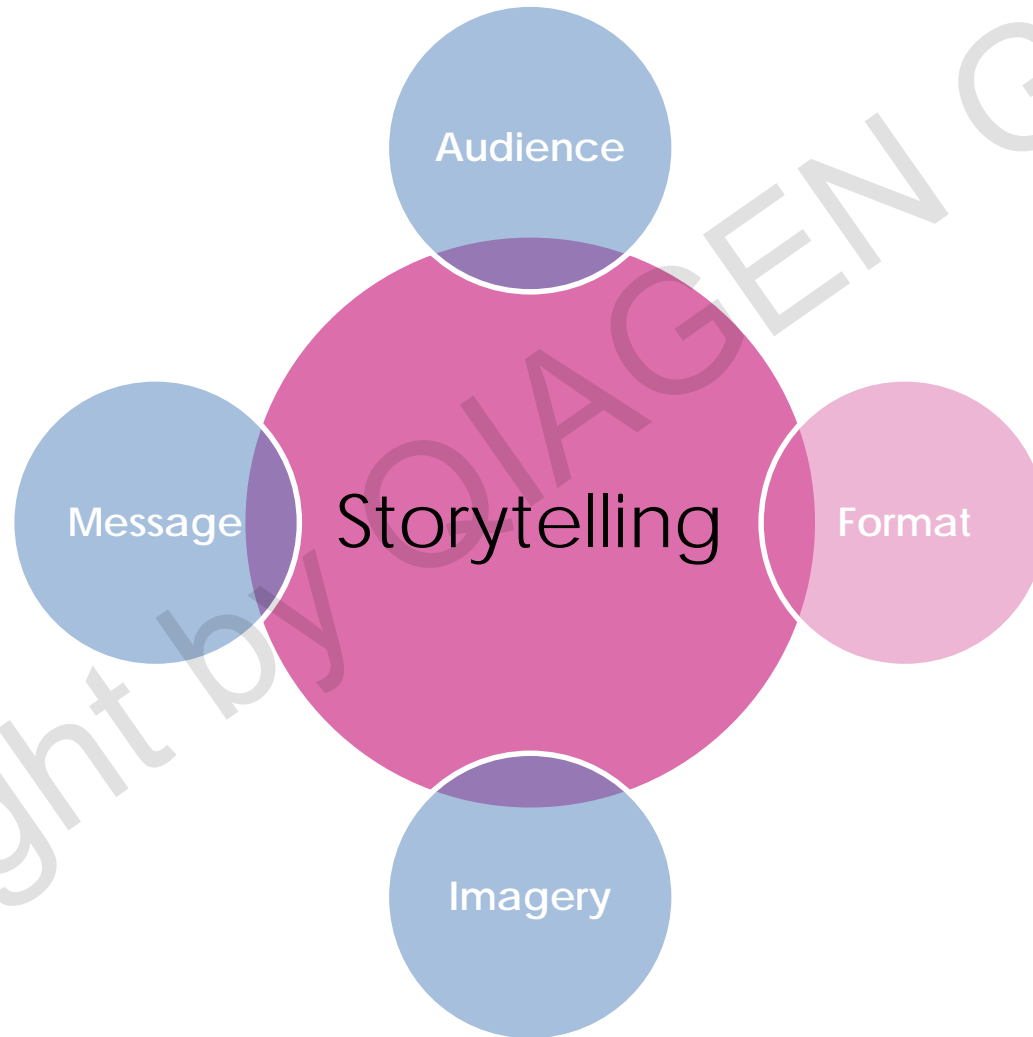
<http://www.gratisography.com>

<http://littlevisuals.co>

<https://unsplash.com>

<https://picjumbo.com>



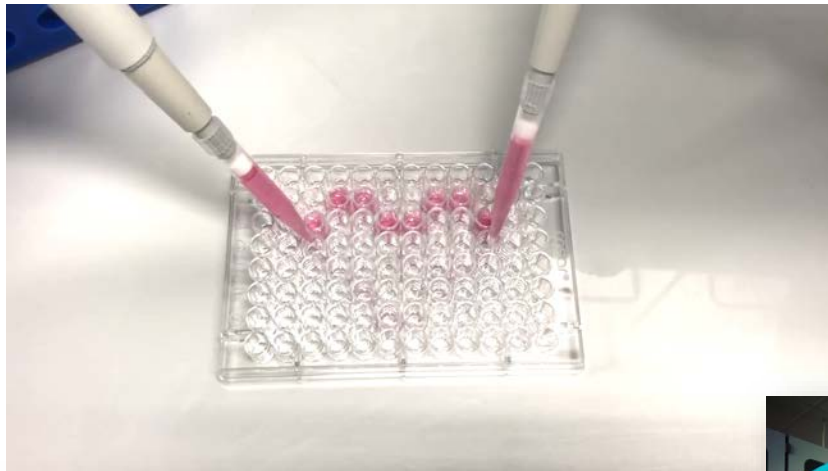


Same visual, but different

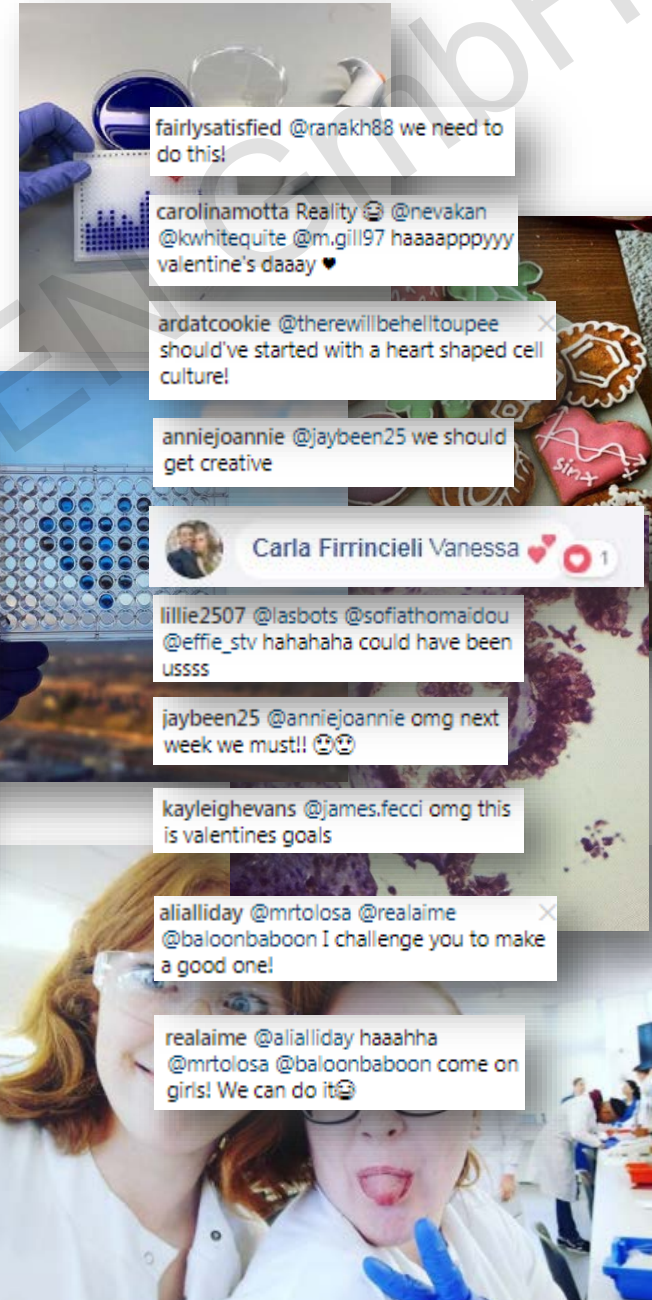
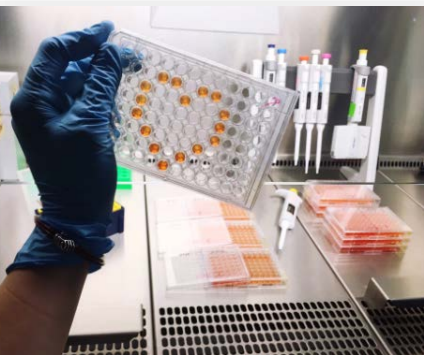


 /TheSlowMoGuys

Let others do the storytelling



81 entries



Example: Fast Select Launch Campaign

Goal: Awareness

QIAseq FastSelect RNA Removal Kits

 Print

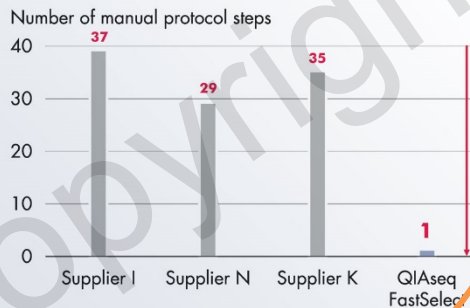


For rapid rRNA and/or globin mRNA removal for RNA-seq library preparation

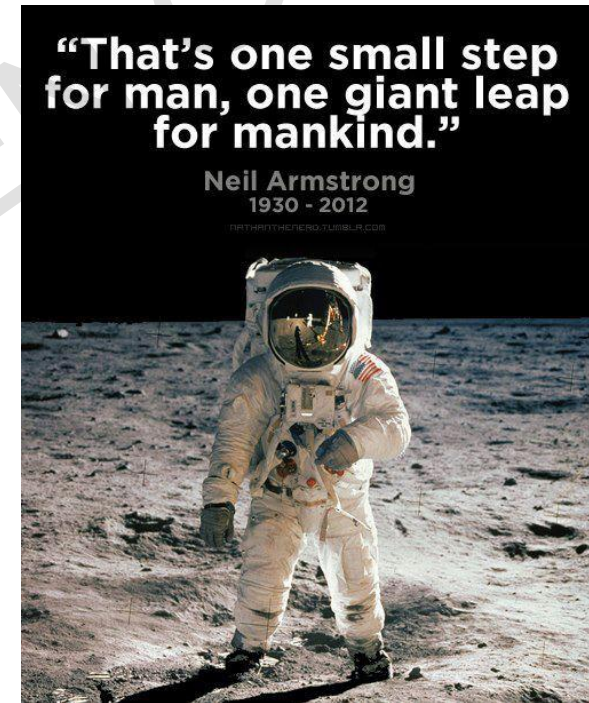
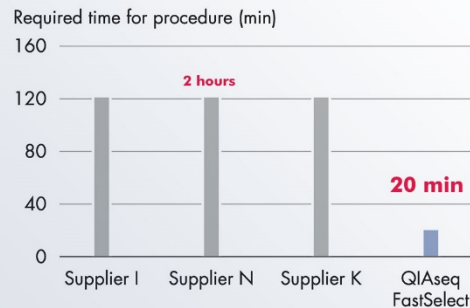
- Compatible with QIAGEN, Illumina, NEB and KAPA RNA stranded library kits
- High performance rRNA and/or globin removal in just 20 minutes
- Only one pipetting step – combine removal reagent with RNA and incubate
- No extra cleanup steps or protocol modifications
- Customize to your experiments by species and targets

1. Define one USP

1 pipette step vs. > 29 steps



Complete in 20 min vs. hours



2. Create a story on meta level

A low-angle shot of two astronauts in white space suits on a dark, rocky planet surface. One astronaut is in the foreground, reaching out towards the other who is partially visible on the right. The background is a bright, hazy sky. The image is overlaid with several 'iStock by Getty Images' watermarks.

One Step
to RNA-seq
success



Where can one
step take you?

Take the step that matters.



Only one small step for you, one giant leap for RNA removal.

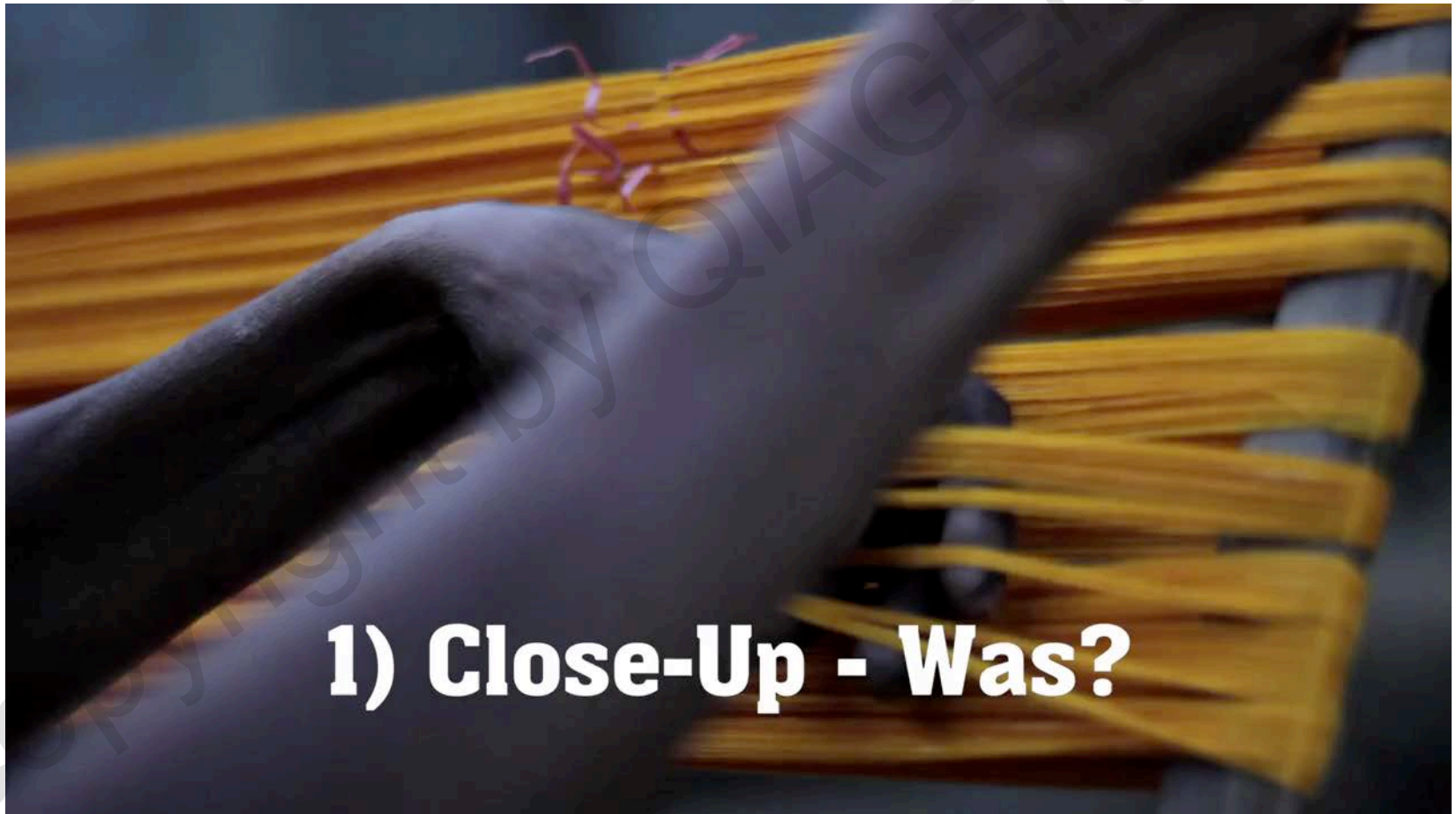
ReThink RNAseq.

Visual Storytelling Exercise



The 5 shot technique

- Use different shots to depict an activity
- Change of perspective (wide, medium, close up shots)
- Construct a visual narrative with little segments



The 5 shot technique

1. Close-up of the hands (the mystery has to do only with what is on the page...)



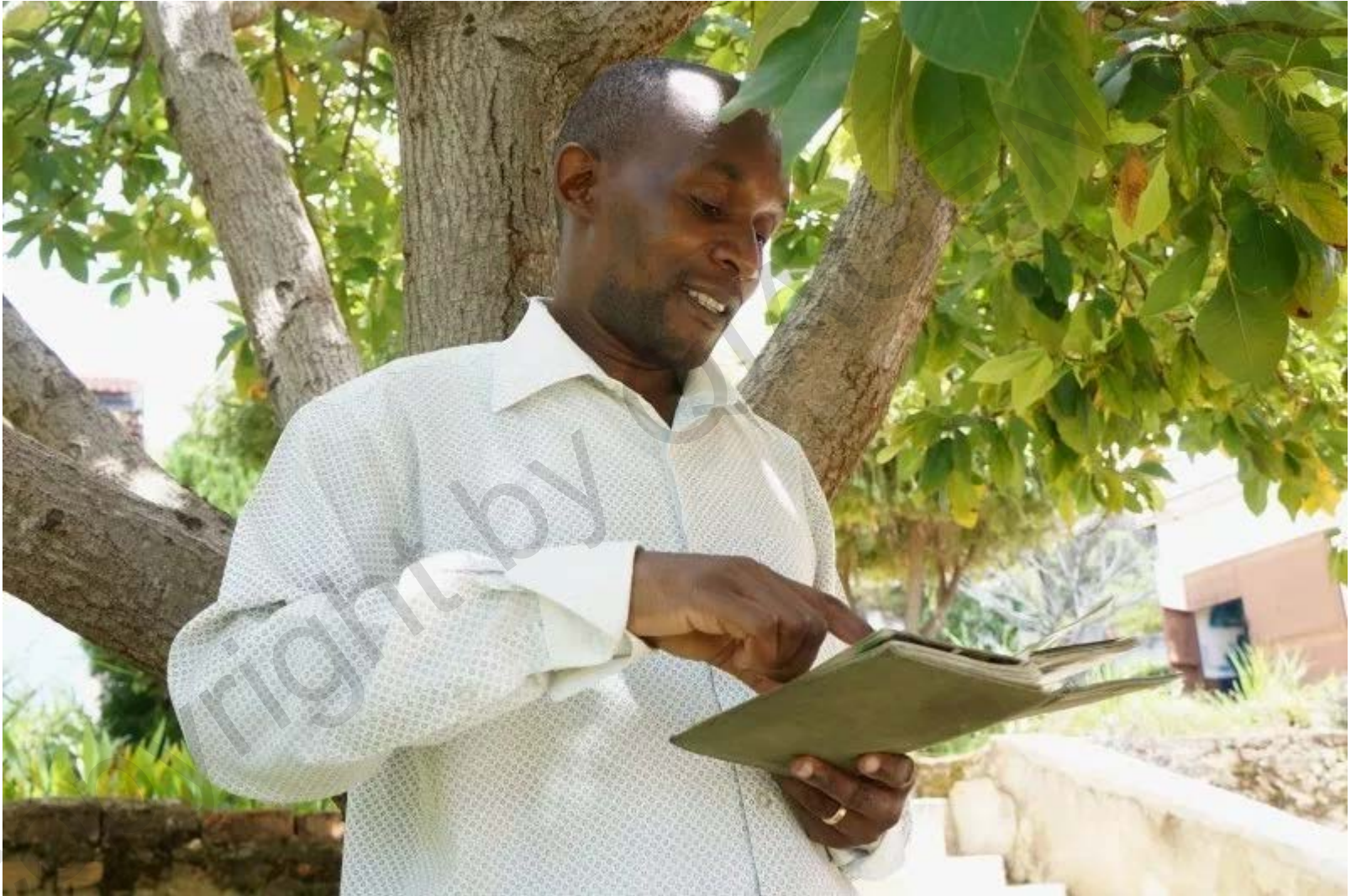
The 5 shot technique

2. Close-up of the face to introduce the person



The 5 shot technique

3. Medium shot to show the context: what is going on and where.



The 5 shot technique

4. Over the shoulder shot (to show what is being looked at)



The 5 shot technique

5. The unusual shot (from the “bird perspective”, the photo is taken from a tree)













Your turn

Email to dennis.fink@qiagen.com

The 5 shot technique



#MCAARMi2019

@MARIECURIE_ALUM

VISUAL
STORYTELLING
WORKSHOP



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XX178GH DEP 11:25
SOLD AS BB776AA

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Venice

Boarding Pass / Venice

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GROUP

Venice

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11:05

SEAT
6C

XX945GH 75ahyt6ajd7466dsgt7ji1aku53

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