

## **What's the story? Developing engaging narratives to communicate scientific research**

Deelia Wang

Industrial Design, Rhode Island School of Design, Providence, RI

From developing ceramic water filters for accessible drinking water to creating computer models that predict future changes in Narragansett Bay, RI C-AIM research strives to answer important scientific questions regarding climate change in the Ocean State. There is a critical need for this research to reach diverse audiences outside the scientific community that hold a social, cultural and/or economic stake in the health of Narragansett Bay.

Storytelling is one of the most powerful ways to inspire and encourage a more engaged and informed public. Personal stories can demystify the processes and results of scientific research, which is often inaccessible to those without the expertise. Science communication can offer new insights into how science stories are as relevant to the social fabric as any other news story on politics or pop culture.

This project entails engaging with other SURF students to create journalistic pieces accompanied by artistic visuals that highlight their research, research significance, and experiences. I develop interview questions, conduct interviews, and craft narrative stories that effectively communicate the science of a given research topic, as well as people's personal pursuits and journeys.

The final project culminates in the form of a website, which contains all of the completed narrative stories and visuals ready for easy distribution.