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narratives are more interesting, more understandable, more believable, and more persuasive.

Dahlstrom & Ho (2012). Ethical considerations of using narrative to communicate science. Science Communication. 34(5)
Interactions among Collective Spectators Facilitate Eyeblink Synchronization

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Abstract

When the audience of a movie or a concert is a crowd of people, their cognitive processes among audience members are influenced by the behavior of the audience as a whole. In this study, we examined the effect of interactions among audience members on eyeblink frequency. We used a computer-generated movie with silent and moving visuals and measured eyeblinks of the audience members. The results showed that the frequency of eyeblinks in the audience group that was exposed to a visual stimulus during the movie was significantly higher than that of the control group. This finding suggests that the collective behavior of the audience members influences their eyeblink frequency, and that the collective behavior of the audience members is a key factor in the synchronization of eyeblinks among audience members.

Introduction

What makes a movie performance so enjoyable? Is it the actor’s dramatic performance? Is it the music that is played during the movie? It is also possible that the interactions among the audience members, who are watching the movie, affect the eyeblink frequency of the audience members. Therefore, we investigated the effect of the interactions among audience members on eyeblink frequency.

Method

The study was conducted in a movie theater. The audience members were divided into two groups: the experimental group and the control group. The experimental group was exposed to a visual stimulus during the movie, while the control group was not exposed to any visual stimulus. The eyeblink frequency of the audience members was measured using an eye tracker. The results showed that the frequency of eyeblinks in the experimental group was significantly higher than that of the control group. This finding suggests that the collective behavior of the audience members influences their eyeblink frequency, and that the collective behavior of the audience members is a key factor in the synchronization of eyeblinks among audience members.

Frontiers in Psychology

Emotionally excited eyeblink-rate variability predicts an experience of transportation into the narrative world

Ryota Naito, Kojiro Kageyama, Tatsuki Ueda

Abstract

The current study investigated the effect of transportation on eyeblink frequency. Transportation is a phenomenon that occurs when an individual is fully immersed in a narrative and experiences a sense of emotional involvement. The results showed that emotionally excited eyeblink-rate variability was positively correlated with the experience of transportation into the narrative world. This finding suggests that the emotional involvement in a narrative can influence eyeblink frequency, and that eyeblink frequency can be a useful tool for assessing the experience of transportation into the narrative world.

Introduction

Collective social communicators such as films, novels, and video games are designed to provide an experience of transportation into the narrative world. The current study investigated the relationship between emotionally excited eyeblink-rate variability and the experience of transportation into the narrative world. The results showed that emotionally excited eyeblink-rate variability was positively correlated with the experience of transportation into the narrative world. This finding suggests that emotionally excited eyeblink-rate variability can be a useful tool for assessing the experience of transportation into the narrative world.
RESEARCH ARTICLE

Narrative Style Influences Citation Frequency in Climate Change Science

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Abstract

Peer-reviewed publications focusing on climate change are growing exponentially with a consequent that the uptake and influence of individual papers varies greatly. Here, we examine the role of narrative from psychology and literary theory, and use these examples to test the hypothesis that more narrative climate change writing is more likely to be influential using citation frequency as a proxy for influence. From a sample of 720 scientific articles drawn from the climate change literature, we find that articles with more narrative elements are cited more often. This effect is closely associated with journal identity—higher-impact journals tend to feature more narrative articles, and these articles tend to be cited more often. These results suggest that writing in a more narrative style increases the uptake and influence of articles in climate literature, and perhaps in science literature more broadly.

Introduction

Climate change is among the most compelling issues now confronting science and society and climate science as a research endeavor has grown accordingly over the past decade. The number of scholarly publications is increasing exponentially, doubling every 5–6 years (1). The volume of climate change publications now being produced exceeds the ability of individual investigators to read, remember, and use. Accordingly, it is increasingly important that individual articles be presented in a way that facilitates the uptake of climate science and increases the salience of their individual research contributions.

Evidence from psychology and literary theory suggests that audiences better understand and remember narrative writing in comparison with expository writing (2,3), and new evidence from neuroscience has revealed a specific region in the brain that is activated by both (4). Narrative writing tells a story through related events (5), whereas expository writing is facts without much social context. Presenting the same information in a more narrative way has the potential to increase its uptake—a particularly attractive prospect in the context of climate science and scientific writing generally—and consequently, narratives are widely recognized as powerful tools of communication (6,7).

Despite this, professional scientific writing tends to be more expository than narrative, utilizing objective observations made by detached researchers and relying on the logical

Fig 1. Multipanel plot depicting the relationship between narrativity (individual indicators and single narrativity index given by PC1, labeled individually) and article citation frequency. The use of sensory language, conjunctions, connectivity, and appeal to reader are significantly correlated with article citation frequency (linear regression; shaded area indicates 95% confidence interval for the linear model parameters).
why stories?
give voice to experience
bear witness to suffering
construct identity
galvanize action
why stories?

connect and find community
find meaning
be understood
be heard

SCENES
STORY ARC
in what ways has this experience changed you as a person?

how has your perspective shifted over the course of your experience?

what has surprised you?
VULNERABILITY
your dreams and goals
your relationships
your everyday life
it’s your story

TELL IT WELL
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