

A woman with long brown hair, wearing a white cable-knit sweater, is sitting in a field of dry grass. The background shows a line of trees under a warm, golden sunset sky. The overall mood is contemplative and serene.

**THINK:**

"a science based check list for  
effective science communication

*Jo Røislien*

Director General  
Norwegian Institute  
of Public Health

Minister of health

Prime minister



Risk  
*'Trust'*

Public health  
*'Informed choice'*



COVCOM

Media and communication  
*'Attention grabbing'*

## Summary: THINK

- Trust – yet not boring.
- Human emotions – yet not *'emotional'*.
- Narratives – yet factual and informative.
- Kreativivity – yet not crazy.

The FAKE NEWS-people are awesome at this...

Oh! So that's why journalism works!



**TRUST** «...acting in my best interests...»



**TRUST** «...acting in my best interests...»

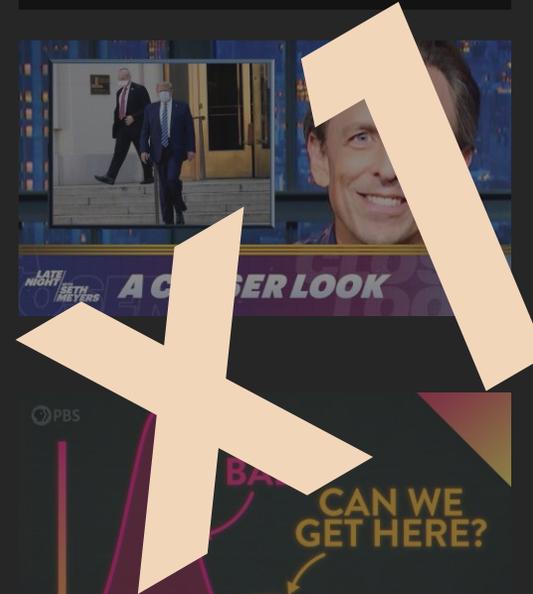
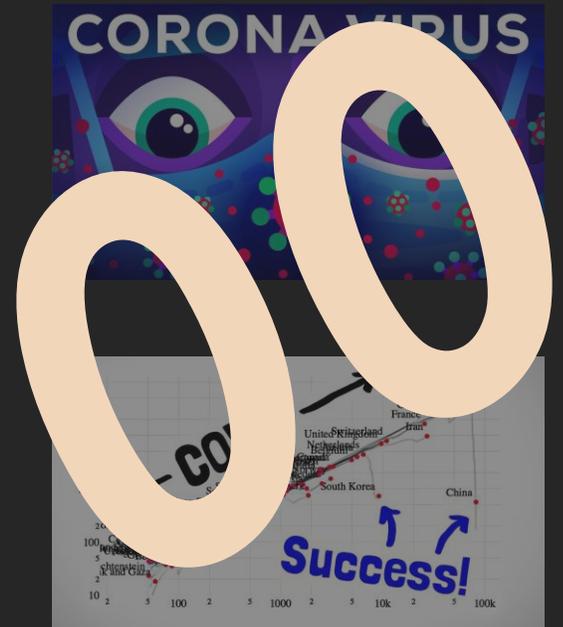
A photograph of two young girls in a forest. The girl on the left has long, wavy blonde hair and is wearing a light blue denim jacket. She is smiling broadly and hugging the girl on the right. The girl on the right has shorter, straight blonde hair and is wearing a white, fluffy jacket. She is also smiling. The background is a blurred forest with green foliage and fallen leaves on the ground.

**Who do you choose?**

# World Health Organization



# YouTube



The image features three overlapping question marks on a dark, textured background. The top-most question mark is a light beige color. Below it, two other question marks are visible, one in a medium grey and one in a darker grey, partially obscured by the others. The text 'What does a data scientist do?' is centered over the middle question mark in a white, sans-serif font.

What does a data scientist do?

L2Q JUNE 20





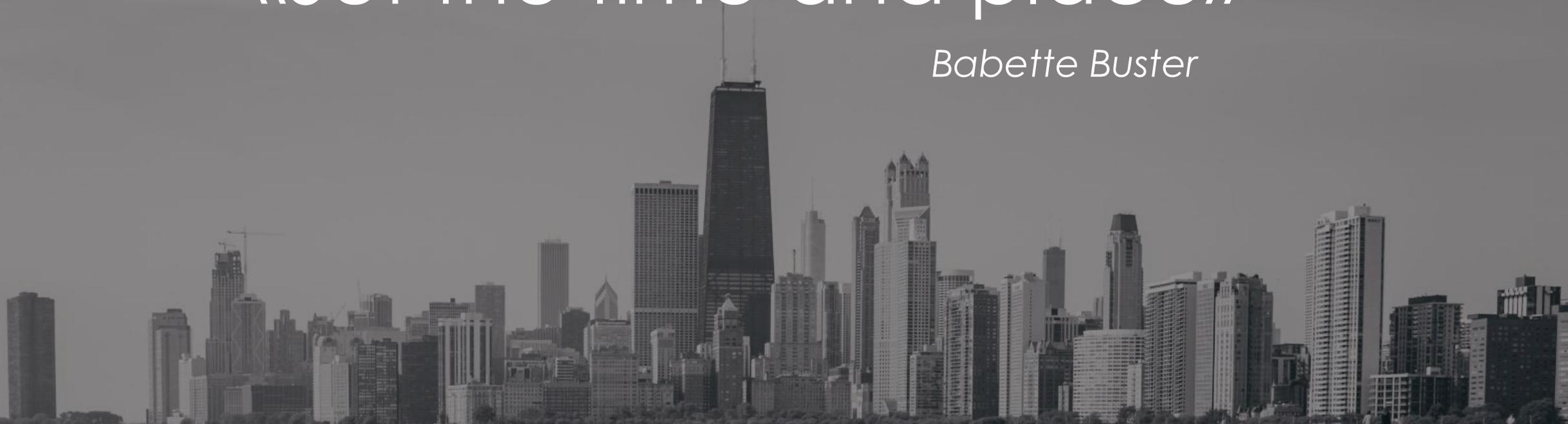
*Stories is how the brain remembers*

**A birthday summary:**



# «Set the time and place»

*Babette Buster*





# RadioLab

Antibodies part 1 - CRISPR



# RadioLab

Antibodies part 1 - CRISPR





**HABITUATION**



**NOVELTY**

# 'Mental models'

Model for communicating knowledge

1. What do you want to say?
2. What does the receiver know?  
How do they take information in?
3. Design the communication.
4. Did it work?

COVCOM

*The sender*

*The receiver*

*The message  
(THNK)*

*The effect*



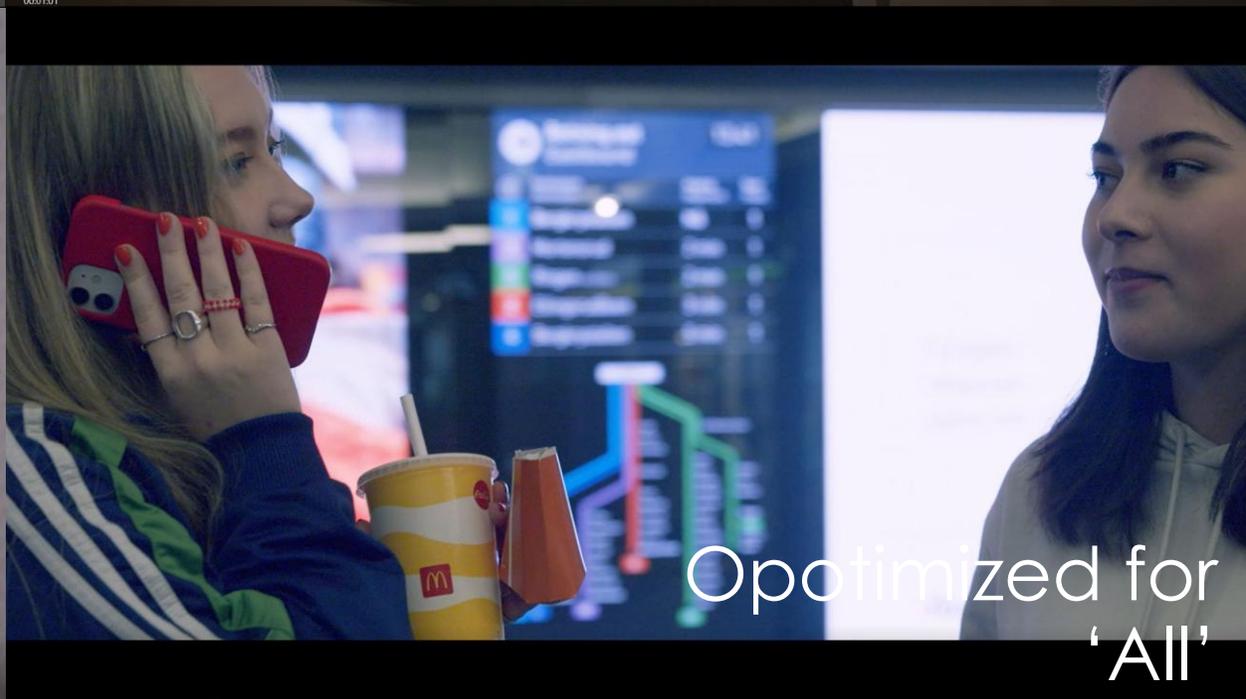
Optimized for  
'Trust'



Optimized for  
'Learning'



Optimized for  
'Catchy'



Optimized for  
'All'

Trust

Learning

Catchy

All

# RCT

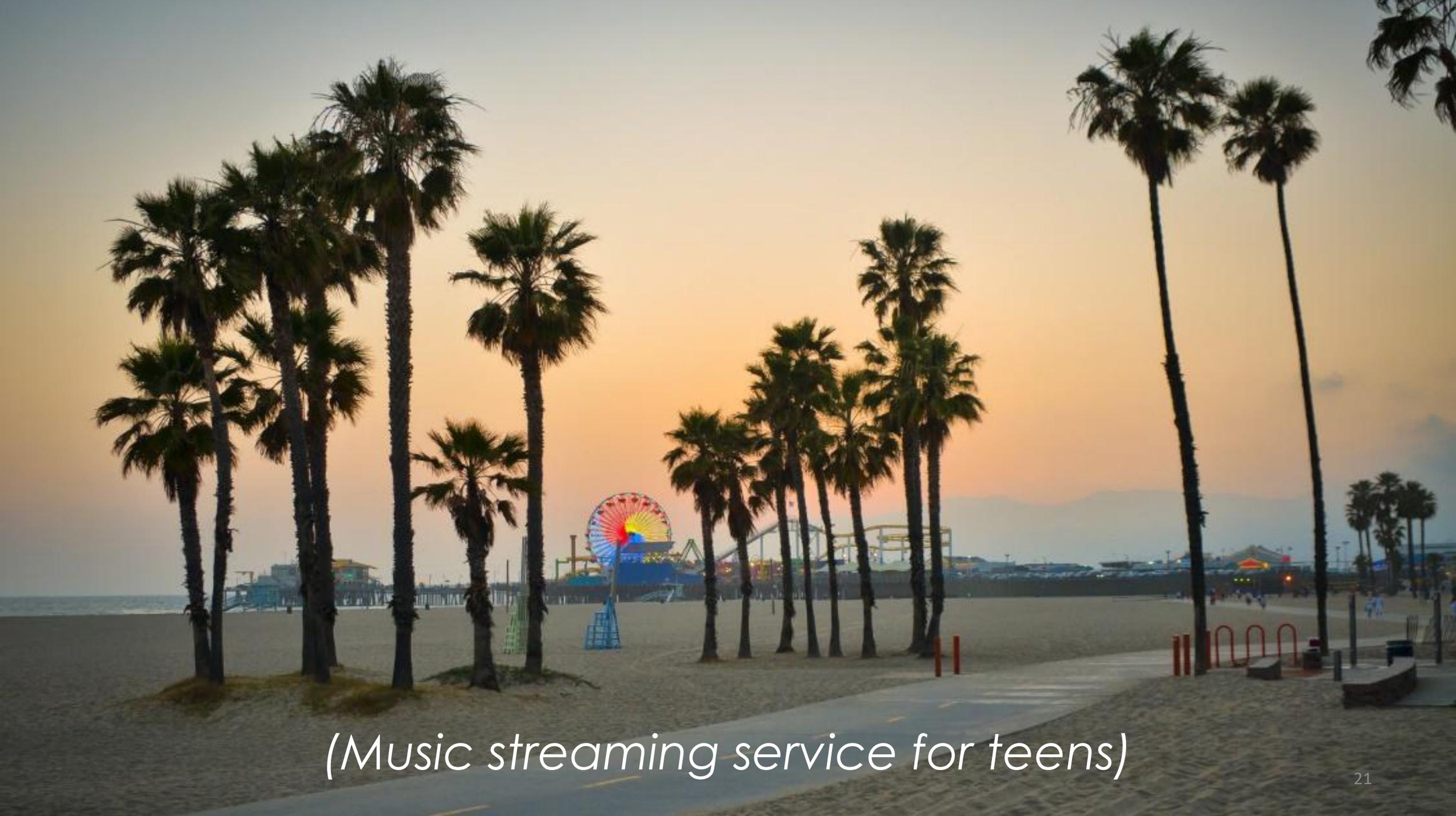
(Randomized Controlled Trial)



“People will forget what you said,  
people will forget what you did,  
but people will never forget how  
you made them feel.”

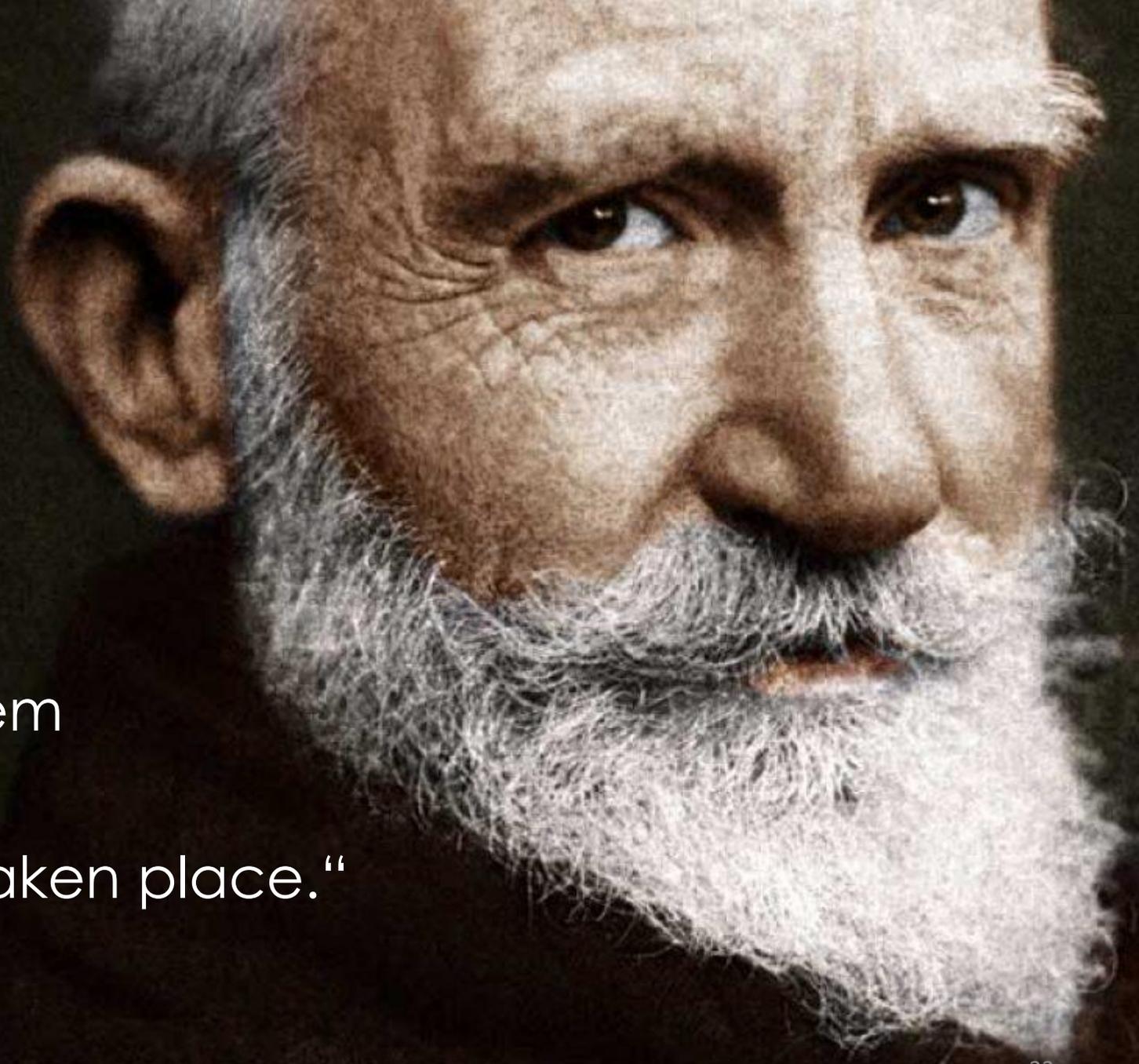
*Maya Angelou*





*(Music streaming service for teens)*





“The single biggest problem  
in communication  
is the illusion that it has taken place.”

- *Georg Bernard Shaw*

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# THNK

Trust

Human  
emotions

Narratives

Kreativitet